



**WINNERS BOOK**



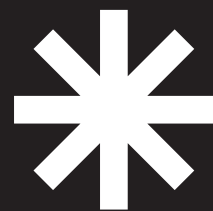
**THE 56TH ANNUAL  
AMERICAN  
ADVERTISING  
AWARDS**

**AD  
SPACE**

**2022**







**THE 56TH ANNUAL  
AMERICAN  
ADVERTISING  
AWARDS**

**WINNERS BOOK**

# FLight

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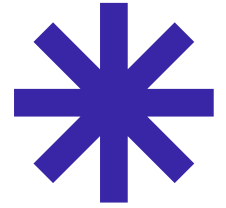
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we  
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to new  
heights

+

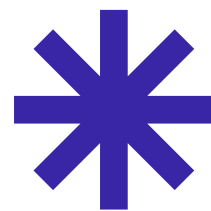
GRAVITY IS OPTIONAL





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# PRESIDENT'S LETTER

To all of our Oklahoma City Ad Club members, supporters, creatives, and industry leaders, thank you for participating in the 56th Annual American Advertising Awards of Oklahoma.

With a pandemic, ice and snow storms, remote working (and all the distractions that brings), and all of the other hurdles 2020 and 2021 threw at us, our state's creative spirit not only endured but excelled, as evidenced by the amazing winners displayed throughout this book. With over 1,000 entries, our local competition is considered one of the toughest and most competitive programs within the American Advertising Awards realm.

The gold ADDY winners from tonight will go on to compete in the District 10 competition, followed by the National AAF American Advertising Awards. It is an exciting and challenging process that truly highlights the best creative work in our state, region and country.

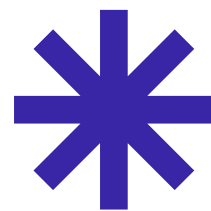
I want to give a special shout out to our ADDY Chair this year, Sarah Hoffman. The year 2021 has thrown many curveballs to her, while she orchestrated this year's competition, and in person gala.

AAF Oklahoma City would not be the thriving club it is without the support and engagement from all of our board members, volunteers, sponsors, and contributors. I thank each one of you for your continued commitment to the advertising community.

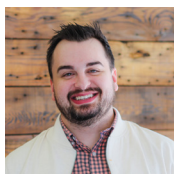
Congratulations to all of the winners, your creative work shone a bright light on a dark year!

Joel Richardson  
AAF OKC President



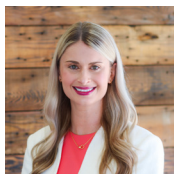


# 2022 ADDY AWARDS BOARD COMMITTEE



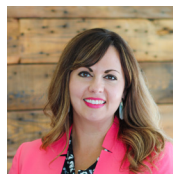
## **PRESIDENT**

Joel Richardson  
Paycom



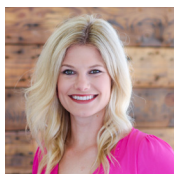
## **ADDY AWARDS CHAIR**

Sarah Hoffman  
Flight



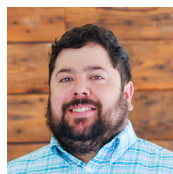
## **COMMUNICATIONS CHAIR**

Alison Abbott  
BBB Serving Central Oklahoma



## **JUDGING CHAIR**

Hannah Landry  
Krush Digital Advertising Agency



## **SOCIAL MEDIA CHAIR**

Harold Storey  
Beyond Theory



## **GALA CO-CHAIR**

Michele Boatman



## **EMAIL MARKETING CHAIR**

Mark Hill  
Words That Connect



## **AUDIO PRODUCTION CHAIR**

Randy Kemp  
RK-1 Productions



## **EXECUTIVE CHAIRMAN**

Bethany Scott  
Ghost

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MARKETING  
CONFERENCE  
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SPEAKERS, AND PLENTY OF CAFFEINE, MARCON 2022 IS THE PLACE TO

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THEATRE**



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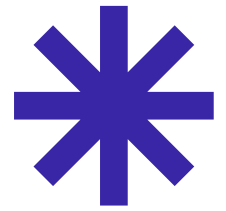
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# 2021 ENTRANTS



VI Marketing and Branding  
High Five Media  
Boiling Point Media  
Braid Creative  
Toast Design Studio  
Jones PR  
Chickasaw Press  
Oklahoma City Community College  
Cox Media  
Hahn Public  
Paycom  
Blue ORCA Marketing  
Newcastle Casino  
Public Strategies  
Stonecloud Brewing Company  
shevaun williams & associates  
Chickasaw Nation - Newcastle Casino  
Traction Marketing  
University of Central Oklahoma  
Feed the Children  
Nuevo Studio  
Insight Creative Group  
Krush  
Robot House Creative  
Beyond Theory Creative  
Ghost  
Boomerang Diner Inc, L.C.C.

Oklahoma City Community Foundation  
Babb Design  
Camp Pixel  
Price Lang Public Relations  
Digital DK  
Retrospec Films  
Noble Research Institute  
Studio Flight  
Trifecta Communications  
Nodecraft Inc  
City of Edmond, Oklahoma  
Fire Protection Publications  
CVWmedia  
BlackMatter Creative  
sociallutions llc  
Judi Startzman Consulting  
MTWC Animation Studio, LLC  
Freestyle Creative  
Funnel Design Group  
Station8 Branding  
HOEGGER COMMUNICATIONS  
Coin Creative  
Oklahoma Shirt Company  
BealsCunningham  
Oklahoma City Thunder  
Unknown.Studio  
Koch Comm

RIVERSPORT Foundation  
Bolt Custom Shirts/University of  
Oklahoma  
833 Creative at McElroy  
Upsidedown Design  
Self  
Oklahoma State University  
Visit Edmond  
Lechelle Calderwood  
Oklahoma Medical Research Foundation  
Medium Giant  
Lippert Media LLC  
Simple Modern  
The Audio Planet  
Oklahoma Gazette  
Oklahoma City Community College  
Myers Marketing Management  
Whitney Creative  
Kyle Dillingham LLC  
Pioneer Telephone  
Heartland  
BRIDGES  
University of Central Oklahoma  
Flight  
The Climate Control Group, Inc.  
Zack Walker Design

# VIP SPONSORS



vi marketing and branding

OFFICIAL VIP LOUNGE SPONSOR

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Technologies



**FLight**

**Freestyle**  
CREATIVE

 **doc popcorn**

 **paycom**

**Creative Sponsor:** Flight | **T-Shirt Sponsor:** Oklahoma Shirt Company | **Medals and Trophies:** The Feral Company, MTM Recognition, Art Fusion Studio | **Digital Billboards:** Vital Outdoor | **Show Production Sponsor:** CNS Productions | **Audio Production:** RK-1 Productions | **Voiceover Talent:** Randy Kemp, Matt Kemp, Michelle McChristian | **Winners Book Printing:** Southwestern Printing | **VIP Lounge Sponsor:** VI Marketing & Branding | **Bar + After-Party Sponsor:** Freestyle Creative | **Catering:** Ned's Starlite Lounge | **Popcorn Sponsor:** Doc Popcorn | **Winner's Book Design Sponsor:** Stonecloud Brewing Company | **Photobooth Sponsor:** Paycom



to all of the winners at the 2022 American Advertising Awards of Oklahoma!

## Marketing that Matters

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After-Party  
Sponsor



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# 2021 JUDGES

## KELLY KOMP

Principal / Creative Director, Multiple Inc.



Kelly is a founding Partner and Creative Director at Multiple Inc, with more than 20 years of experience overseeing engagements with clients to drive intentional change by designing and advancing brands, services, and products. A graduate of Ball State University with a BFA in Graphic Design, Kelly's humble beginnings and relentless work ethic laid the foundation for his resourcefulness and ability to distill complex problems down to actionable strategies. With a portfolio ranging from identity design and packaging to marketing campaigns and digital experiences, Kelly has led award-winning projects, delivering clarity and energy for Multiple's clients in industries spanning education, environmental, financial services, healthcare, manufacturing, retail, and technology.

## BRIDGET DEUTZ

Founder & Chief Marketing Strategist, Greenline Marketing

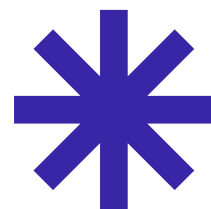


Bridget Deutz is the Founder & Chief Marketing Strategist at Greenline Marketing. She has nearly ten years of experience in marketing and communications with several years of both in-house and agency marketing leadership experience. Bridget has a Bachelor's degree in Communication from The College of Saint Benedict & Saint John's University. She enjoys working with businesses of all sizes as well as contracting with agencies. Bridget specializes in content creation, marketing strategy, user-experience, inbound marketing, and digital marketing execution.

Bridget has a passion for all things marketing and a relentlessly creative spirit. She approaches all projects with a "client first" attitude and enjoys working with businesses of all shapes and sizes to help them grow and thrive. When she's not collaborating with

and creating for clients, she also frequents as a panelist and speaker on digital and inbound marketing and the work she does.

In her free time, Bridget teaches piano and voice lessons, enjoys photography and hand lettering, and lectures at her alma mater. She loves small-town coffee shops, digging in antique stores, musical theatre, spending time with her labradoodle Dolly, and seeing + experiencing new places. Above all else, Bridget truly cherishes time spent with her family and friends.



## TRACE HALLOWELL

Creative Director, Tactical Magic



Trace founded Tactical Magic in 2001. A thirty-five year veteran of the advertising business, his creative branding work has received numerous international honors and has been widely published in books, magazines, and even college textbooks. Highlights include the One Show, Graphis, the Obie Awards, Communication Arts, and National Addys.

Prior to Tactical Magic, Trace built a wide range of skills at Bozell, Jacobs, Kenyon & Eckhardt, Earle Palmer Brown, and Thompson & Company. He has a passion for words, design, film, music, family, and riding Route 66.

## LUIS ANTEZANA

Director of Strategy, CROWN



Luis Antezana lives for creating connections and experiences. In a data-driven world of broadcasting and sharing, he observes and listens, focusing on emotion and feeling.

As Director of Strategy & Technology at CROWN, a strategic creative agency, he uses a combination of brand, creative, content, and social strategies to shape the stories that differentiate, raise interest, and incite action for clients.

Throughout his agency career, Luis has worked on major brands including Intuitive Surgical, Tegria, Truveta, Amazon AWS, Amazon Shipping, Under Armour/TB12, T-Mobile, EMC/Dell, Intel Security, Microsoft, Coca-Cola, Accenture, Fluke Networks, Bill Gates's BGC3, and Seattle's Best Coffee.

He's also the President of the Seattle chapter of the American Advertising Federation, a co-founder of the Seattle Creative League, and the founder of Diversity on the Dais, a resource to amplify underrepresented speaking talent to event organizers, and a VR artist and photographer with NFTs on the Ethereum blockchain.



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# PEOPLE'S CHOICE NOMINEES



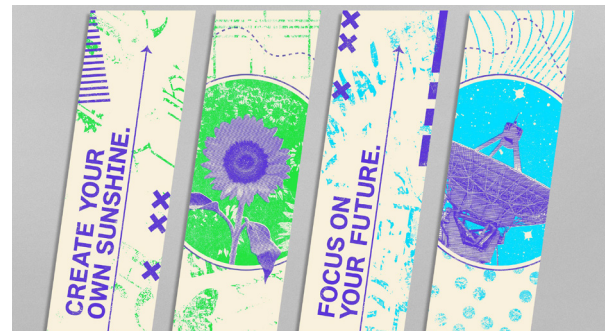
**ENTRANT** Coin Creative  
**TITLE** Musabi Man Illustration Series



**ENTRANT** Paycom  
**TITLE** Paycom Playing Cards Sales Promotion Packaging



**ENTRANT** Unknown.Studio  
**TITLE** Fields & Futures Forever Gift Booklet



**ENTRANT** University of Central Oklahoma  
**TITLE** Meanwhile... Back at the Ranch Special Event Material



**ENTRANT** Insight Creative Group  
**TITLE** Customer Reviews Internet Commercial





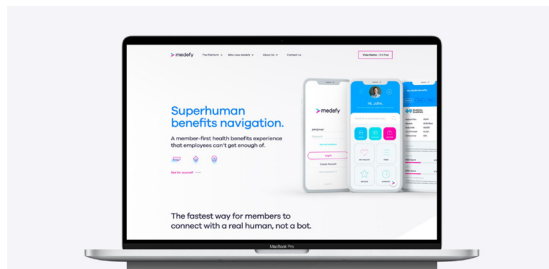
# SPECIAL JUDGES AWARDS

## PROFESSIONAL



### BEST OF PRINT

**ENTRANT** Traction Marketing  
**TITLE** Bridal Registry Booklet



### BEST OF WEBSITE

**ENTRANT** Beyond Theory Creative  
**TITLE** Medefy



### BEST OF FILM

**ENTRANT** Digital DK  
**TITLE** The Surrey Hotel NYC

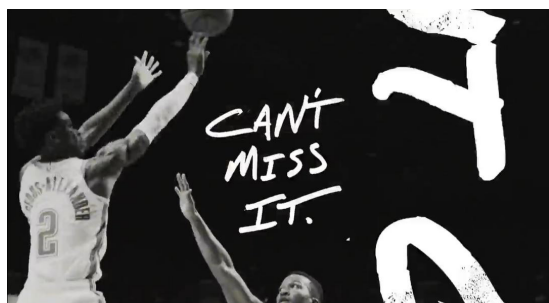


### BEST OF ANIMATION

**ENTRANT** Krush Digital  
**TITLE** WanderFolk Spirits - Storybook

### JEF FONTANA AWARD

**ENTRANT** Robot House Creative  
**TITLE** Sick of You Radio Spot



### BEST USE OF AD SPACE

**ENTRANT** Flight  
**TITLE** Barbershop Freestyle

# BEST OF SHOW

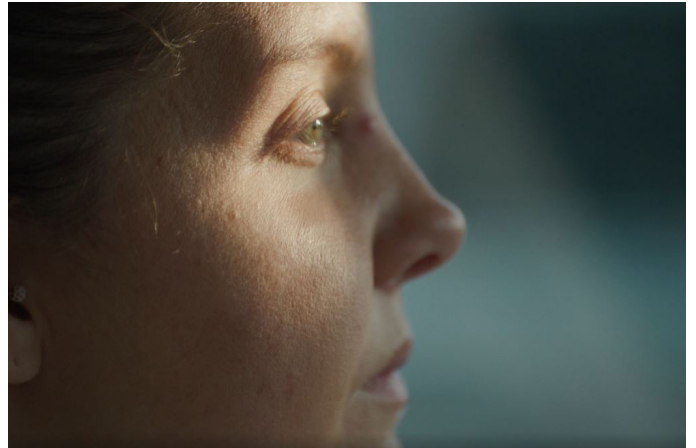
## BEST OF SHOW

Professional

**ENTRANT** Retrospec Films

**TITLE** Little Light House Dear World

**ADVERTISER** Little Light House



## BEST OF SHOW

Student

**ENTRANT** Charity Jack

**TITLE** Letter Forums Lecture Series Posters

**UNIVERSITY** University of Central Oklahoma



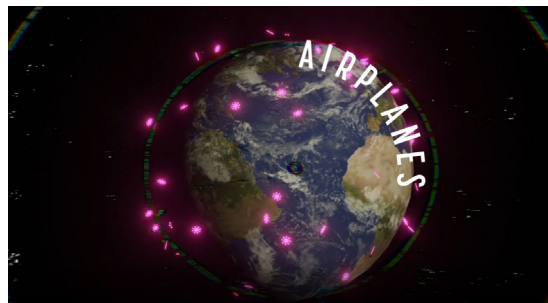
# SPECIAL JUDGES AWARDS

## STUDENT



### BEST OF STUDENT PUBLICATION

**ENTRANT** Jazlyn Huynh  
**TITLE** JOYFUL Magazine Design  
**UNIVERSITY** University of Central Oklahoma

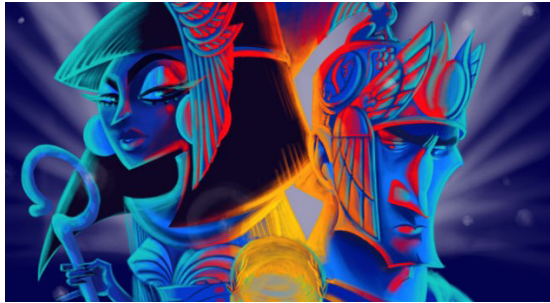


### BEST OF STUDENT VIDEO

**ENTRANT** Claire Mantle  
**TITLE** 2020 - A Year in Review Video  
**UNIVERSITY** University of Central Oklahoma



## BEST OF UNIVERSITY



### UCO

**ENTRANT** Dean Kelly  
**TITLE** West of Alexandria Illustration



### SNU

**ENTRANT** Abigail Tardibono  
**TITLE** Beads of Good Poster Campaign



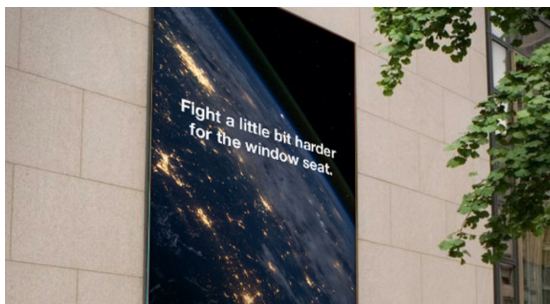
### OBU

**ENTRANT** Aurianna Joines  
**TITLE** Foundwell Design Brand Identity Campaign



### OCCC

**ENTRANT** Tommi Nunn  
**TITLE** Native Insider Magazine Cover



### OU

**ENTRANT** Grant Baker  
**TITLE** Virgin Galactic Poster



### BRAGGY AWARD

University of Central Oklahoma



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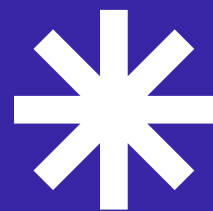
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# PROFESSIONAL AWARDS

# SALES & MARKETING

## PRODUCT OR SERVICE SALES PROMOTION

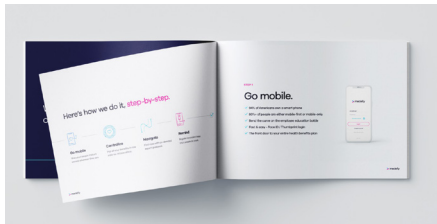
### CATALOG



**AWARD** Gold ADDY Award  
**ENTRANT** Koch Comm  
**ADVERTISER** Goodman Construction  
**TITLE** Goodman Construction - Branding  
**CREDIT** Koch Comm, Team

**AWARD** Bronze ADDY Award  
**ENTRANT** Chickasaw Press  
**ADVERTISER** Chickasaw Press  
**TITLE** 2022 Chickasaw Press Catalog  
**CREDIT** Corey Feters

## SALES KIT OR PRODUCT INFORMATION SHEETS



**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Medefy  
**TITLE** Medefy Sales Kit  
**CREDIT** The Beyond Theory Team

### MENU

**AWARD** Bronze ADDY Award  
**ENTRANT** Babb Design  
**ADVERTISER** Summerland Wellness Boutique  
**TITLE** Summerland Menu  
**CREDIT** Hannah Zachry, Creative Lady

## PACKAGING

### SINGLE UNIT



**COOP Ale Works**  
**Ice Chest IPA Can**  
 "Light and easy" were the inspirational descriptors for COOP Ale Works' new 95-calorie IPA, so the can design was based around an illustration of a cooler at its driest filled with beer for a float trip on a lazy summer weekend. The key typography can color-amp the cool relaxed mood for the drinkers looking for a base and color count lighter than the norm.

**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** COOP Ale Works  
**TITLE** COOP Ale Works - Ice Chest Can  
**CREDIT** Adam LeNaire  
 Brian Winkler  
 Brett Grimes



**COOP Ale Works**  
**Hook Echo Hazy IPA Can**  
 COOP Ale Works signature IPA is named PS, and they sought to follow that inspiration with another Tornado theme for their new hazy IPA, Hook Echo, a phrase very familiar to weather watchers here in "Tornado Alley." A bright purple was chosen as the can's key color, with a stylized illustration based on the actual Hook Echo formation on a meteorological radar-echo base.

**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** COOP Ale Works  
**TITLE** COOP Ale Works - Hook Echo Can  
**CREDIT** Adam LeNaire  
 Brian Winkler  
 Brett Grimes



**COOP Ale Works**  
**Peach Pageant Can**  
 Many rural Oklahoma towns celebrate their European heritage with an annual festival and parade, so COOP Ale Works decided to try tradition with their Southern-style Vodka Ale with peachy, peachy pigment. No town about it, Miss Peach is a true winner amongst her peach peers, and out only right was the lack of room to include the tiny convertible slowly transporting her from one end of Main Street to the other.

**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** COOP Ale Works  
**TITLE** COOP Ale Works - Peach Pageant  
**CREDIT** Adam LeNaire  
 Brian Winkler  
 Brett Grimes



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Paycom Playing Cards  
**CREDIT** Jill Craighead, Graphic Designer



**AWARD** Gold ADDY Award  
**ENTRANT** Upsidedown Design  
**ADVERTISER** WanderFolk Spirits  
**TITLE** Garden Club Gin Bottle Label  
**CREDIT** David Hoffner, Creative Director

**AWARD** Silver ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Schwab Meat Co  
**TITLE** Schwab Dog Big 3  
**CREDIT** Team Krush

**AWARD** Bronze ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** COOP Ale Works  
**TITLE** COOP Ale Works - IPA Discovery Pack  
**CREDIT** Brett Grimes  
 Brian Winkeler,  
 Adam LeNaire

**AWARD** Bronze ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** COOP Ale Works  
**TITLE** COOP Ale Works - Lounge Hound Lager  
**CREDIT** Brett Grimes,  
 Brian Winkeler,  
 Adam LeNaire

## CAMPAIGN



**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Skyway Premium Cannabis  
**TITLE** Skyway Vape Packaging  
**CREDIT** Adam LeNaire,  
 Brian Winkeler,  
 Brett Grimes,  
 Marissa Thelen



**AWARD** Gold ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** Northeast Alternatives  
**TITLE** Dab Science Packaging  
**CREDIT** Funnel Team

**AWARD** Silver ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** COOP Ale Works  
**TITLE** SONIC Hard Seltzer Cans  
**CREDIT** Adam LeNaire,  
 Brett Grimes,  
 Brian Winkeler

**AWARD** Bronze ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Method  
**TITLE** Method - Packaging  
**CREDIT** Brian Winkeler,  
 Brett Grimes,  
 Adam LeNaire,  
 Marissa Thelen

**AWARD** Bronze ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Newberry Pecans  
**TITLE** Newberry Pecans Packaging  
**CREDIT** Brian Winkeler,  
 Brett Grimes,  
 Adam LeNaire,  
 Marissa Thelen

**AWARD** Bronze ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** COOP Ale Works  
**TITLE** SONIC Hard Seltzer 12 Packs  
**CREDIT** Adam LeNaire,  
 Brett Grimes,  
 Brian Winkeler

## COLLATERAL MATERIAL

### PRINTED ANNUAL REPORT



**AWARD** Gold ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** 2020 Annual Report  
**CREDIT** Rachael Davis, Creative Manager  
 Rob Mattson, Photographer  
 Adam Calaway, Director of  
 Communications and Public Relations  
 Courtney Leeper, Writer  
 Marilyn Cummins, Contributing Writer

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma Medical Research  
 Foundation  
**ADVERTISER** Oklahoma Medical Research  
 Foundation  
**TITLE** A Year Like No Other  
**CREDIT** Adam Cohen, Senior Vice President and  
 General Counsel  
 Jenny Lee, Creative Director  
 Lindsay Thomas, Director of Public  
 Affairs

**AWARD** Bronze ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** Catholic Foundation of Oklahoma  
**TITLE** Catholic Foundation Annual Report  
**CREDIT** Team Ghost

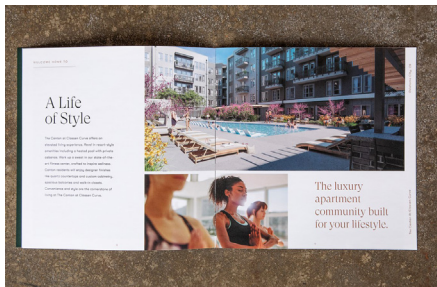


## BROCHURE

### Single Unit



**AWARD** Gold ADDY Award  
**ENTRANT** Traction Marketing  
**ADVERTISER** BC Clark  
**TITLE** Bridal Registry Booklet  
**CREDIT** Team Traction



**AWARD** Gold ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** The Canton at Classen Curve  
**TITLE** The Canton at CC Brochure  
**CREDIT** Team Ghost

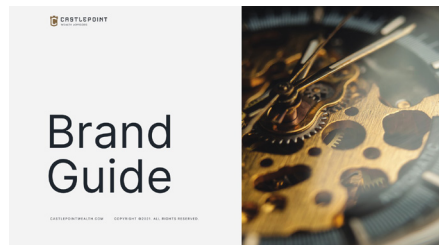


**AWARD** Gold ADDY Award  
**ENTRANT** Station8 Branding  
**ADVERTISER** Cherokee Federal  
**TITLE** Team Hope Brochure  
**CREDIT** Michael Crutchfield, Designer

Laura Crouch, Writer  
Trevor Killblane, Account Executive



**AWARD** Gold ADDY Award  
**ENTRANT** Unknown.Studio  
**ADVERTISER** Fields & Futures  
**TITLE** Fields & Futures Forever Gift  
**CREDIT** Aaron Dickey, Art Director  
Tanner Tate, Creative Director



**AWARD** Gold ADDY Award  
**ENTRANT** Unknown.Studio  
**ADVERTISER** Castlepoint Wealth Advisors  
**TITLE** Castlepoint Brand Guide  
**CREDIT** Aaron Dickey, Art Director  
Tanner Tate, Creative Director

**AWARD** Silver ADDY Award  
**ENTRANT** Freestyle Creative  
**ADVERTISER** OKC Convention Center  
**TITLE** OKC Convention Center Collateral  
**CREDIT** Sonni Adams, VP, Creative Director  
Carter Campbell, VP, Director of Account Services  
Anna Roberts, Art Director  
Lauren Szmuto, Marketing Strategist  
Kelley Gann, President  
Vahid Farzaneh, CEO  
Josh Robinson, Director of Photography  
Barbara Beaton, Assistant General Manager/Director of Sales  
Carly Kimbrough, Sales Manager  
Justin Tinder, Marketing Coordinator

**AWARD** Silver ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Casady School  
**TITLE** Casady School - Brochure  
**CREDIT** Tiffany Byrnes, Designer  
Jonathan Burkhart, Photographer  
Kregg Lee, Creative Director

**AWARD** Silver ADDY Award  
**ENTRANT** Public Strategies  
**ADVERTISER** Work Ready Oklahoma  
**TITLE** Work Ready Oklahoma Brochure  
**CREDIT**

**AWARD** Bronze ADDY Award  
**ENTRANT** Station8 Branding  
**ADVERTISER** American Well Services  
**TITLE** American Well Services Brochure  
**CREDIT** David Clark, Designer  
Michael Crutchfield, Creative Director  
Laura Crouch, Writer  
Jenna Luetjen, Account Executive  
Adam Murphy, Photographer  
Western Printing, Printer

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation  
**Department**  
**TITLE** Fall Foliage Brochure  
**CREDIT** Anna Shilling, Art Director  
Jennifer Blevins, Creative Director  
Chelsey McKnight, Group Account Director  
Deleanie Moriello, Marketing Strategist  
Madison Joliff, Integrated Project Manager

## Campaign

**AWARD** Silver ADDY Award  
**ENTRANT** Freestyle Creative  
**ADVERTISER** Chickasaw Nation Hofanti Chokma  
**TITLE** Hofanti Chokma Campaign  
**CREDIT** Sonni Adams, VP, Creative Director  
Carter Campbell, VP, Director of Account Services  
Anna Roberts, Art Director

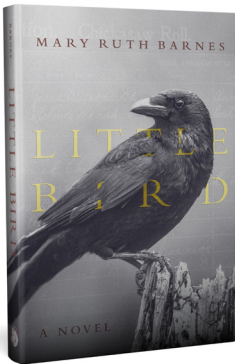
Lauren Szmuto, Marketing Strategist  
 Kelley Gann, President  
 Vahid Farzaneh, CEO  
 Misty Boyd, Young Child Wellness  
 Expert  
 Jennifer Jesse, Young Child Wellness  
 Community Coordinator

**AWARD** Silver ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Remedy Health  
**TITLE** Remedy Health Brochure Campaign  
**CREDIT** The Beyond Theory Team

**AWARD** Bronze ADDY Award  
**ENTRANT** Jones PR  
**ADVERTISER** First Americans Museum  
**TITLE** First Americans Museum  
**CREDIT** Suzanne Singleterry, Vice President  
 Gilles Weingart, Asst Creative Director  
 Chris Street, Creative Director

## PUBLICATION DESIGN

### Cover



**AWARD** Gold ADDY Award  
**ENTRANT** Chickasaw Press  
**ADVERTISER** Chickasaw Press  
**TITLE** Little Bird  
**CREDIT** Corey Feters

**AWARD** Bronze ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** The Power of a Regenerative Mindset  
**CREDIT** Rachael Davis, Creative Manager

Courtney Girgis, Writer  
 Adan Calaway, Director of  
 Communications and Public Relations

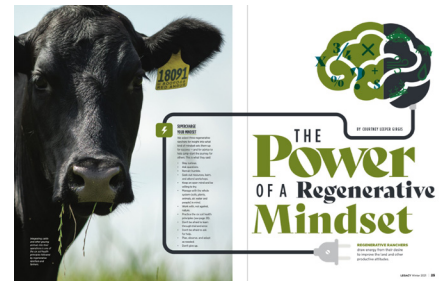
### Editorial Spread or Feature



**AWARD** Gold ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** AMP It Up  
**CREDIT** Rachael Davis, Creative Manager  
 Rob Mattson, Photographer  
 Will Chamblee, Writer  
 Adam Calaway, Director of  
 Communications and Public Relations



**AWARD** Gold ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** From Our Ranches  
**CREDIT** Rachael Davis, Creative Manager  
 Rob Mattson, Photographer  
 Will Chamblee, Writer  
 Adam Calaway, Director of  
 Communications and Public Relations



**AWARD** Gold ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** The Power of a Regenerative Mindset  
**CREDIT** Rachael Davis, Creative Manager  
 Courtney Girgis, Writer  
 Rob Mattson, Photographer  
 Adam Calaway, Director of  
 Communications and Public Relations



**AWARD** Gold ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Legacy Magazine Winter 2021  
**CREDIT** Rachael Davis, Creative Manager  
 Adam Calaway, Director of  
 Communications and Public Relations  
 Rob Mattson, Photographer

**AWARD** Silver ADDY Award  
**ENTRANT** Freestyle Creative  
**ADVERTISER** Oklahoma Department of Agriculture,  
 Food and Forestry  
**TITLE** OK Agritourism Category Guides  
**CREDIT** Sonni Adams, VP, Creative Director  
 Carter Campbell, VP, Director of  
 Account Services  
 Anna Roberts, Art Director  
 Lauren Szmuto, Marketing Strategist  
 Kelley Gann, President  
 Vahid Farzaneh, CEO

Micaela Danker, Agritourism  
Coordinator  
Ashley Bender, Certified Procurement  
Officer  
Whitney Wilkinson, Agritourism  
Coordinator

**AWARD** Bronze ADDY Award  
**ENTRANT** Coin Creative  
**ADVERTISER** Conner & Winters: Holiday Card  
**TITLE** Title  
**CREDIT** Erick Worrell  
Abbie Sears

**AWARD** Gold ADDY Award  
**ENTRANT** University of Central Oklahoma  
**ADVERTISER** School of Design, University of Central  
Oklahoma  
**TITLE** Instinct  
**CREDIT** Wylee Sanderson, Design & Illustration

## Book Design



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Tonkawa Enterprises  
**TITLE** The HUB - Brand Book  
**CREDIT** Team ICG

## Campaign



**AWARD** Gold ADDY Award  
**ENTRANT** University of Central Oklahoma  
**ADVERTISER** School of Design, University of Central  
Oklahoma  
**TITLE** Meanwhile...Back at the Ranch (2021)  
**CREDIT** Wylee Sanderson, Design & Illustration

**AWARD** Silver ADDY Award  
**ENTRANT** University of Central Oklahoma  
**ADVERTISER** School of Design, University of Central  
Oklahoma  
**TITLE** The ADDY Winners Show  
**CREDIT** Wylee Sanderson, Design & Illustration

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** VPAC 2021-2022 Series: Campaign  
**CREDIT** Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)



**AWARD** Gold ADDY Award  
**ENTRANT** Toast Design Studio  
**ADVERTISER** OSU Museum of Art  
**TITLE** Sun Patterns, Dark Canyon  
**CREDIT** Tiffany Lea Haendel, Co-Owner  
Emily Strickler, Co-Owner



**AWARD** Gold ADDY Award  
**ENTRANT** University of Central Oklahoma  
**ADVERTISER** School of Design, University of Central  
Oklahoma  
**TITLE** Salute  
**CREDIT** McKenna Sanderson, Design &  
Illustration

## DIRECT MARKETING

### DIRECT MAIL

#### Flat - Single Unit

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** The World is Wild: Mailer  
**CREDIT** Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),

## SPECIAL EVENT MATERIAL

### Card, Invitation, Announcement

#### Single Unit





Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

## Mixed – Single Unit



**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** TRIO: Take the First Step  
**CREDIT** Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

## SPECIALTY ADVERTISING

### Apparel

**AWARD** Bronze ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** Northeast Alternatives  
**TITLE** NEA Gear  
**CREDIT** Funnel Team

## Other Merchandise

**AWARD** Bronze ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** Comma Insurance  
**TITLE** Comma Insurance Folder Designs  
**CREDIT** Team Ghost

## Campaign

**AWARD** Silver ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** The Canton at Classen Curve  
**TITLE** The Canton at CC Collateral  
**CREDIT** Team Ghost

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma Shirt Company  
**ADVERTISER** Oklahoma Shirt Company  
**TITLE** Eufaula Store Merch Drop  
**CREDIT** Sonoma McCullough, Graphic Designer  
 and Illustrator  
 Andrea Cain, Art Director  
 Meghan Wallace, Graphic Designer and  
 Illustrator

## PRINT ADVERTISING

### MAGAZINE ADVERTISING

#### Full Page Or Less - Single Unit

**AWARD** Silver ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** McCurtain County Tourism Authority  
**TITLE** Head North For the Winter  
**CREDIT** Team ICG

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation  
 Department  
**TITLE** TravelOK - Full-Throttle Fun  
**CREDIT** Anna Shilling, Art Director

Anna Kinder, Copywriter  
 Jennifer Blevins, Creative Director  
 Deleanie Moriello, Marketing Strategist

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation  
 Department  
**TITLE** TravelOK – Magical Moments  
**CREDIT** Anna Shilling, Art Director  
 Anna Kinder, Copywriter  
 Jennifer Blevins, Creative Director  
 Deleanie Moriello, Marketing Strategist

## MAGAZINE SPREAD, MULTIPLE PAGE OR INSERT



**AWARD** Gold ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation  
 Department  
**TITLE** TravelOK Illumination & Imagination  
**CREDIT** Anna Shilling, Art Director  
 Anna Kinder, Copywriter  
 Jennifer Blevins, Creative Director  
 Deleanie Moriello, Marketing Strategist

## MAGAZINE ADVERTISING CAMPAIGN



**AWARD** Gold ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation Department  
**TITLE** TravelOK - Print Campaign  
**CREDIT** Anna Shilling, Art Director  
 Anna Kinder, Copywriter  
 Jennifer Blevins, Creative Director  
 Deleanie Moriello, Marketing Strategist

## NEWSPAPER ADVERTISING

### FULL PAGE - SINGLE UNIT

**AWARD** Bronze ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Oklahoma Gazette  
**TITLE** OKC Ad - Needle  
**CREDIT** Brian Winkler

### SPECIALTY ADVERTISING

**AWARD** Silver ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** Northeast Alternatives  
**TITLE** NEA Consumer Handbook  
**CREDIT** Funnel Team

## CAMPAIGN



**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Oklahoma Gazette  
**TITLE** OKG Ad Campaign  
**CREDIT** Brian Winkler

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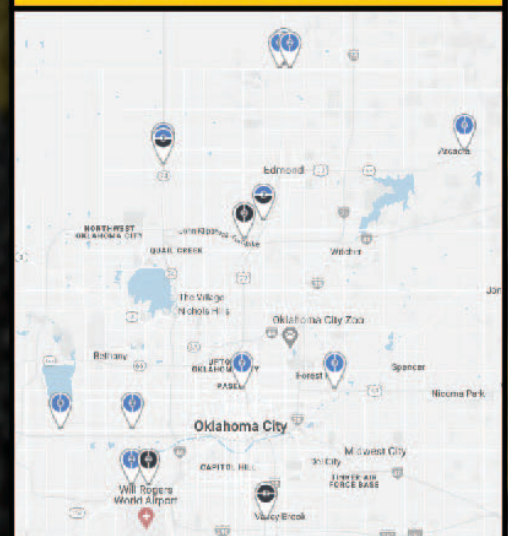


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**METRO  
COVERAGE**



# OUT-OF-HOME & AMBIENT MEDIA

## AMBIENT MEDIA

### GUERRILLA MARKETING



**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Thunder  
**ADVERTISER** Oklahoma City Thunder  
**TITLE** City House Guerrilla Marketing  
**CREDIT** Oklahoma City Thunder

## INSTALLATIONS

### Single Installation

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** SHRM Booth Animation  
**CREDIT** James Greiner, Project Manager  
 Chuck Taylor, Animation Supervisor  
 Keaton Towns, Motion Graphics  
 Preston Herring, Video Manager  
 Aaron Cahill, Design Manager

## EVENTS

### Single Event



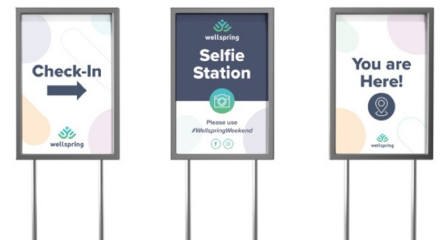
**AWARD** Gold ADDY Award  
**ENTRANT** Nuevo Studio  
**ADVERTISER** deadCenter Film  
**TITLE** deadCenter Film Festival 2021  
**CREDIT** Naoma Serna-Zahn, Creative Director  
 Lauren Mayhew, Art Director  
 Shelby Dean, Graphic Designer  
 Pilar Guarddon Pueyo, Project Manager



**AWARD** Gold ADDY Award  
**ENTRANT** HOEGGER COMMUNICATIONS  
**ADVERTISER** Axis Construction  
**TITLE** Axis Construction Office Life  
**CREDIT** Matt Hamilton, Director/Editor  
 Jackie, Hoegger  
 Erica Sawyer, Producer  
 Andrew Bell, Graphic Design  
 Eric Crosslin, Motion Graphics  
 Hayden Gerstner, Production Assistant  
 Bob Cridge, Sound Design

**AWARD** Silver ADDY Award  
**ENTRANT** 833 Creative at McElroy  
**ADVERTISER** McElroy Manufacturing  
**TITLE** INFUSION21 Conference Branding  
**CREDIT** Dustin Wilson, Design, Illustration, Animation, Video  
 Buffy Searl, Design, Illustration, Animation  
 Corey George, Art Direction, Design, Illustration, Animation

### Multiple Events



**AWARD** Gold ADDY Award  
**ENTRANT** Public Strategies  
**ADVERTISER** Oklahoma Department of Human Services  
**TITLE** Wellspring Weekends



## OUT-OF-HOME

### POSTER

#### Single Unit



**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Thunder  
**ADVERTISER** Oklahoma City Thunder  
**TITLE** Pause The Game Poster  
**CREDIT** Oklahoma City Thunder

**AWARD** Silver ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** Same Old Moses Poster  
**CREDIT** Team Krush

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Thunder  
**ADVERTISER** Oklahoma City Thunder  
**TITLE** The Loud The Loyal Poster  
**CREDIT** Oklahoma City Thunder

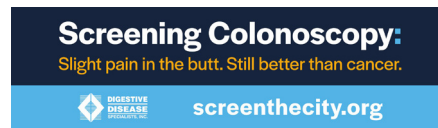
#### Campaign

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** VPAC 21- 22 Series: Poster Campaign  
**CREDIT** Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),

Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

### OUTDOOR BOARD

#### Flat - Single Unit



**AWARD** Gold ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Digestive Disease Specialists  
**TITLE** DDSI - Screen The City Billboard 2  
**CREDIT** Tiffany Byrnes, Designer  
 Brand Rackley, Copywriter

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism and Recreation  
**TITLE** Cruise Oklahoma  
**CREDIT** Jennifer Blevins, Creative Director  
 Jeff Bowman , Art Director

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism and Recreation  
**TITLE** Camp Oklahoma  
**CREDIT** Jennifer Blevins, Creative Director  
 Jeff Bowman , Art Director  
 Deleanie Moriello, Marketing Strategist

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism and Recreation  
**TITLE** Paddle Oklahoma  
**CREDIT** Jennifer Blevins, Creative Director  
 Jeff Bowman , Art Director  
 Deleanie Moriello, Marketing Strategist

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding

**ADVERTISER** Oklahoma Tourism and Recreation  
 Department  
**TITLE** Fish Oklahoma  
**CREDIT** Jennifer Blevins, Creative Director  
 Jeff Bowman , Art Director  
 Deleanie Moriello, Marketing Strategist

#### Super-sized, Extension/ Dimensional, Digital or Animated - Single Unit



**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** DCP Outdoor: Making Movie-Makers  
**CREDIT** Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** 50 is the New Freshman  
**CREDIT** Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),

Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** McCurtain County Tourism Authority  
**TITLE** Family Fun Worth Framing  
**CREDIT** Team ICG

## MASS TRANSIT/AIRLINES

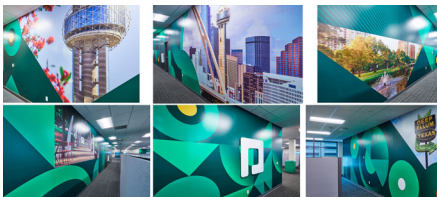
### Exterior – Single

**AWARD** Bronze ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** MOBA Corporation  
**TITLE** MOBA Truck Wrap  
**CREDIT** The Beyond Theory Team

**AWARD** Bronze ADDY Award  
**ENTRANT** Koch Comm  
**ADVERTISER** EMBARK  
**TITLE** EMBARK RAPID Bus  
**CREDIT** Koch Comm

## SITE

### Interior or Exterior – Single



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Grapevine HQ internal Signage  
**CREDIT** Braden Murray, Designer  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Brandon Stacey, Designer  
Kathleen Scott, Internal Comms Team Lead



**AWARD** Gold ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma State Parks Department  
**TITLE** Sequoyah Lodge Sign  
**CREDIT** William Muschinske, Production Artist  
Jennifer Blevins, Creative Director  
Julie Rowell, Production Manager  
Deleanie Morello, Marketing Strategist  
Greta Anglin, VP, Strategic Marketing

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation Department  
**TITLE** Paddle Oklahoma - Mall Kiosk  
**CREDIT** Jennifer Blevins, Creative Director  
Jeff Bowman, Art Director  
Deleanie Moriello, Marketing Strategist

**AWARD** Bronze ADDY Award  
**ENTRANT** Station8 Branding  
**ADVERTISER** Perkins Architecture  
**TITLE** Perkins Architecture Job Site Sign  
**CREDIT** David Clark, Designer

## OUT-OF-HOME CAMPAIGN



**AWARD** Gold ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism and Recreation Department  
**TITLE** TravelOK Outdoor  
**CREDIT** Jennifer Blevins, Creative Director  
Jeff Bowman, Art Director  
Deleanie Moriello, Marketing Strategist

**AWARD** Bronze ADDY Award  
**ENTRANT** Unknown.Studio  
**ADVERTISER** OnCue  
**TITLE** OnCue Needs U Out-of-Home Campaign  
**CREDIT** Tanner Tate, Creative Director  
Aaron Dickey, Art Director  
Preston Moon, Media Director





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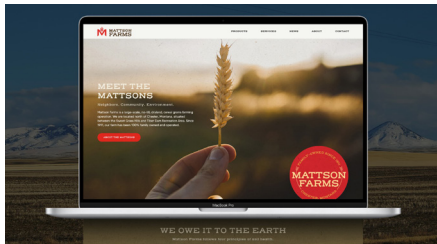


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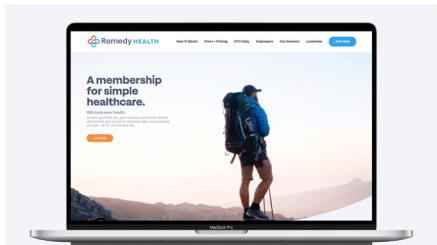
# ONLINE/INTERACTIVE

## WEBSITES

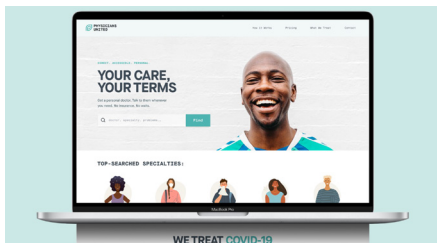
### CONSUMER



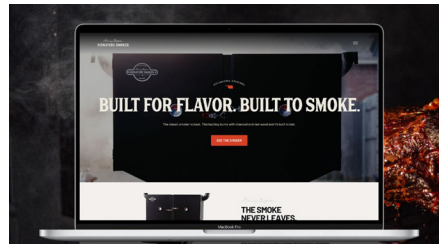
**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Mattson Farms  
**TITLE** Mattson Farms Website  
**CREDIT** The Beyond Theory Team



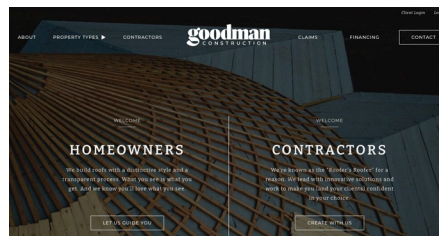
**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Remedy Health  
**TITLE** Remedy Health Website  
**CREDIT** The Beyond Theory Team



**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Physicians United  
**TITLE** Physicians United Website  
**CREDIT** The Beyond Theory Team



**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Harvey Eugene  
**TITLE** Harvey Eugene Website  
**CREDIT** The Beyond Theory Team



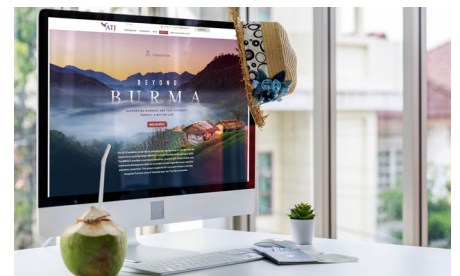
**AWARD** Gold ADDY Award  
**ENTRANT** Koch Comm  
**ADVERTISER** Goodman Construction  
**TITLE** Goodman Construction - Website  
**CREDIT** Koch Comm, Team



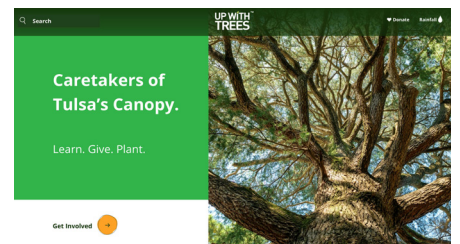
**AWARD** Gold ADDY Award  
**ENTRANT** Koch Comm  
**ADVERTISER** Oklahoma City Public Schools Foundation  
**TITLE** OKCPS Foundation - Website  
**CREDIT** Koch Comm, Team



**AWARD** Gold ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** Havenscapes  
**TITLE** Havenscapes Website  
**CREDIT** Funnel Team



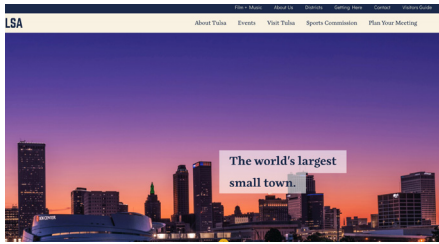
**AWARD** Gold ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** ATJ  
**TITLE** ATJ Luxury Travel Catalog  
**CREDIT** Funnel Team



**AWARD** Gold ADDY Award  
**ENTRANT** Station8 Branding  
**ADVERTISER** Up With Trees  
**TITLE** Up With Trees Website  
**CREDIT** Ian Russell, UI/UX designer  
 Lindsay McClain, Illustrator  
 Andy Wheeler, Writer



Matt Hunter, Developer  
Morgan Middleton, Creative Director  
Trevor Killblane, Account Executive



**AWARD** Gold ADDY Award  
**ENTRANT** Station8 Branding  
**ADVERTISER** Visit Tulsa  
**TITLE** Visit Tulsa Website  
**CREDIT** Ian Russell, UI/UX designer  
Matt Hunter, Developer  
Andy Wheeler, Writer  
Trevor Killblane, Account Executive  
Morgan Middleton, Creative Director



**AWARD** Gold ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Allton's Clothiers  
**TITLE** Allton's Clothiers - Website  
**CREDIT** Caleb Barrette, Designer  
Olivia Taylor, Copywriter



**AWARD** Gold ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** The Canton at Classen Curve  
**TITLE** The Canton at Classen Curve Website  
**CREDIT** Team Ghost



**AWARD** Gold ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** Clubby Seltzers  
**TITLE** Clubby Seltzers Website  
**CREDIT** Team Ghost



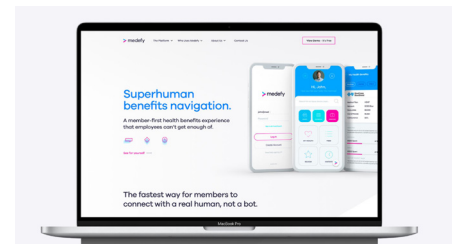
**AWARD** Gold ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** WanderFolk Spirits Website  
**CREDIT** Team Krush  
  
**AWARD** Silver ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** Oklahoma Department of Mental Health and Substance Abuse Services  
**TITLE** Family Field Guide Website  
**CREDIT** Team Ghost

**AWARD** Silver ADDY Award  
**ENTRANT** Unknown.Studio  
**ADVERTISER** Castlepoint Wealth Advisors  
**TITLE** Castlepoint Website  
**CREDIT** Tanner Tate, Creative Director  
Aaron Dickey, Design Director

**AWARD** Bronze ADDY Award  
**ENTRANT** BlackMatter Creative  
**ADVERTISER** 1st Step Male Diversion Program  
**TITLE** 1st Step Male Diversion Program  
**CREDIT** Paul Woodard, Creative Director  
Ron Owens, Account Manager  
Hunter Cates, Copywriter

**AWARD** Bronze ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Kochendorfer  
**TITLE** Kochendorfer - Website  
**CREDIT** Jarrod Lovick, Designer  
Olivia Taylor, Copywriter

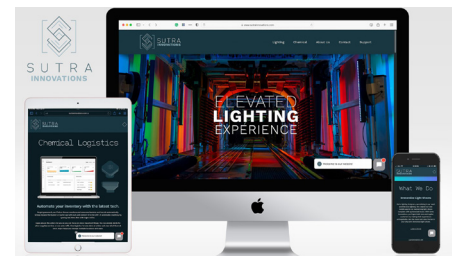
## B-TO-B



**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Medefy  
**TITLE** Medefy Website  
**CREDIT** The Beyond Theory Team



**AWARD** Gold ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** Cloud 9 Perception  
**TITLE** Cloud 9 Perception Website  
**CREDIT** Team Ghost



**AWARD** Gold ADDY Award  
**ENTRANT** Babb Design  
**ADVERTISER** Sutra Innovations  
**TITLE** Sutra Innovations  
**CREDIT** Hannah Zachry, Creative Lady

**AWARD** Bronze ADDY Award  
**ENTRANT** Station8 Branding  
**ADVERTISER** Argonaut Private Equity  
**TITLE** Argonaut Private Equity Website  
**CREDIT** Ian Russell, UI/UX designer  
 Jeremiah Brem, Developer  
 Laura Crouch, Writer  
 Trevor Killblane, Account Executive  
 Morgan Middleton, Creative Director

**AWARD** Bronze ADDY Award  
**ENTRANT** Koch Comm  
**ADVERTISER** CDR Global  
**TITLE** CDR Global - Website  
**CREDIT** Koch Comm, Team

## MICROSITES



**AWARD** Gold ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** MIO Coalition  
**TITLE** MIO Featured Product Microsite  
**CREDIT** Team Krush

**AWARD** Silver ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Diffie Ford Lincoln  
**TITLE** Diffie Microsite  
**CREDIT** The Beyond Theory Team

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation  
 Department  
**TITLE** Oklahoma State Map - Landing Page  
**CREDIT** Jennifer Blevins, Creative Director  
 Deleanie Moriello, Marketing Strategist

**AWARD** Bronze ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Casady School

**TITLE** Casady School Microsite  
**CREDIT** Tiffany Byrnes, Design Supervisor  
 Jonathan Burkhardt, Senior  
 Photographer

## SOCIAL MEDIA

### SINGLE EXECUTION



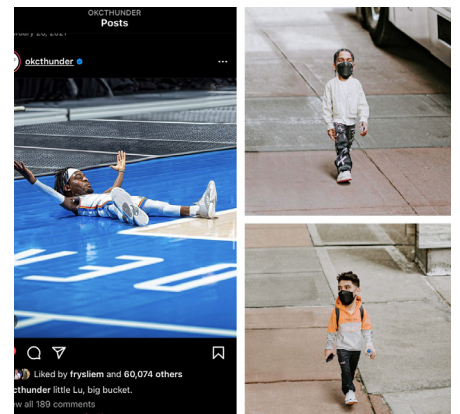
**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Broadway 10  
**TITLE** "The Tenderizer" Social Media  
**CREDIT** The Beyond Theory Team



**AWARD** Gold ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Gathering Place  
**TITLE** Gathering Place La Fiesta De Tulsa



**AWARD** Gold ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** PJ Cowan  
**TITLE** SouljaFit



**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Thunder  
**ADVERTISER** Oklahoma City Thunder  
**TITLE** Moments Make Impact  
**CREDIT** Oklahoma City Thunder



**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Thunder  
**ADVERTISER** Oklahoma City Thunder  
**TITLE** Ticket Sales Animation  
**CREDIT** Oklahoma City Thunder

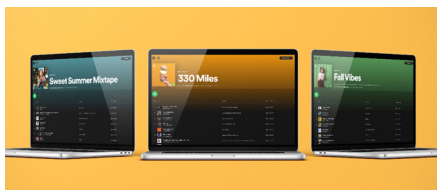
**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Paycom Center Announcement  
**CREDIT** Chuck Taylor, Animation Supervisor  
 Keaton Towns, Motion Graphics  
 Casey Twenter, Creative Director  
 Ruth Collert, Editor  
 Kyle Hoelting, Videographer  
 Rudine Cooks, Producer  
 Brock Lay, Design Supervisor  
 Aaron Cahill, Design Manager  
 Richard York, Writer

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Who Knew Training Courses  
**CREDIT** Chuck Taylor, Animation Supervisor  
 Keaton Towns, Motion Graphics  
 Brandon Keck, Motion Graphics  
 Andy Seifried, Motion Graphics  
 Patrick Hanscom, Motion Graphics  
 Elysa De La Cruz, Motion Graphics  
 Peyton Benge, Writer  
 Sam Guertler, Project Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** Cost Comparison: Social Media  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

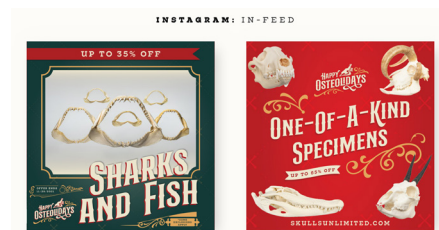
**AWARD** Bronze ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Helmerich & Payne  
**TITLE** Helmerich & Payne Day of Caring

## CAMPAIGN



**AWARD** Gold ADDY Award  
**ENTRANT** Freestyle Creative  
**ADVERTISER** Braum's  
**TITLE** Braum's Spotify Playlists

**CREDIT** Sonni Adams, VP, Creative Director  
 Cas Cantu, Marketing Strategist  
 Carter Campbell, VP, Director of  
 Account Services  
 Anna Roberts, Art Director  
 Josh Robinson, Director of Photography  
 Kelley Gann, President  
 Vahid Farzaneh, CEO  
 Princess Cervantes, Director of  
 Operations  
 Amanda Beuchaw, Public Relations  
 Director  
 Mandy Merrifield, Marketing &  
 Advertising Director



**AWARD** Gold ADDY Award  
**ENTRANT** Coin Creative  
**ADVERTISER** Skulls Unlimited  
**TITLE** Skulls Unlimited: Osteolidays  
**CREDIT** Erick Worrell  
 Abbie Sears

**AWARD** Silver ADDY Award  
**ENTRANT** Freestyle Creative  
**ADVERTISER** Chickasaw Nation Define Your Direction  
**TITLE** Define Your Direction Social Media  
**CREDIT** Sonni Adams, VP, Creative Director  
 Carter Campbell, VP, Director of  
 Account Services  
 Anna Roberts, Art Director  
 Lauren Szmuto, Marketing Strategist  
 Kelley Gann, President  
 Vahid Farzaneh, CEO  
 Princess Cervantes, Director of  
 Operations  
 D.D. DeCoteau, PFS Specialist  
 Miranda Willis, Accreditation  
 Coordinator  
 Bobby Saunkeah, Director of Research  
 & Public Health  
 Jeffrey Wells, DYD Project Director

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** Draw Me OCCC: Social Media Campaign  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Paycom Jim Thorpe Award Finalist  
**CREDIT** Braden Murray, Designer  
 Keaton Towns, Motion Graphics  
 Chuck Taylor, Animation Supervisor  
 Brock Lay, Design Supervisor  
 Shannon Easter, Sponsorship  
 Coordinator  
 Mark Hutchison, Project Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Braid Creative  
**ADVERTISER** A Good Egg Dining Group  
**TITLE** Mexican Radio Social

**AWARD** Bronze ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** MIO Coalition  
**TITLE** MIO - Local FarmOK-SignUp  
**CREDIT** Team Krush



## CAMPAIGN

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Maslow's Hierarchy Campaign  
**CREDIT** Richard York, Writer  
Ben Ezugha, Designer  
Chuck Taylor, Animation Supervisor  
Andy Seifried, Motion Graphics  
Eric Miller, Writer  
Jill Craighead, Designer  
Sam Guertler, Project Manager

**CREDIT** Tiffany Byrnes, Design Supervisor  
Jonathan Burkhart, Senior  
Photographer  
Brand Rackley



**AWARD** Gold ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** ATJ  
**TITLE** 2021 Travel Catalog  
**CREDIT** Funnel Team

## EMAIL

**AWARD** Silver ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** ATJ  
**TITLE** ATJ Travel Campaign  
**CREDIT** Funnel Team

## BLOGS & DIGITAL PUBLICATIONS

### DIGITAL PUBLICATIONS

#### Single



**AWARD** Gold ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Casady School  
**TITLE** Casady School Online Publication



# CROSS PLATFORM

## INTEGRATED CAMPAIGNS

### INTEGRATED ADVERTISING CAMPAIGNS

#### Consumer Campaign - Local

**AWARD** Silver ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Putnam City Schools  
**TITLE** PCS Rebrand Campaign  
**CREDIT** Team ICG

**AWARD** Bronze ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Casady School  
**TITLE** Portrait of a Graduate  
**CREDIT** Tiffany Byrnes, Design  
 Caleb Barrette, Logo Design  
 Jonathan Burkhart, Photography  
 Brand Rackley, Copywriter  
 Kathy Blankenship, Voiceover  
 Todd Utz, Implementation

**AWARD** Bronze ADDY Award  
**ENTRANT** Unknown.Studio  
**ADVERTISER** OnCue  
**TITLE** OnCue Needs U Hiring Campaign  
**CREDIT** Tanner Tate, Creative Director  
 Aaron Dickey, Art Director  
 Preston Moon, Media Director

#### Consumer Campaign - Regional/National

**AWARD** Silver ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** McCurtain County Tourism Authority  
**TITLE** Shake It Up Campaign  
**CREDIT** Team ICG

**AWARD** Silver ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** WanderFolk Spirits - Storybook  
**CREDIT** Team Krush

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma State University  
**ADVERTISER** Oklahoma State University  
**TITLE** Orange is the Answer  
**CREDIT** Megan Horton, Interim Associate Vice President for Brand Management  
 Monica Roberts, Interim Assistant Vice President for Brand Management  
 Erin Petrotta, Director of Marketing and Student Communication

**AWARD** Bronze ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Oklahoma Department of Commerce  
**TITLE** Don't Fence Me In Campaign  
**CREDIT** Team ICG

**AWARD** Bronze ADDY Award  
**ENTRANT** Hahn Public  
**ADVERTISER** ONE Gas  
**TITLE** Rebate Remix  
**CREDIT** Ryan Orendorf, Vice President, Client Services  
 Kami Lee, Senior Account Manager, Client Services  
 Greg Barton, Executive Creative Director  
 Fernando Nieri, Executive Producer  
 Nick Walker, Creative Director/  
 Scriptwriting  
 Kat Brown, Associate Creative Director/  
 Scriptwriting  
 Kevin Kelly, Director  
 Paul Triggiani, Director  
 Vincent Guglielmo, Stills Photographer  
 Monkey Boys Productions, Puppet Design/Puppet Fabrication

Eric Friend, Optical Audio  
 Michael Latini, Puppeteers

## INTEGRATED BRAND IDENTITY CAMPAIGN

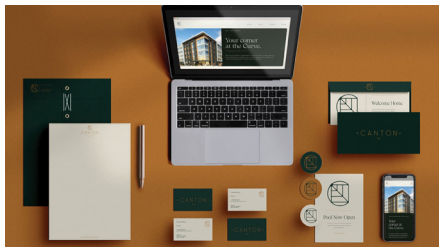
### Local or Regional/National



**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Railyard Pie Company  
**TITLE** Railyard Pie Co. - Brand Campaign  
**CREDIT** Brett Grimes,  
 Brian Winkler,  
 Marissa Thelen,  
 Adam LeNaire



**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Skyway Premium Cannabis  
**TITLE** Skyway  
**CREDIT** Adam LeNaire,  
 Brian Winkler,  
 Brett Grimes,  
 Marissa Thelen



**AWARD** Gold ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** The Canton at Classen Curve  
**TITLE** The Canton at CC Brand Identity  
**CREDIT** Team Ghost



**AWARD** Gold ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** NEA  
**TITLE** NEA Cannabis Strain Branding  
**CREDIT** Funnel Team



**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Thunder  
**ADVERTISER** Oklahoma City Thunder  
**TITLE** Thunder City Edition Uniform Launch  
**CREDIT** Oklahoma City Thunder



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Memphis + Louie  
**TITLE** Memphis + Louie  
**CREDIT** Flight Crew

**AWARD** Silver ADDY Award  
**ENTRANT** Nuevo Studio  
**ADVERTISER** deadCenter Film  
**TITLE** deadCenter Film Festival 2021  
**CREDIT** Naoma Serna-Zahn, Creative Director  
 Lauren Mayhew, Art Director  
 Shelby Dean, Graphic Designer  
 Pilar Guarddon Pueyo, Project Manager

**AWARD** Silver ADDY Award  
**ENTRANT** Nuevo Studio  
**ADVERTISER** Western Gateway  
**TITLE** Western Gateway Branding  
**CREDIT** Naoma Serna-Zahn, Creative Director  
 Lauren Mayhew, Art Director  
 Shelby Dean, Graphic Designer  
 Pilar Guarddon Pueyo, Project Manager

**AWARD** Silver ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Method  
**TITLE** Method - Brand Identity Campaign  
**CREDIT** Brian Winkeler,  
 Brett Grimes,  
 Adam LeNaire,  
 Marissa Thelen

**AWARD** Silver ADDY Award  
**ENTRANT** Traction Marketing  
**ADVERTISER** BC Clark  
**TITLE** The B.C. + Flora Collection  
**CREDIT** Team Traction

**AWARD** Silver ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** Northeast Alternatives  
**TITLE** Sweet Spot Campaign  
**CREDIT** Funnel Team

**AWARD** Silver ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** Bosquet Styling Lounge

**TITLE** Bosquet Styling Lounge Logo  
**CREDIT** Team Ghost

**AWARD** Silver ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Juneteenth  
**TITLE** Juneteenth on the East  
**CREDIT** Flight Crew

**AWARD** Bronze ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Physicians United  
**TITLE** Physicians United Rebrand  
**CREDIT** The Beyond Theory Team

**AWARD** Bronze ADDY Award  
**ENTRANT** Koch Comm  
**ADVERTISER** Goodman Construction  
**TITLE** Goodman Construction - Branding  
**CREDIT** Koch Comm

**AWARD** Bronze ADDY Award  
**ENTRANT** Coin Creative  
**ADVERTISER** Musubi Man  
**TITLE** Musubi Man  
**CREDIT** Erick Worrell  
 Abbie Sears

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Police: Brand  
**TITLE** Police: Brand  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)



**AWARD** Bronze ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Clubby Seltzers  
**TITLE** Clubby Seltzers  
**CREDIT** Flight Crew

**AWARD** Bronze ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Relax Park  
**TITLE** Relax Park  
**CREDIT** Flight Crew

## INTEGRATED BRANDED CONTENT CAMPAIGN

Local or Regional/National

**AWARD** Bronze ADDY Award  
**ENTRANT** Traction Marketing  
**ADVERTISER** BC Clark  
**TITLE** You.Two.  
**CREDIT** Team Traction

## ONLINE/ INTERACTIVE CAMPAIGN

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation  
Department  
**TITLE** Quartz Mountain State Park  
**CREDIT** Devon Baker, Production Artist  
Anna Kinder, Copywriter  
Matt Lowery, Creative Director  
Beau Leland, Senior Video Editor  
Mike Anderson, Senior Animator  
Jennifer Blevins, Creative Director  
Deleanie Moriello, Marketing Strategist

**AWARD** Silver ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** Oklahoma Department of Mental Health  
and Substance Abuse Services

**TITLE** Firearm Safety Campaign  
**CREDIT** Team Ghost  
**AWARD** Silver ADDY Award  
**ENTRANT** Coin Creative  
**ADVERTISER** Skulls Unlimited  
**TITLE** Skulls Unlimited: Osteolids  
**CREDIT** Erick Worrell  
Abbie Sears

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Slow Hammerheads  
**TITLE** Slow Hammerheads Holiday Campaign  
**CREDIT** Moriah Behymer, Art Director  
Mike Anderson, Senior Animator  
Beau Leland, Senior Editor  
Clay Miller, Creative Director  
Matt Lowery, Creative Director  
Steve Sturges, Executive Creative  
Director  
Madison Joliff, Integrated Project  
Manager



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LIFE TO WORK  
WITH YOU**

**WHEN LIFE COMES AT YOU FAST, DREAM FUND  
IS THERE TO GET YOU BACK ON YOUR FEET.**

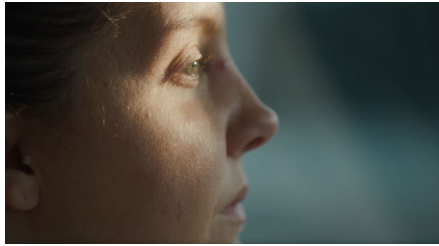
**BECOME A RECURRING DONOR  
TODAY AND PAY IT FORWARD TO  
COLLEAGUES IN CRISIS.**

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# ELEMENTS OF ADVERTISING

## COPYWRITING



**AWARD** Gold ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Little Light House  
**TITLE** Little Light House Dear World

**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** You Are Here R30: Babies  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Silver ADDY Award  
**ENTRANT** Koch Comm  
**ADVERTISER** Goodman Construction  
**TITLE** Goodman Construction - Website  
**CREDIT** Koch Comm

**AWARD** Silver ADDY Award

**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** WanderFolk Spirits – Storybook  
**CREDIT** Team Krush

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Go America  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Student Debt  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** The World is Wild: Copywriting  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: College Sports  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College

**TITLE** REX TV15: 8-Week Terms (Dora 01)  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Weather (Ollie 01)  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Dactyl (Terri 02)  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),

David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** You Are Here R30: ASMR  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Job Change  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** You Are Here R30: Model  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),

Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

## VISUAL

### LOGO DESIGN



**AWARD** Gold ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** Havenscapes  
**TITLE** Havenscapes Logo + Branding  
**CREDIT** Funnel Team



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Putnam City Schools  
**TITLE** Putnam City Schools Logo  
**CREDIT** Team ICG



**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Skyway Premium Cannabis  
**TITLE** Skyway Premium Cannabis Logo Suite  
**CREDIT** Adam LeNaire,  
 Brian Winkeler,  
 Brett Grimes,  
 Marissa Thelen



**AWARD** Gold ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** The Canton at Classen Curve  
**TITLE** The Canton at Classen Curve Logo  
**CREDIT** Team Ghost



**AWARD** Gold ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma State Parks Department  
**TITLE** Sequoyah Lodge Logo  
**CREDIT** William Muschinske, Production Artist  
 Jennifer Blevins, Creative Director  
 Julie Rowell, Production Manger  
 Deleanie Morello , Marketing Strategist  
 Greta Anglin, VP, Strategic Marketing

LOGO: PRIMARY



**AWARD** Gold ADDY Award  
**ENTRANT** Coin Creative  
**ADVERTISER** Musubi Man  
**TITLE** Musubi Man  
**CREDIT** Erick Worrell  
 Abbie Sears

**AWARD** Silver ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Method  
**TITLE** Method - Logo Suite  
**CREDIT** Brian Winkeler,  
 Brett Grimes,  
 Adam LeNaire,  
 Marissa Thelen

**AWARD** Bronze ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Physicians United  
**TITLE** Physicians United Logo  
**CREDIT** The Beyond Theory Team

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation  
 Department  
**TITLE** Quartz Mountain State Park - Logo  
**CREDIT** Devon Baker, Production Artist  
 Jennifer Blevins, Creative Director  
 Deleanie Moriello, Marketing Strategist

**AWARD** Bronze ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** Catholic Foundation of Oklahoma  
**TITLE** Catholic Foundation of OK Logo  
**CREDIT** Team Ghost

**AWARD** Bronze ADDY Award  
**ENTRANT** Unknown.Studio  
**ADVERTISER** Oklahoma Bone Health

**TITLE** Oklahoma Bone Health Logo  
**CREDIT** Aaron Dickey, Art Director

## ILLUSTRATION

### Single

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** The World is Wild: Illustrations  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma Shirt Company  
**ADVERTISER** Oklahoma Shirt Company  
**TITLE** Ink Wizard Internal SOTM  
**CREDIT** Andrea Cain, Art Director

**AWARD** Bronze ADDY Award  
**ENTRANT** Coin Creative  
**ADVERTISER** When the Clock Strikes  
**TITLE** When The Clock Strikes: Benediction  
**CREDIT** Erick Worrell  
 Abbie Sears

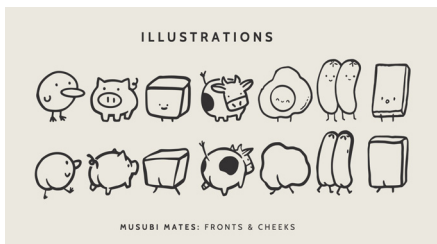
**AWARD** Bronze ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Insight Creative Group  
**TITLE** ICG 15 Year Poster  
**CREDIT** Team ICG



## Series



**AWARD** Gold ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** WanderFolk Spirits – Storybook  
**CREDIT** Team Krush, Tanner Yeomans



**AWARD** Gold ADDY Award  
**ENTRANT** Coin Creative  
**ADVERTISER** Musubi Man  
**TITLE** Musubi Man  
**CREDIT** Erick Worrell  
 Abbie Sears

**AWARD** Silver ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Oklahoma Zoological Society  
**TITLE** Zoo Brew  
**CREDIT** Team ICG

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma Shirt Company  
**ADVERTISER** Justin Lawrence  
**TITLE** WILDBOYZ Disc Golf Club Branding  
**CREDIT** Andrea Cain, Art Director

## STILL PHOTOGRAPHY

### Black & White - Single



**AWARD** Gold ADDY Award  
**ENTRANT** shevaun williams & associates  
**ADVERTISER** Shades Dance Theater  
**TITLE** Shades Dance Theater  
**CREDIT** Cameron Terry, Founder/Shades Dance Theater  
 Kira Robinson, Dancer  
 Micah Bullard, Dancer  
 J'aime Griffith, Dancer



**AWARD** Gold ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Moving a Stock Tank  
**CREDIT** Rob Mattson, Photographer



**AWARD** Gold ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Presidential Portrait  
**CREDIT** Rob Mattson, Photographer



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Memphis + Louie (Custom Hats)  
**TITLE** Shooting In Style  
**CREDIT** Flight Crew

**AWARD** Silver ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Schwab Meat Co  
**TITLE** Schwab Meat - Caleb Williams  
**CREDIT** Team Krush

### Color - Single



**AWARD** Gold ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Clark Roberts Portrait  
**CREDIT** Rob Mattson, Photographer



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Memphis + Louie (Custom Hats)  
**TITLE** Dancing In Style  
**CREDIT** Flight Crew

**AWARD** Bronze ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Joe Pokay Portrait  
**CREDIT** Rob Mattson, Photographer

**AWARD** Bronze ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Wyoming Landscape  
**CREDIT** Rob Mattson, Photographer

**AWARD** Bronze ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Bird on a Wire  
**CREDIT** Rob Mattson, Photographer

**AWARD** Bronze ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Herd on the Mooove  
**CREDIT** Rob Mattson, Photographer

## Black & White/Color/ Digitally Enhanced – Campaign



**AWARD** Gold ADDY Award  
**ENTRANT** shevaun williams & associates  
**ADVERTISER** Oklahoma City Ballet  
**TITLE** Made in the USA by OKC Ballet  
**CREDIT** Robert Mills, Artistic Director OKC Ballet  
 ALEXANDRA SCHOOLING, Dancer  
 ALEJANDRO GONZÁLEZ, Dancer  
 MICKAYLA CARR, Dancer  
 WALKER MARTIN, Dancer  
 RANDOLPH FERNANDEZ, Dancer  
 MICAH BULLARD, Dancer  
 MAYU ODAKA, Dancer  
 Lestari Kusumawardani, Graphic Designer/OKC Ballet



**AWARD** Gold ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** 580 Beef  
**TITLE** 580 Beef  
**CREDIT** Jonathan Burkhart, Senior Photographer  
 Ethan Stewart, Photographer

**AWARD** Silver ADDY Award  
**ENTRANT** Traction Marketing  
**ADVERTISER** BC Clark  
**TITLE** Bridal Registry Product Photography  
**CREDIT** Team Traction

**AWARD** Silver ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** J Thomson Jewelers  
**TITLE** J Thomson - Ethiopian Opals  
**CREDIT** Jonathan Burkhart, Senior Photographer  
 Natalie Campos, Photographer

**AWARD** Silver ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** J Thomson Jewelers

**TITLE** J Thomson Jewelers  
**CREDIT** Jonathan Burkhart, Senior Photographer

**AWARD** Bronze ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Allton's Clothiers  
**TITLE** Allton's Clothiers  
**CREDIT** Natalie, Photographer

**AWARD** Bronze ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** J Thomson Jewelers  
**TITLE** J Thomson Jewelers - Pearls  
**CREDIT** Jonathan Burkhart, Senior Photographer  
 Natalie Campos, Photographer

**AWARD** Bronze ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Okola-homa Soda Photography  
**TITLE** Okola-homa Soda Photography  
**CREDIT** Jonathan Burkhart, Senior Photographer

## ART DIRECTION

### SINGLE



**AWARD** Gold ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** WanderFolk Spirits – Storybook  
**CREDIT** Team Krush, Tanner Yeomans

### CAMPAIGN

**AWARD** Bronze ADDY Award  
**ENTRANT** Nuevo Studio  
**ADVERTISER** Asian District Cultural Association

**TITLE** Asian Night Market Festival  
**CREDIT** Naoma Serna-Zahn, Creative Director  
 Lauren Mayhew, Graphic Designer  
 Shelby Dean, Graphic Designer  
 Pilar Guarddon Pueyo, Project Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Broadway 10  
**TITLE** "The Tenderizer" Art Direction  
**CREDIT** The Beyond Theory Team

## FILM & VIDEO

### CINEMATOGRAPHY

#### Single



**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Broadway 10  
**TITLE** Broadway 10 "The Tenderizer"  
**CREDIT** The Beyond Theory Team



**AWARD** Gold ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Route 66  
**TITLE** AAA Roadfest

**AWARD** Silver ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Birra Birra  
**TITLE** Birra Birra "Mini Me"  
**CREDIT** The Beyond Theory Team

**AWARD** Bronze ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Hilti  
**TITLE** Hilti TE3000 Miami Product Video

### ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Oklahoma Department of Commerce  
**TITLE** Grow Your Company In Oklahoma  
**CREDIT** Team ICG



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Paycom Center Announcement  
**CREDIT** Chuck Taylor, Animation Supervisor  
 Keaton Towns, Motion Graphics  
 Chuck Taylor, Animation Supervisor  
 Keaton Towns, Motion Graphics  
 Ruth Collert, Editor  
 Kyle Hoelting, Videographer  
 Rudine Cooks, Producer  
 Brock Lay, Design Supervisor  
 Aaron Cahill, Design Manager  
 Richard York, Writer



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** How Food Works for You  
**CREDIT** Brandon Keck, Motion Graphics  
 Sophia Post, Motion Graphics  
 Todd E Clark, Sr Graphic Designer  
 Erin Kirkpatrick, Designer  
 Lauren Tenney, Writer



**AWARD** Gold ADDY Award  
**ENTRANT** Hahn Public  
**ADVERTISER** ONE Gas  
**TITLE** Rebate Remix  
**CREDIT** Ryan Orendorf, Vice President, Client Services  
 Kami Lee, Senior Account Manager, Client Services  
 Greg Barton, Executive Creative Director  
 Fernando Nieri, Executive Producer  
 Nick Walker, Creative Director/Scriptwriting  
 Kat Brown, Associate Creative Director/Scriptwriting  
 Kevin Kelly, Director  
 Paul Triggiani, Director  
 Vincent Guglielmo, Stills Photographer  
 Monkey Boys Productions, Puppet Design/Puppet Fabrication  
 Eric Friend, Optical Audio  
 Michael Latini, Puppeteers



**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Health Impacts of Stress  
**CREDIT** Brandon Keck, Motion Graphics  
 Sophia Post, Motion Graphics  
 Rudine Cooks, Producer  
 Kyle Hoelting, videographer  
 Kenny McGraw, Videographer  
 Todd E Clark, Sr Graphic Designer  
 Erin Kirkpatrick, Designer  
 Weylin Miller, Writer

**AWARD** Silver ADDY Award  
**ENTRANT** Boiling Point Media  
**ADVERTISER** True Sky Credit Union  
**TITLE** True Sky Credit Union  
**CREDIT** Ryan Bellgardt, Director/Writer  
 Stephanie Bellgardt, Animator  
 Josh McKamie, VFX  
 Andy Swanson, Editor  
 Emily Taylor, Creative Director

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Codeathon Logo Reveal  
**CREDIT** Andy Seifried, Motion Graphics  
 Patrick Hanscom, Motion Graphics  
 Gabe DeGroot, Project Manager  
 Charmaine Arongay, Designer

## VIDEO EDITING



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** McCurtain County Tourism Authority  
**TITLE** Shake It Up - Fall  
**CREDIT** Team ICG



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Paycom Center Announcement  
**CREDIT** Chuck Taylor, Animation Supervisor  
 Keaton Towns, Motion Graphics  
 Chuck Taylor, Animation Supervisor  
 Keaton Towns, Motion Graphics  
 Ruth Collert, Editor  
 Kyle Hoelting, Videographer  
 Rudine Cooks, Producer  
 Brock Lay, Design Supervisor  
 Aaron Cahill, Design Manager  
 Richard York, Writer



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Employee Pains: Room For Improvement  
**CREDIT** Preston Herring, Video Manager  
 Casey Twenter, Creative Director  
 Chuck Taylor, Animation Supervisor  
 Rudine Cooks, Producer  
 Andy Seifried, Motion Graphics  
 Keaton Towns, Motion Graphics  
 Ruth Collert, Editor  
 Brock Lay, Design Supervisor  
 Aaron Cahill, Design Manager  
 Rod Lott, Writing Manager  
 Richard York, Writer  
 Sam Guertler, Project Manager



**AWARD** Gold ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Hilti  
**TITLE** Hilti Nuron Value Pillar 1



**AWARD** Gold ADDY Award  
**ENTRANT** Hahn Public  
**ADVERTISER** ONE Gas  
**TITLE** Rebate Remix  
**CREDIT** Ryan Orendorf, Vice President, Client Services  
 Kami Lee, Senior Account Manager, Client Services  
 Greg Barton, Executive Creative Director  
 Fernando Nieri, Executive Producer  
 Nick Walker, Creative Director/Scriptwriting  
 Kat Brown, Associate Creative Director/Scriptwriting  
 Kevin Kelly, Director  
 Paul Triggiani, Director  
 Vincent Guglielmo, Stills Photographer  
 Monkey Boys Productions, Puppet Design/Puppet Fabrication  
 Eric Friend, Optical Audio  
 Michael Latini, Puppeteers

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Amazon DSP Case Study  
**CREDIT** Ruth Collert, Editor  
 Mark Hutchison, Project Manager  
 Rudine Cooks, Producer



Aaron Cahill, Design Manager  
Zachary Beverage, Writer  
Keaton Towns, Motion Graphics  
Chuck Taylor, Animation supervisor

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Mental Health Spectrum  
**CREDIT** Joe Rigazzi, Editor  
Brandon Keck, Motion Graphics  
Chuck Taylor, Animation Supervisor  
Sophia Post, Motion Graphics  
Rudine Cooks, Producer  
Todd E Clark, Sr Graphic Designer

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Employee Pains: Nailed It Commercial  
**CREDIT** Chuck Taylor, Animation Supervisor  
Keaton Towns, Motion Graphics  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Aaron Cahill, Design Manager  
Rod Lott, Writing Manager  
Richard York, Writer  
Sam Guertler, Project Manager  
Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Ruth Collert, Editor  
Rudine Cooks, Producer

**AWARD** Silver ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** TBN  
**TITLE** Centuries Collide Trailer

**AWARD** Silver ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Tonkawa Enterprises  
**TITLE** The HUB - Brace Yourself  
**CREDIT** Team ICG

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Weighing Employees Down :30

**CREDIT** Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Keaton Towns, Motion Graphics  
Ruth Collert, Editor  
Brock Lay, Design supervisor  
Aaron Cahil, Design Manager  
Richard York, Writer  
Rod Lott , Editor

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Employee Pains: Nailed It Commercial  
**CREDIT** Preston Herring, Video Manager  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Patrick Hanscom, Motion Graphics  
Keaton Towns, Motion Graphics  
Rod Lott, Writing Manager  
Richard York, Writer  
Sam Guertler, Project Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Rethink Commercial :30  
**CREDIT** Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Keaton Towns, Motion Graphics  
Ruth Collert, Editor  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Rod Lott, Writing Manager  
Richard York, Writer  
Sam Guertler, Project Manager

## SOUND

### VOICEOVER TALENT

**AWARD** Gold ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** WanderFolk - Storybook  
**CREDIT** Team Krush,  
Conner Quinn

**AWARD** Gold ADDY Award  
**ENTRANT** Hahn Public  
**ADVERTISER** ONE Gas  
**TITLE** Rebate Remix  
**CREDIT** Ryan Orendorf, Vice President, Client Services  
Kami Lee, Senior Account Manager, Client Services  
Greg Barton, Executive Creative Director  
Fernando Nieri, Executive Producer  
Nick Walker, Creative Director/Scriptwriting  
Kat Brown, Associate Creative Director/Scriptwriting  
Kevin Kelly, Director  
Paul Triggiani, Director  
Vincent Guglielmo, Stills Photographer  
Monkey Boys Productions, Puppet Design/Puppet Fabrication  
Eric Friend, Optical Audio  
Michael Latini, Puppeteers

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Weather (Ollie 01)  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),

Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Dactyl (Terri 02)  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** You Are Here R30: Model  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

## DIGITAL CREATIVE TECHNOLOGY

### INTERFACE & NAVIGATION

**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Medefy  
**TITLE** Medefy Site Navigation  
**CREDIT** The Beyond Theory Team

**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Physicians United  
**TITLE** Physicians United Site Navigation  
**CREDIT** The Beyond Theory Team

### RESPONSIVE DESIGN

**AWARD** Silver ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Harvey Eugene  
**TITLE** Harvey Eugene Site Design  
**CREDIT** The Beyond Theory Team

**AWARD** Bronze ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** WanderFolk Spirits Website  
**CREDIT** Team Krush

## GPS & LOCATION TECHNOLOGY

**AWARD** Silver ADDY Award  
**ENTRANT** Trifecta Communications  
**ADVERTISER** Trifecta Communications  
**TITLE** Time Frame App  
**CREDIT** Team Trifecta

## AUGMENTED REALITY



**AWARD** Gold ADDY Award  
**ENTRANT** Trifecta Communications  
**ADVERTISER** OU College of Professional and  
Continuing Studies - Sooner Flight  
Academy  
**TITLE** Sooner Flight Academy  
**CREDIT** Team Trifecta



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Performance



Business  
Intelligence  
& Insights



# FILM, VIDEO & SOUND

## AUDIO/RADIO ADVERTISING

### LOCAL

Single Spot :30 seconds  
or less

**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** You Are Here R30: Babies  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** You Are Here R30: Model  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),

David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** You Are Here R30: Influencer  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** You Are Here R30: ASMR  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

### Campaign

**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Renaissance Salon & Spa  
**TITLE** Renaissance Radio Campaign  
**CREDIT** Brian Winkeler

**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** You Are Here R30: Campaign  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Unknown.Studio  
**ADVERTISER** OnCue  
**TITLE** OnCue Needs U Radio Campaign  
**CREDIT** Tanner Tate, Creative Director  
Preston Moon, Media Director

### REGIONAL/NATIONAL

### Campaign

**AWARD** Gold ADDY Award  
**ENTRANT** Hahn Public  
**ADVERTISER** ONE Gas  
**TITLE** Rebate Remix  
**CREDIT** Ryan Orendorf, Vice President, Client



Services  
 Kami Lee, Senior Account Manager,  
 Client Services  
 Greg Barton, Executive Creative  
 Director  
 Fernando Nieri, Executive Producer  
 Nick Walker, Creative Director/  
 Scriptwriting  
 Kat Brown, Associate Creative Director/  
 Scriptwriting  
 Kevin Kelly, Director  
 Paul Triggiani, Director  
 Vincent Guglielmo, Stills Photographer  
 Monkey Boys Productions, Puppet  
 Design/Puppet Fabrication  
 Eric Friend, Optical Audio  
 Michael Latini, Puppeteers

**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Student Debt  
**CREDIT** O Triple C Marketing,

Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: College Sports  
**CREDIT** O Triple C Marketing,

Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),

Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Weather (Ollie 01)  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Dactyl (Terri 02)  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV10: Go America  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),

## TELEVISION ADVERTISING

### LOCAL (ONE DMA)

#### Single Spot :15 or less

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Job Change  
**CREDIT** O Triple C Marketing,  
 Erick Worrell (ECD),  
 Abbie Sears (ACD),  
 Bri Ramos (Sr. Producer),  
 Emily Tackett (Media Director),  
 Robert Lane (Videographer),  
 Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Traffic (Terri 01)

Rachele Cromer (Jr. Art Director),  
 Abigail Weddle (Jr. Art Director),  
 Alara Johnson (Project Coordinator),  
 Kathy Nix (Web Admin),  
 Justin Van Nest (Operations Specialist),  
 David Schemenauer (Sr. Print Tech),  
 Ian Wakefield (Print Tech)

## Single Spot :30 seconds



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** SSM Health St. Anthony  
**TITLE** Take Action - Brand  
**CREDIT** Team ICG



**AWARD** Gold ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** WanderFolk Spirits – Storybook  
**CREDIT** Team Krush

**AWARD** Silver ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** OU Health  
**TITLE** Patient Tower  
**CREDIT** Flight Crew

**AWARD** Bronze ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Tonkawa Enterprises  
**TITLE** The HUB - Brace Yourself  
**CREDIT** Team ICG

**AWARD** Bronze ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** Boomerang Diner  
**TITLE** Boomerang - Diner "Fish Fridays"  
**CREDIT** Joel Anderson, Editor & Talent  
 Marshall Rimmer, Talent  
 Dylan Crawford, Camera Op  
 Jordan Crowder, Director, Talent & Writer  
 Ryan Plunkett, Director of Photography

**AWARD** Bronze ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Chris Nikel  
**TITLE** Chris Nikel Super Bowl Ad 2021

**AWARD** Bronze ADDY Award  
**ENTRANT** BealsCunningham  
**ADVERTISER** Seth Wadley  
**TITLE** Seth Wadley Tiger King  
**CREDIT** BealsCunningham Strategic Services, Advertising Agency  
 Titus Ellis, Editor

## Single Spot :60 seconds or more

**AWARD** Silver ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Broadway 10  
**TITLE** Broadway 10 "The Tenderizer"  
**CREDIT** The Beyond Theory Team

**AWARD** Silver ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Bob Moore Auto Group  
**TITLE** Experience Exceptional  
**CREDIT** Flight Crew,  
 Luke Moore, Executive Producer  
 Ryan Magnani, Erin & Tim Cooper, Producer  
 Charlie Molleur, Director/DP  
 Erick Worrell, Writer

**AWARD** Silver ADDY Award  
**ENTRANT** HOEGGER COMMUNICATIONS  
**ADVERTISER** Axis Construction  
**TITLE** Axis Construction Office Life

**CREDIT** Matt Hamilton, Director/Editor  
 Jackie, Hoegger  
 Erica Sawyer, Producer  
 Andrew Bell, Graphic Design  
 Eric Crosslin, Motion Graphics  
 Hayden Gerstner, Production Assistant  
 Bob Cridge, Sound Design

**AWARD** Silver ADDY Award  
**ENTRANT** HOEGGER COMMUNICATIONS  
**ADVERTISER** James Lane Air Conditioning and Plumbing  
**TITLE** James Lane "Tune Up"  
**CREDIT** Matt Hamilton, Director/Editor  
 Jackie Hoegger, Producer  
 Erica Sawyer, Producer  
 Andrew Bell, Graphic Design  
 Eric Crosslin, Motion Graphics  
 Bob Cridge, Sound Design

## Campaign



**AWARD** Gold ADDY Award  
**ENTRANT** Hahn Public  
**ADVERTISER** ONE Gas  
**TITLE** Rebate Remix  
**CREDIT** Ryan Orendorf, Vice President, Client Services  
 Kami Lee, Senior Account Manager, Client Services  
 Greg Barton, Executive Creative Director  
 Fernando Nieri, Executive Producer  
 Nick Walker, Creative Director/Scriptwriting  
 Kat Brown, Associate Creative Director/Scriptwriting  
 Kevin Kelly, Director  
 Paul Triggiani, Director  
 Vincent Guglielmo, Stills Photographer  
 Monkey Boys Productions, Puppet Design/Puppet Fabrication

Eric Friend, Optical Audio  
Michael Latini, Puppeteers

**AWARD** Silver ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Kiowa Casino  
**TITLE** All In the Details - Campaign  
**CREDIT** Team ICG

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: Just Rex (Campaign)  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

**AWARD** Silver ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College  
**TITLE** REX TV15: The Crew (Campaign)  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

**AWARD** Bronze ADDY Award  
**ENTRANT** Oklahoma City Community College  
**ADVERTISER** Oklahoma City Community College

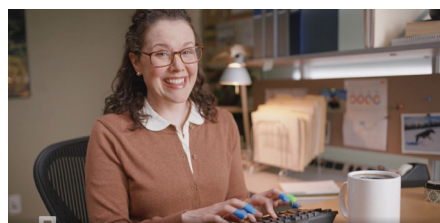
**TITLE** REX TV15: 8-Week Terms (Campaign)  
**CREDIT** O Triple C Marketing,  
Erick Worrell (ECD),  
Abbie Sears (ACD),  
Bri Ramos (Sr. Producer),  
Emily Tackett (Media Director),  
Robert Lane (Videographer),  
Rachele Cromer (Jr. Art Director),  
Abigail Weddle (Jr. Art Director),  
Alara Johnson (Project Coordinator),  
Kathy Nix (Web Admin),  
Justin Van Nest (Operations Specialist),  
David Schemenauer (Sr. Print Tech),  
Ian Wakefield (Print Tech)

## REGIONAL/NATIONAL

### Single Spot – Up to 2:00



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Employee Pains:Nailed It Commercial  
**CREDIT** Chuck Taylor, Animation Supervisor  
Keaton Towns, Motion Graphics  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Aaron Cahill, Design Manager  
Rod Lott, Writing Manager  
Richard York, Writer  
Sam Guertler, Project Manager  
Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Ruth Collert, Editor  
Rudine Cooks, Producer



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Papercuts: Vacation Commercial :15  
**CREDIT** Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Keaton Towns, Motion Graphics  
Ruth Collert, Editor  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Rod Lott, Writing Manager  
Richard York, Writer  
Sam Guertler, Project Manager



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** McCurtain County Tourism Authority  
**TITLE** Change of Pace  
**CREDIT** Team ICG



**AWARD** Gold ADDY Award  
**ENTRANT** MTWC Animation Studio, LLC  
**ADVERTISER** SYFY  
**TITLE** "The Ruins" - SYFY animated bumper  
**CREDIT** Mason Drumm, Creative Director,  
Animator  
Akiyama Music, Composer

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Employee Pains: Room For Improvement  
**CREDIT** Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Keaton Towns, Motion Graphics  
Ruth Collert, Editor  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Rod Lott, Writing Manager  
Richard York, Writer  
Sam Guertler, Project Manager

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Rethink Commercial :30  
**CREDIT** Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Keaton Towns, Motion Graphics  
Ruth Collert, Editor  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Rod Lott, Writing Manager  
Richard York, Writer  
Sam Guertler, Project Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Weighing Employees Down :30  
**CREDIT** Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Keaton Towns, Motion Graphics  
Ruth Collert, Editor  
Brock Lay, Design supervisor  
Aaron Cahil, Design Manager

Richard York, Writer  
Rod Lott , Editor

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Weighing Employees Down :15  
**CREDIT** Chuck Taylor, Animation Supervisor  
Keaton Towns, Motion Graphics  
Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation supervisor  
Andy Seifried, Motion Graphics  
Ruth Collert, Editor  
Rudine Cooks, Producter  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Rod Lott, Writing Manager  
Richard York, Writer

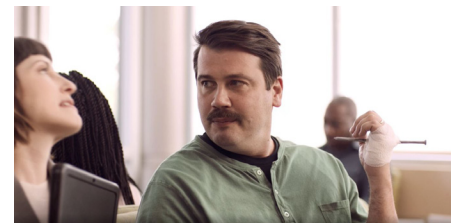
**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Employee Pains: Nailed It Commercial  
**CREDIT** Preston Herring, Video Manager  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Patrick Hanscom, Motion Graphics  
Keaton Towns, Motion Graphics  
Rod Lott, Writing Manager  
Richard York, Writer  
Sam Guertler, Project Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Oklahoma Department of Career and Technology Education  
**TITLE** Get Skilled. Get Paid.  
**CREDIT** Team ICG

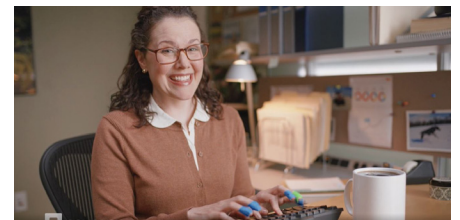
**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Papercuts Commercial :30  
**CREDIT** Preston Herring, Video Manager

Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Keaton Towns, Motion Graphics  
Ruth Collert, Editor  
Aaron Cahill , Design Manager  
Brock Lay, Design Supervisor  
Rod Lott, Writing Manager  
Richard York, Writer  
Ashley Neese, Project Manager

## Campaign



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Employee Pains: Nailed it  
**CREDIT** Preston Herring, Video Manager  
Casey Twenter, Creative Director  
Chuck Taylor, Animation Supervisor  
Rudine Cooks, Producer  
Andy Seifried, Motion Graphics  
Keaton Towns, Motion Graphics  
Ruth Collert, Editor  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Rod Lott, Writing Manager  
Richard York, Writer  
Sam Guertler, Project Manager



**AWARD** Gold ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Employee Frustrations: Papercuts  
**CREDIT** Preston Herring, Video Manager



Casey Twenter, Creative Director  
 Chuck Taylor, Animation Supervisor  
 Rudine Cooks, Producer  
 Andy Seifried, Motion Graphics  
 Keaton Towns, Motion Graphics  
 Ruth Collert, Editor  
 Brock Lay, Design Supervisor  
 Aaron Cahill, Design Manager  
 Rod Lott, Writing Manager  
 Richard York, Writer  
 Sam Guertler, Project Manager



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** OU Health  
**TITLE** SCC Prostate Cancer Awareness  
**CREDIT** Flight Crew

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Weighing Employees Down :30  
**CREDIT** Preston Herring, Video Manager  
 Casey Twenter, Creative Director  
 Chuck Taylor, Animation Supervisor  
 Rudine Cooks, Producer  
 Andy Seifried, Motion Graphics  
 Keaton Towns, Motion Graphics  
 Ruth Collert, Editor  
 Brock Lay, Design Supervisor  
 Aaron Cahill, Design Manager  
 Rod Lott, Writing Manager  
 Richard York, Writer  
 Sam Guertler, Project Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Employee Frustrations: Rethink  
**CREDIT** Preston Herring, Video Manager  
 Casey Twenter, Creative Director  
 Chuck Taylor, Animation Supervisor

Rudine Cooks, Producer  
 Andy Seifried, Motion Graphics  
 Keaton Towns, Motion Graphics  
 Ruth Collert, Editor  
 Brock Lay, Design Supervisor  
 Aaron Cahill, Design Manager  
 Rod Lott, Writing Manager  
 Richard York, Writer  
 Sam Guertler, Project Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Room for Improvement  
**CREDIT** Preston Herring, Video Manager  
 Casey Twenter, Creative Director  
 Andy Seifried, Motion Graphics  
 Chuck Taylor, Animation Supervisor  
 Rudine Cooks, Producer  
 Keaton Towns, Motion Graphics  
 Ruth Collert, Editor  
 Brock Lay, Design Supervisor  
 Aaron Cahill, Design Manager  
 Rod Lott, Writing Manager  
 Richard York, Writer

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Hestan Culinary  
**TITLE** More the Merrier Campaign NanoBond  
**CREDIT** Matt Lowery, Creative Director, Motion  
 Clay Miller, Creative Director, Copy  
 Erin Robinson, Creative Director  
 Mike Anderson, Senior Animator  
 Beau Leland, Senior Editor  
 Whitney Gann, Senior Project Manager  
 Alissa Polles, Director of Project  
 Management

## ONLINE FILM, VIDEO, AND SOUND

### INTERNET COMMERCIAL

#### Single Spot – Any Length

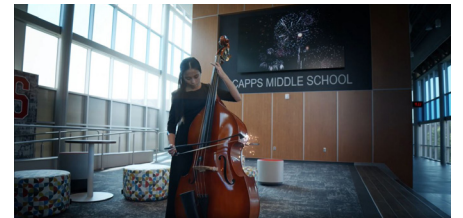
**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Carter Chevrolet  
**TITLE** Customer Reviews  
**CREDIT** Team ICG



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** McCurtain County Tourism Authority  
**TITLE** Shake It Up - Summer  
**CREDIT** Team ICG



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Carter Chevrolet  
**TITLE** Camp Carter  
**CREDIT** Team ICG



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group

**ADVERTISER** Putnam City Schools  
**TITLE** Go Boldly - PCS Brand Reveal  
**CREDIT** Team ICG



**AWARD** Gold ADDY Award  
**ENTRANT** Digital DK  
**ADVERTISER** The Surrey Hotel NYC / Relais & Chateaux  
**TITLE** The Surrey Hotel NYC



**AWARD** Gold ADDY Award  
**ENTRANT** Krush  
**ADVERTISER** Wanderfolk Spirits  
**TITLE** WanderFolk Spirits – Wander Book  
**CREDIT** Team Krush



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Clubby Seltzers  
**TITLE** This is Clubby  
**CREDIT** Flight Crew

**AWARD** Silver ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Polston Tax Resolution  
**TITLE** Polston Tax 20th Anniversary  
**CREDIT** Team ICG

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Slow Hammerheads

**TITLE** Slow Hammerheads - Wives  
**CREDIT** Moriah Mehmyer, Art Director  
 Mike Anderson, Senior Animator  
 Beau Leland, Senior Editor  
 Steve Sturges, Executive Creative Director  
 Matt Lowery, Creative Director  
 Madison Jolliff, Integrated Project Manager

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Slow Hammerheads  
**TITLE** Slow Hammerheads - Explainer  
**CREDIT** Moriah Behymer, Art Director  
 Mike Anderson, Senior Animator  
 Beau Leland, Senior Editor  
 Steve Sturges, Executive Creative Director  
 Matt Lowery, Creative Director  
 Madison Jolliff, Integrated Project Manager

**AWARD** Silver ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** Northeast Alternatives  
**TITLE** Sweet Spot Animation  
**CREDIT** Funnel Team

**AWARD** Silver ADDY Award  
**ENTRANT** High Five Media  
**ADVERTISER** The Camera Guys  
**TITLE** The Camera Guys - Unsolved  
**CREDIT** Joel Anderson, Editor  
 Kregg Lee, Creative Director  
 Dylan Crawford, Director of Photography  
 Jordan Crowder, Director  
 Ryan Plunkett, Gaffer  
 Tim Miller, Audio Engineer

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Highway Safety Office  
**TITLE** Whose Car Seat Is It Anyway?  
**CREDIT** Matt Lowery, Creative Director  
 Erin Robinson, Creative Director  
 Beau Leland, Senior Video Editor

Mike Anderson, Senior Animator  
 Jeff Bowman, Art Director  
 Deleanie Moriello, Marketing Strategist  
 Greta Anglin, VP, Marketing Strategy

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation Department  
**TITLE** Oklahoma Fishing Trail Video  
**CREDIT** Mike Anderson, Senior Animator  
 Beau Leland, Senior Video Animator  
 Jennifere Blevins, Creative Director  
 Deleanie Moriello, Marketing Strategist  
 Greta Anglin , VP, Strategic Marketing

**AWARD** Silver ADDY Award  
**ENTRANT** HOEGGER COMMUNICATIONS  
**ADVERTISER** Axis Construction  
**TITLE** Axis Construction Office Life  
**CREDIT** Matt Hamilton, Director/Editor  
 Jackie, Hoegger  
 Erica Sawyer, Producer  
 Andrew Bell, Graphic Design  
 Eric Crosslin, Motion Graphics  
 Hayden Gerstner , Production Assistant  
 Bob Cridge, Sound Design

**AWARD** Silver ADDY Award  
**ENTRANT** Judi Startzman Consulting  
**ADVERTISER** Girl Scouts Western Oklahoma  
**TITLE** I'm a Girl Scout  
**CREDIT** Judi Startzman, Owner, Director of Strategy  
 Sam Stanton, Art Director

**AWARD** Bronze ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Carter Chevrolet  
**TITLE** Carter Wave  
**CREDIT** Team ICG

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Slow Hammerheads  
**TITLE** Slow Hammerheads - Bad Gift  
**CREDIT** Moriah Behymer, Art Director  
 Mike Anderson, Senior Animator

Beau Leland, Senior Editor  
 Steve Sturges, Executive Creative  
 Director  
 Matt Lowery, Creative Director  
 Madison Jolliff, Integrated Project  
 Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Slow Hammerheads  
**TITLE** Slow Hammerheads - Useless Gift  
**CREDIT** Moriah Behymer, Art Director  
 Mike Anderson, Senior Animator  
 Beau Leland, Senior Editor  
 Steve Sturges, Executive Creative  
 Director  
 Matt Lowery, Creative Director  
 Madison Jolliff, Integrated Project  
 Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Paycom Center Announcement  
**CREDIT** Chuck Taylor, Animation Supervisor  
 Keaton Towns, Motion Graphics  
 Chuck Taylor, Animation Supervisor  
 Keaton Towns, Motion Graphics  
 Ruth Collert, Editor  
 Kyle Hoelting, Videographer  
 Rudine Cooks, Producer  
 Brock Lay, Design Supervisor  
 Aaron Cahill, Design Manager  
 Richard York, Writer

## Campaign



**AWARD** Gold ADDY Award  
**ENTRANT** Unknown.Studio  
**ADVERTISER** OnCue  
**TITLE** OnCue Needs U Pre-Roll Campaign  
**CREDIT** Tanner Tate, Creative Director  
 Preston Moon, Media Director



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Heartland Payment Systems  
**TITLE** North Star  
**CREDIT** Flight Crew

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Highway Safety Office  
**TITLE** OHSO Video Campaign  
**CREDIT** Erin Robinson, Creative Director  
 Clay Miller, Creative Director  
 Matt Lowery, Creative Director  
 Beau Leland, Senior Video Editor  
 Mike Anderson, Senior Animator  
 Jeff Bowman, Art Director  
 Deleanie Morello, Marketing Strategist  
 Greta Anglin, VP, Strategic Marketing  
 Steve Sturges, Executive Creative  
 Director

## PODCAST

### Campaign

**AWARD** Bronze ADDY Award  
**ENTRANT** Traction Marketing  
**ADVERTISER** BC Clark  
**TITLE** You.Two. Podcast  
**CREDIT** Team Traction

## WEBISODE

### Single Webisode

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Ranked: 3 Benefits  
**CREDIT** Taylor Beaver, Project Manager  
 Lauren Weingart, Editor

Keaton Towns, Motion Graphics  
 Kyle Hoelting, Videographer  
 Rudine Cooks, Producer  
 Richard York, Writer

**AWARD** Bronze ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** McCurtain County Tourism Authority  
**TITLE** Family Fun with Teddy Owens  
**CREDIT** Team ICG

## BRANDED CONTENT & ENTERTAINMENT

### Online Film, Video & Sound

Single entry :60 seconds or less



**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Broadway 10  
**TITLE** Broadway 10 "The Tenderizer"  
**CREDIT** The Beyond Theory Team



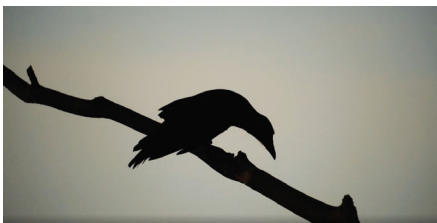
**AWARD** Gold ADDY Award  
**ENTRANT** MTWC Animation Studio, LLC  
**ADVERTISER** McCurtain County Tourism Authority  
**TITLE** Get Here Already- Halloween Content  
**CREDIT** Mason Drumm, Creative Director,  
 Animator

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Paycom Center Announcement



**CREDIT** Chuck Taylor, Animation Supervisor  
Keaton Towns, Motion Graphics  
Chuck Taylor, Animation Supervisor  
Keaton Towns, Motion Graphics  
Ruth Collert, Editor  
Kyle Hoelting, Videographer  
Rudine Cooks, Producer  
Brock Lay, Design Supervisor  
Aaron Cahill, Design Manager  
Richard York, Writer

Single entry - more than  
:60 seconds



**AWARD** Gold ADDY Award  
**ENTRANT** Chickasaw Press  
**ADVERTISER** Chickasaw Press  
**TITLE** Little Bird book trailer  
**CREDIT** Chad Hamilton,  
Gage Grigsby



**AWARD** Gold ADDY Award  
**ENTRANT** BealsCunningham  
**ADVERTISER** James River Equipment  
**TITLE** JRE Presents Laurel Springs  
**CREDIT** BealsCunningham Strategic Services,  
Advertising Agency  
Titus Ellis, Editor  
Harber Productions, Production  
Company



**AWARD** Gold ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Hemme Bros. Farmstead Creamery  
**CREDIT** Shaun Smith, Videographer  
Ryan McNeill, Digital Marketing  
Manager



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** McRoof  
**TITLE** Protecting Memories  
**CREDIT** Flight Crew



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Memphis + Louie  
**TITLE** Introducing Memphis + Louie  
**CREDIT** Flight Crew

**AWARD** Silver ADDY Award  
**ENTRANT** Chickasaw Press  
**ADVERTISER** Chickasaw Press  
**TITLE** 88 Straight book trailer  
**CREDIT** Chad Hamilton,  
Gage Grigsby

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism & Recreation  
Department

**TITLE** The Weekender Series Trailer  
**CREDIT** Mike Anderson, Senior Animator  
Anna Kinder, Copywriter  
Jennifer Blevins, Creative Director  
Chelsey McKnight, Group Account  
Director  
Deleanie Moriello, Marketing Strategist  
Madison Jolliff, Integrated Project  
Manager

**AWARD** Silver ADDY Award  
**ENTRANT** Braid Creative  
**ADVERTISER** Tinker Federal Credit Union  
**TITLE** 75yrs of TFCU - Member Video  
**CREDIT** The Visual Brain, Videography

**AWARD** Silver ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Hilti  
**TITLE** Hilti Nuron Main Video

**AWARD** Silver ADDY Award  
**ENTRANT** Noble Research Institute  
**ADVERTISER** Noble Research Institute  
**TITLE** Hunt Hill Cattle Company  
**CREDIT** Shaun Smith, Videographer  
Ryan McNeill, Digital Marketing  
Manager

**AWARD** Silver ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Tarkett Hospitality  
**TITLE** Tarkett Hospitality Brand Video

## Television

**AWARD** Silver ADDY Award  
**ENTRANT** HOEGGER COMMUNICATIONS  
**ADVERTISER** James Lane Air Conditioning and  
Plumbing  
**TITLE** James Lane "Tune Up"  
**CREDIT** Matt Hamilton, Director/Editor  
Jackie Hoegger, Producer  
Erica Sawyer, Producer  
Andrew Bell, Graphic Design  
Eric Crosslin, Motion Graphics  
Bob Cridge, Sound Design

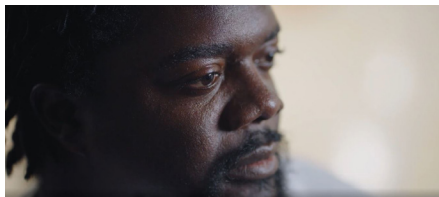


**AWARD** Bronze ADDY Award  
**ENTRANT** HOEGGER COMMUNICATIONS  
**ADVERTISER** Home for Freedom  
**TITLE** Home for Freedom  
**CREDIT** Matt Hamilton, Director/Editor  
 Jackie Hoegger, Producer  
 Erica Sawyer, Producer  
 Andrew Bell, Graphic Design  
 Eric Crosslin, Motion Graphics  
 Hayden Gerstner, Assistant Editor  
 Bob Cridge, Sound Design

**AWARD** Bronze ADDY Award  
**ENTRANT** HOEGGER COMMUNICATIONS  
**ADVERTISER** Axis Construction  
**TITLE** Axis Construction Office Life  
**CREDIT** Matt Hamilton, Director/Editor  
 Jackie, Hoegger  
 Erica Sawyer, Producer  
 Andrew Bell, Graphic Design  
 Eric Crosslin, Motion Graphics  
 Hayden Gerstner, Production Assistant  
 Bob Cridge, Sound Design

## Non-Broadcast

**AWARD** Gold ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Hideaway Pizza  
**TITLE** Hideaway This is Pizza. Real Pizza.  
**CREDIT** Brian Winkeler



**AWARD** Gold ADDY Award  
**ENTRANT** Price Lang Public Relations  
**ADVERTISER** Santa Fe Family Life Center  
**TITLE** SFFLC - I CAN  
**CREDIT** GhostCat

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** 8 Dimensions of Wellness

**CREDIT** Brandon Keck, Motion Graphics  
 Sophia Post, Motion Graphics  
 Kyle Hoelting, Videographer  
 Kenny McGraw, Videographer  
 Todd E Clark, Sr Graphic Designer  
 Erin Kirkpatrick, Designer  
 Weylin Miller, Writer

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Take a Breather  
**CREDIT** Brandon Keck, Motion Graphics  
 Sophia Post, Motion Graphics  
 Erin Kirkpatrick, Designer  
 Todd E Clark, Sr Graphic Designer  
 Luke Hahn, Writer

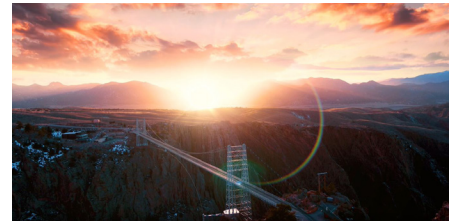
**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Health Impacts of Stress  
**CREDIT** Brandon Keck, Motion Graphics  
 Sophia Post, Motion Graphics  
 Rudine Cooks, Producer  
 Kyle Hoelting, videographer  
 Kenny McGraw, Videographer  
 Todd E Clark, Sr Graphic Designer  
 Erin Kirkpatrick, Designer  
 Weylin Miller, Writer

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** How Food Works for You  
**CREDIT** Brandon Keck, Motion Graphics  
 Sophia Post, Motion Graphics  
 Todd E Clark, Sr Graphic Designer  
 Erin Kirkpatrick, Designer  
 Lauren Tenney, Writer

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** What is Wellness  
**CREDIT** Brandon Keck, Motion Graphics  
 Sophia Post, Motion Graphics  
 Todd E Clark, Sr Graphic Designer

Erin Kirkpatrick, Designer  
 Jordann Lucero, Writer

## CAMPAIGN



**AWARD** Gold ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Royal Gorge  
**TITLE** Royal Gorge Promo

**AWARD** Silver ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Paycom Client Learning Campaign  
**CREDIT** Brandon Keck, Motion Graphics  
 Sophia Post, Motion Graphics  
 Kenny McGraw, Videographer  
 Kyle Hoelting, Videographer  
 Todd E Clark, Sr Graphic Designer  
 Erin Kirkpatrick, Designer  
 Luke Hahn, Writer  
 Weylin Miller, Writer  
 Lauren Tenney, Writer

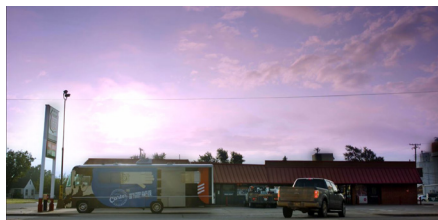
**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** Oklahoma Tourism and Recreation  
 Department  
**TITLE** The Weekender  
**CREDIT** Jeff Bowman, Art Director  
 Anna Kinder, Junior Copywriter  
 Mike Anderson, Senior Animator  
 Jennifer Blevins, Creative Director  
 Deleanie Moriello, Marketing Strategist

**AWARD** Bronze ADDY Award  
**ENTRANT** Retrospec Films  
**ADVERTISER** Tulsa Tech  
**TITLE** Tulsa Tech online series

## AUDIO/ VISUAL SALES PRESENTATION

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** 2021 Year End Video  
**CREDIT** Keaton Towns, Motion Graphics  
Elysa De La Cruz, Motion Graphics  
Rudine Cooks, Producer  
Lauren Weingart, Editor  
Kyle Hoelting, Videographer  
Brock Lay, Design Supervisor  
Richard York, Writer  
Rod Lott, Writing Manager  
Sam Guertler, Project Manager  
Aaron Cahill, Design Manager

## MUSIC VIDEOS



**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Carter Chevrolet  
**TITLE** Carter Boys 'Round Here  
**CREDIT** Team ICG

**AWARD** Bronze ADDY Award  
**ENTRANT** Sociallutions Media Group  
**ADVERTISER** Sociallutions Media Group  
**TITLE** Maddox Ross Muddy Red Water

**CREDIT** Joshua Debolt, CEO  
Zach Debolt, CCO  
Kiley Josey, Sr. Director of Content  
Creation and Production

# High Five

noun

Definition of *High Five*

: a slapping of an upraised hand by two people (as in celebration)

// gave each other a high five after the victory

# Smack!

Cheers to all of the winners and the clients that shared the amazing vision.



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it matters who does your event.



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# CORPORATE SOCIAL RESPONSIBILITY

## SALES & MARKETING

### COLLATERAL

#### Brand Elements

**AWARD** Bronze ADDY Award  
**ENTRANT** Robot House Creative  
**ADVERTISER** Cinco de Mayo Festival  
**TITLE** Cinco de Mayo - Logo Suite  
**CREDIT** Marissa Thelen,  
Brian Winkeler,  
Adam LeNaire,  
Brett Grimes

## ONLINE/ INTERACTIVE

### CAMPAIGN



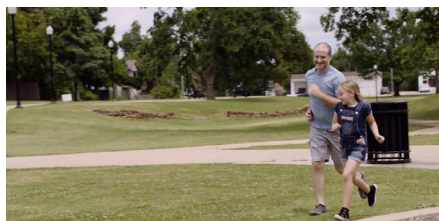
**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Community Foundation  
**ADVERTISER** Oklahoma City Community Foundation  
**TITLE** Brand Awareness/Donor Campaign  
**CREDIT** Dan Martel, Director Communications/  
Writer Producer  
Jason Burkes, Director/Cameraman

**AWARD** Bronze ADDY Award  
**ENTRANT** VI Marketing and Branding

**ADVERTISER** Oklahoma Highway Safety Office  
**TITLE** OHSO Rocklahoma Campaign  
**CREDIT** Clay Miller, Creative Director, Copy  
Jeff Bowman, Art Director  
Devon Baker, Production Artist  
Deleanie Moriello, Marketing Strategist  
Madison Joliff, Integrated Project  
Manager

## FILM, VIDEO & SOUND

### TELEVISION



**AWARD** Gold ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** TSET - Oklahoma Tobacco Helpline  
**TITLE** Chase - The Choice Testimonial  
**CREDIT** Beau Leland, Senior Editor  
Matt Lowery, Creative Director  
Erin Robinson, Creative Director  
Clay Miller, Creative Director  
Mike Anderson, Senior Animator  
Sarah Powers, Senior Marketing  
Strategist  
Lindsey Funk, Group Account Director  
Whitney Gann, Senior Project Manager

**AWARD** Bronze ADDY Award  
**ENTRANT** Feed the Children  
**ADVERTISER** Feed the Children  
**TITLE** Giving Feels Good PSA

**CREDIT** Chris Gard, Sr. Director of Marketing  
and Creative  
Storme Wood, Director of Photography/  
Editor  
John Selvidge, Copywriter  
Becky Wint, Producer  
Nancy Rew, VP of Marketing

### RADIO

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** TSET - Oklahoma Tobacco Helpline  
**TITLE** Testimonial Radio - Chase  
**CREDIT** Beau Leland, Senior Editor  
Clay Miller, Creative Director  
Erin Robinson, Creative Director  
Matt Lowery, Creative Director  
Sarah Powers, Senior Marketing  
Strategist  
Lindsey Funk, Group Account Director  
Whitney Gann, Senior Project Manager

## ONLINE FILM, VIDEO & SOUND



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** OU World Literature  
**TITLE** "I Dream of Greenwood"  
**CREDIT** Flight Crew



**AWARD** Bronze ADDY Award  
**ENTRANT** Feed the Children  
**ADVERTISER** Feed the Children  
**TITLE** Giving Feels Good PSA  
**CREDIT** Chris Gard, Sr. Director of Marketing and Creative  
Storme Wood, Director of Photography/Editor  
John Selvidge, Copywriter  
Becky Wint, Producer  
Chad Keffer, Sr. Director of Digital Marketing  
Danielle Rogers, Social Media Manager  
Nancy Rew, VP of Marketing

**AWARD** Bronze ADDY Award  
**ENTRANT** Freestyle Creative  
**ADVERTISER** Chickasaw Nation Define Your Direction  
**TITLE** Equal Opportunity Destroyer  
**CREDIT** Sonni Adams, VP, Creative Director  
Carter Campbell, VP, Director of Account Services  
Lauren Szmuto, Marketing Strategist  
Josh Robinson, Director of Photography  
Deb Livingston, Director of Video  
Nam Duong, Video Production Associate  
Kelley Gann, President  
Vahid Farzaneh, CEO  
D.D. DeCoteau, PFS Specialist  
Miranda Willis, Accreditation Coordinator  
Bobby Saunkeah, Director of Research & Public Health  
Jeffrey Wells, DYD Project Director

## NON-BROADCAST AUDIO/VISUAL

**AWARD** Gold ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** The CARE Center  
**TITLE** Supporting Cylas  
**CREDIT** Team ICG

## CAMPAIGN



**AWARD** Gold ADDY Award  
**ENTRANT** Feed the Children  
**ADVERTISER** Feed the Children  
**TITLE** Text Message  
**CREDIT** Chris Gard, Sr. Director of Marketing and Creative  
Becky Wint, Copywriter  
Ben Mesker (Image Garden), Director of Photography  
John Grilli (Pixeladdicts), Editor  
Chad Keffer, Sr. Director of Digital Marketing  
Danielle Rogers, Social Media Manager/ Copywriter  
Nancy Rew, VP of Marketing



**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma City Community Foundation  
**ADVERTISER** Oklahoma City Community Foundation  
**TITLE** Donor Awareness  
**CREDIT** Dan Martel, Director Communications/Writer Producer  
Jason Burkes, Director/Cameraman

**AWARD** Silver ADDY Award  
**ENTRANT** VI Marketing and Branding  
**ADVERTISER** TSET - Oklahoma Tobacco Helpline  
**TITLE** Reasons Testimonial Campaign  
**CREDIT** Beau Leland, Senior Editor  
Matt Lowery, Creative Director

Erin Robinson, Creative Director  
Clay Miller, Creative Director  
Mike Anderson, Senior Animator  
Sarah Powers, Senior Marketing Strategist  
Lindsey Funk, Group Account Director  
Whitney Gann, Senior Project Manager

## INTEGRATED MEDIA CAMPAIGN

**AWARD** Silver ADDY Award  
**ENTRANT** Ghost  
**ADVERTISER** Oklahoma Department of Mental Health and Substance Abuse Services  
**TITLE** Family Field Guide Campaign  
**CREDIT** Team Ghost

# ADVERTISING INDUSTRY SELF-PROMOTION

## COLLATERAL

### BRAND ELEMENTS

**AWARD** Bronze ADDY Award  
**ENTRANT** Coin Creative  
**ADVERTISER** Coin Creative  
**TITLE** Coin Creative  
**CREDIT** Erick Worrell  
 Abbie Sears

## OUT-OF-HOME SELF-PROMOTION

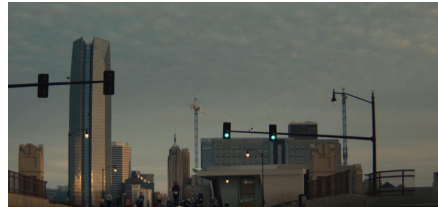
### AMBIENT MEDIA

**AWARD** Bronze ADDY Award  
**ENTRANT** Paycom  
**ADVERTISER** Paycom  
**TITLE** Paycom Tradeshow Booth  
**CREDIT** Brock Lay, Design Manager  
 Brie Hobbs, Director of Events

## FILM, VIDEO & SOUND



**AWARD** Gold ADDY Award  
**ENTRANT** Digital DK  
**ADVERTISER** Digital DK  
**TITLE** Digital DK 2022 Reel



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Studio Flight  
**TITLE** Studio Flight | Agency Reel | 2021  
**CREDIT** Flight Crew

**AWARD** Bronze ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** Insight Creative Group  
**TITLE** ICG is 15  
**CREDIT** Team ICG

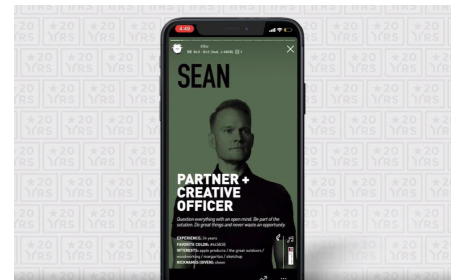
**AWARD** Bronze ADDY Award  
**ENTRANT** Digital DK  
**ADVERTISER** Digital DK  
**TITLE** DDK 2022 Reel Instagram Story Post

## AD CLUB OR MARKETING CLUB

**AWARD** Silver ADDY Award  
**ENTRANT** Insight Creative Group  
**ADVERTISER** AMA Oklahoma City  
**TITLE** MARCON Website  
**CREDIT** Team ICG

## CAMPAIGNS

### SINGLE-MEDIUM CAMPAIGN



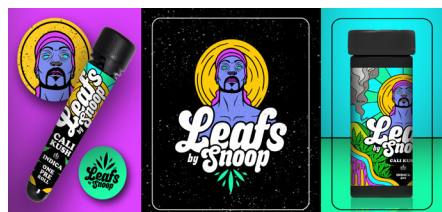
**AWARD** Gold ADDY Award  
**ENTRANT** Funnel Design Group  
**ADVERTISER** Funnel Design Group  
**TITLE** Funnel 20 Year Anniversary Promo  
**CREDIT** Funnel Team

# LOCAL ONLY

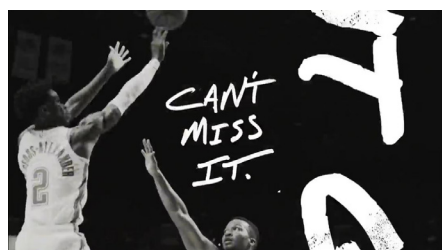
## BEST USE OF AD SPACE



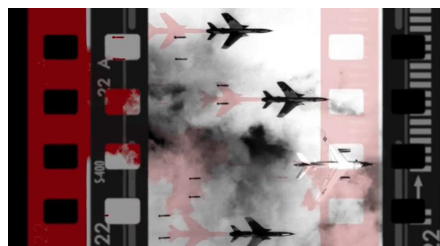
**AWARD** Gold ADDY Award  
**ENTRANT** Beyond Theory Creative  
**ADVERTISER** Swift Services  
**TITLE** Swift Services Ad Space  
**CREDIT** The Beyond Theory Team



**AWARD** Gold ADDY Award  
**ENTRANT** Oklahoma Shirt Company  
**ADVERTISER** Ryan Vice, CBD Plus  
**TITLE** Leaf's by Snoop Rebrand Proposal  
**CREDIT** Andrea Cain, Art Director



**AWARD** Gold ADDY Award  
**ENTRANT** Studio Flight  
**ADVERTISER** Oklahoma City Thunder  
**TITLE** BARBERSHOP FREESTYLE  
**CREDIT** Flight Crew



**AWARD** Gold ADDY Award  
**ENTRANT** HOEGGER COMMUNICATIONS  
**ADVERTISER** Home for Freedom  
**TITLE** Home for Freedom  
**CREDIT** Matt Hamilton, Director/Editor  
 Jackie Hoegger, Producer  
 Erica Sawyer, Producer  
 Andrew Bell, Graphic Design  
 Eric Crosslin, Motion Graphics  
 Hayden Gerstner, Assistant Editor  
 Bob Cridge, Sound Design

**AWARD** Silver ADDY Award  
**ENTRANT** Babb Design  
**ADVERTISER** Magic Flower  
**TITLE** Magic Flower  
**CREDIT** Hannah Zachry, Creative Lady

**AWARD** Bronze ADDY Award  
**ENTRANT** HOEGGER COMMUNICATIONS  
**ADVERTISER** American National Bank and Trust  
**TITLE** Benjamin Builder  
**CREDIT** Matt Hamilton, Director/Editor  
 Jackie Hoegger, Producer  
 Erica Sawyer, Producer  
 Andrew Bell, Graphic Design  
 Eric Crosslin, Motion Graphics  
 Bob Cridge, Sound Design



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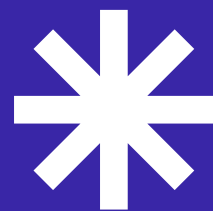
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SPACE





# STUDENT AWARDS

# SALES & MARKETING

## SALES PROMOTION

### PRODUCT OR SERVICE

#### Packaging



**AWARD** Gold ADDY Award  
**ENTRANT** Jerod Hill  
**TITLE** Begin  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Gage Gossett  
**TITLE** Dead Man's Flats Cocktails  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Mackenzie Brock  
**TITLE** Deux Parfum  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Kevin Davis  
**TITLE** LUMINA  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Kevin Davis  
**TITLE** Secret Forest Chocolate  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Kelsey Rice  
**TITLE** Bon Soir Perfume  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Emily Falls  
**TITLE** Apothecary Lemonade  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Ebony Sayles  
**TITLE** Arcane Eau De Parfum  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Jess Couch  
**TITLE** Wake Up! Caffeinated Chocolate  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Kelsey Rice  
**TITLE** Dirty Birdie Sake  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Noah Holcomb  
**TITLE** AUCOCO  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Gage Gossett  
**TITLE** DMFReady-to-Drink Bourbon Cocktails  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Emily Falls  
**TITLE** Eau De Parfum  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Noah Holcomb  
**TITLE** Heartbreak Cakes  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Kelsey Rice

**TITLE** Sun Glow  
**UNIVERSITY** University of Central Oklahoma

## COLLATERAL MATERIAL

### PRINTED ANNUAL REPORT OR BROCHURE



**AWARD** Gold ADDY Award  
**ENTRANT** Yovanca Cervantes  
**TITLE** Pink and Blue Annual Report  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Kum Bit Soh  
**TITLE** VIVID  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Jazlyn Huynh  
**TITLE** Next Generation  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Youser Kassim  
**TITLE** I Heart Mascara Zine  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Charity Jack  
**TITLE** Broccolini Zine  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Ashley Guerrero  
**TITLE** Trip to the Past  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Emily Falls  
**TITLE** Shout It Out!  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Charissa Champion  
**TITLE** The Cheese Monkeys: A Visual Essay  
**UNIVERSITY** University of Central Oklahoma

### SPECIAL EVENT MATERIALS (INVITATIONS, ANNOUNCEMENTS, CARDS, ETC.)

**AWARD** Silver ADDY Award  
**ENTRANT** Chloe Miller  
**TITLE** Album Launch Campaign  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Fallon Rodgers  
**TITLE** Capture Manhattan Event Invitation  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** David Hamric  
**TITLE** Album Launch - Hunting Lucid  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Kum Bit Soh  
**TITLE** Event Invite  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Lizzy Hancock  
**TITLE** Type Talks Lecture Series  
**UNIVERSITY** University of Central Oklahoma

## PUBLICATION DESIGN

### Cover



**AWARD** Gold ADDY Award  
**ENTRANT** Tran Do  
**TITLE** Alice's Adventures in Wonderland  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Charity Jack  
**TITLE** Anne of Green Gables Dust Jacket  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Sammi Batt  
**TITLE** Dust Jacket Night  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Karly James  
**TITLE** F is for Feminism  
**UNIVERSITY** University of Central Oklahoma

### Editorial Spread or Feature



**AWARD** Gold ADDY Award  
**ENTRANT** Ebony Sayles  
**TITLE** 3A24C Magazine  
**UNIVERSITY** University of Central Oklahoma

## Magazine Design



**AWARD** Gold ADDY Award  
**ENTRANT** Kolby Streller  
**TITLE** Construkt Magazine: BRUTE  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Andrew Grant  
**TITLE** Sustenance Magazine  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Yovanca Cervantes  
**TITLE** Glow Up Magazine  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Jazlyn Huynh  
**TITLE** JOYFUL  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Kum Bit Soh  
**TITLE** DELICE  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Fallon Rodgers  
**TITLE** The Nomad Magazine  
**UNIVERSITY** University of Central Oklahoma

## Book Design



**AWARD** Gold ADDY Award  
**ENTRANT** Kum Bit Soh  
**TITLE** Alice in Wonderland: Luminous  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Preston Greer  
**TITLE** Fast Drum Loud Bass Zine  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Jazlyn Huynh  
**TITLE** Alice in Wonderland  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Kelsey Rice  
**TITLE** Thermal Annual Report  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Andrew Grant  
**TITLE** Alice in Wonderland  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Charissa Champion  
**TITLE** The Book  
**UNIVERSITY** University of Central Oklahoma

## DIRECT MARKETING



**AWARD** Gold ADDY Award  
**ENTRANT** Claire Mantle  
**TITLE** Maddie Razook - Maddie-pliances  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Kevin Davis  
**TITLE** Serendipity - Maddie Razook Merch  
**UNIVERSITY** University of Central Oklahoma



# OUT-OF-HOME & AMBIENT MEDIA

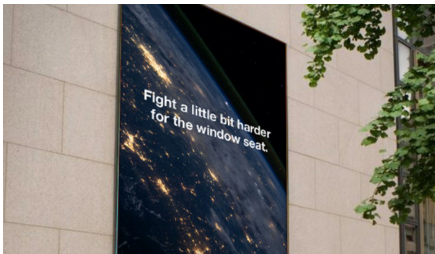
## OUT-OF-HOME

### POSTER

#### Single



**AWARD** Gold ADDY Award  
**ENTRANT** Maddy Galbraith  
**TITLE** Google Docs Ad  
**UNIVERSITY** University of Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Grant Baker  
**TITLE** Virgin Galactic Ad  
**UNIVERSITY** University of Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Sofia Arenas  
**TITLE** Interloops of Carmen  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Jazlyn Huynh  
**TITLE** The Clown  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Kyle Peacock  
**TITLE** WinStar Casino Ad  
**UNIVERSITY** University of Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Jess Couch  
**TITLE** Really Raw  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Jess Couch  
**TITLE** toadHills  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Kyle Peacock  
**TITLE** Waffle House Ad  
**UNIVERSITY** University of Oklahoma

#### Campaign



**AWARD** Gold ADDY Award  
**ENTRANT** Abigail Tardibono  
**TITLE** Beads of Good  
**UNIVERSITY** Southern Nazarene University



**AWARD** Gold ADDY Award  
**ENTRANT** David Hamric  
**TITLE** Lecture Series Posters  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Charity Jack  
**TITLE** Letter Forums Lecture Series  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Ebony Sayles  
**TITLE** Side Effects Poster Series  
**UNIVERSITY** University of Central Oklahoma

## OUTDOOR & TRANSIT ADVERTISING

### Outdoor Board (Flat or 3D)

**AWARD** Bronze ADDY Award  
**ENTRANT** Breyanna Brice  
**TITLE** ADAA  
**UNIVERSITY** Southern Nazarene University

# ONLINE/INTERACTIVE

## SOCIAL MEDIA

### CAMPAIGN



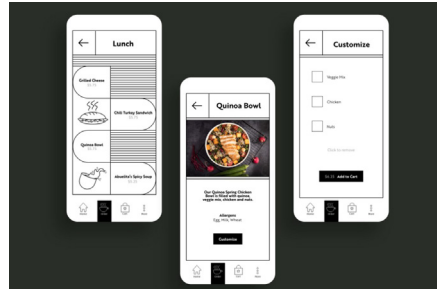
**AWARD** Gold ADDY Award  
**ENTRANT** Yovanca Cervantes  
**TITLE** INCOMPLET PODCAST  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Jerod Hill  
**TITLE** Be A Real One  
**UNIVERSITY** University of Central Oklahoma

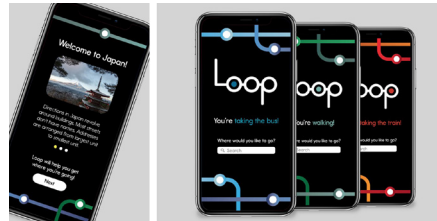
**AWARD** Bronze ADDY Award  
**ENTRANT** Karly James  
**TITLE** Rebinding History  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Jerod Hill  
**TITLE** Untangling Design History  
**UNIVERSITY** University of Central Oklahoma

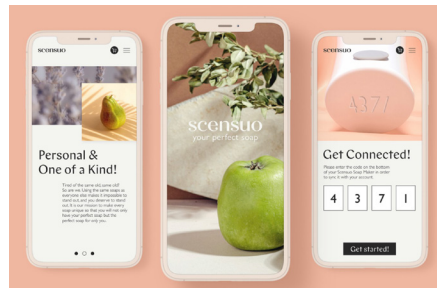
## APPS



**AWARD** Gold ADDY Award  
**ENTRANT** Ashley Guerrero  
**TITLE** Lupe's Coffee Shop  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Claire Mantle  
**TITLE** Loop  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Noah Holcomb  
**TITLE** Scensuo  
**UNIVERSITY** University of Central Oklahoma

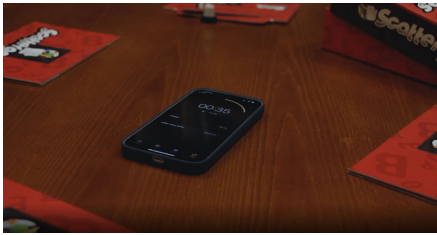
**AWARD** Bronze ADDY Award  
**ENTRANT** Kasey Denney  
**TITLE** Meducate - Strategic Branding  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Gage Gossett  
**TITLE** Umore  
**UNIVERSITY** University of Central Oklahoma

# FILM, VIDEO & SOUND

## TELEVISION ADVERTISING

### SINGLE



**AWARD** Gold ADDY Award  
**ENTRANT** Emma Shealy  
**TITLE** Apple "At Night" TV Spot  
**UNIVERSITY** University of Oklahoma

# CROSS PLATFORM

## INTEGRATED CAMPAIGNS

### ADVERTISING CAMPAIGN

#### Consumer



**AWARD** Gold ADDY Award  
**ENTRANT** Michael Williams  
Sarah Reitmeier  
Mason Board

**TITLE** Greenwood Rising Awareness  
Campaign  
**UNIVERSITY** University of Oklahoma

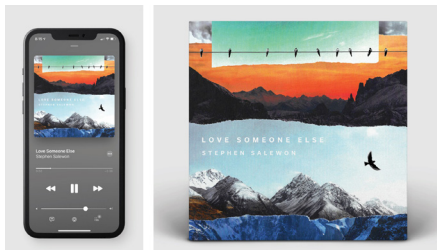
**AWARD** Silver ADDY Award  
**ENTRANT** Aleee Strong  
Stinson Fuller  
Leeanne Wilson  
**TITLE** Greenwood Rising Awareness  
Campaign  
**UNIVERSITY** University of Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Lindsay Garner  
Luke Eisel  
Carter Owens  
**TITLE** Greenwood Rising Awareness  
Campaign  
**UNIVERSITY** University of Oklahoma

## BRAND IDENTITY CAMPAIGN



**AWARD** Gold ADDY Award  
**ENTRANT** Breyanna Brice  
**TITLE** Magic Root  
**UNIVERSITY** Southern Nazarene University



**AWARD** Gold ADDY Award  
**ENTRANT** Kevin Davis  
**TITLE** Lost in a Strange Land  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Maitland Pickle  
**TITLE** Ant Hill Social  
**UNIVERSITY** Southern Nazarene University

**AWARD** Silver ADDY Award  
**ENTRANT** Aurianna Joines  
**TITLE** Foundwell Design Brand Identity  
**UNIVERSITY** Oklahoma Baptist University

**AWARD** Silver ADDY Award  
**ENTRANT** Hallie Tadajewski  
**TITLE** Aspen Coffee  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Kevin Davis  
**TITLE** Zen Ten  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Taylor Hill  
**TITLE** Joey Ride App Campaign  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Sofia Arenas  
**TITLE** Unlucktea  
**UNIVERSITY** University of Central Oklahoma

# ELEMENTS OF ADVERTISING

## COPYWRITING

**AWARD** Silver ADDY Award  
**ENTRANT** Gage Gossett  
**TITLE** Bonnie's Ice Cream  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Gold ADDY Award  
**ENTRANT** Chantal Swing  
**TITLE** Abracadabra  
**UNIVERSITY** University of Central Oklahoma

## VISUAL

### LOGO DESIGN

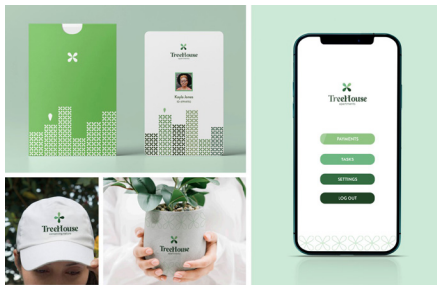


**AWARD** Gold ADDY Award  
**ENTRANT** Shaliyah Jones  
**TITLE** Inktank Studios  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Tran Do  
**TITLE** Pho Ben  
**UNIVERSITY** University of Central Oklahoma





**AWARD** Gold ADDY Award  
**ENTRANT** Yovanca Cervantes  
**TITLE** TREEHOUSE APARTMENTS  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Sofia Arenas  
**TITLE** The Bigger Mark  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Kum Bit Soh  
**TITLE** NANUM  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Karsyn Matthews  
**TITLE** Vintage Tots Toy Co.  
**UNIVERSITY** Southern Nazarene University

**AWARD** Bronze ADDY Award  
**ENTRANT** Maitland Pickle  
**TITLE** Ant Hill Social  
**UNIVERSITY** Southern Nazarene University

**AWARD** Bronze ADDY Award  
**ENTRANT** Ashley Guerrero  
**TITLE** Changing the Future  
**UNIVERSITY** University of Central Oklahoma

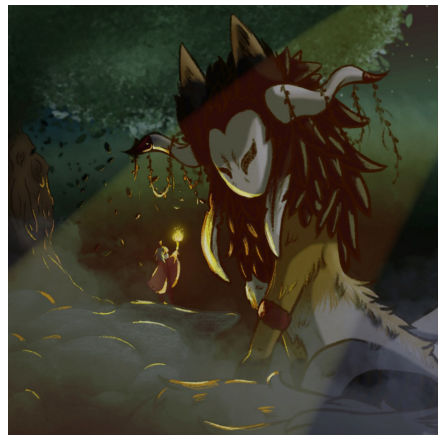
**AWARD** Bronze ADDY Award  
**ENTRANT** Jerod Hill  
**TITLE** Make Your Mark  
**UNIVERSITY** University of Central Oklahoma

## ILLUSTRATION

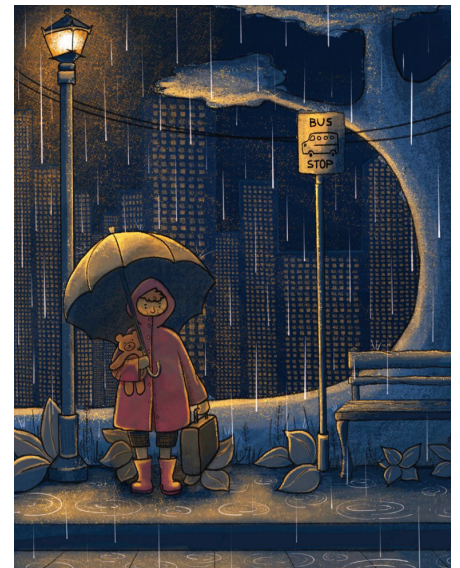
Single



**AWARD** Gold ADDY Award  
**ENTRANT** Tran Do  
**TITLE** A Rainy Encounter  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Raven Crowe  
**TITLE** Auger  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Olivia Jenkins  
**TITLE** Runaway  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Claire Mantle  
**TITLE** The Three Schnauzers  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Dean Kelly  
**TITLE** West of Alexandria  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Kolby Streller  
**TITLE** Soul of the Mountain  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Regan Loyd  
**TITLE** 100 Critters - Charcuterie Board  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Lizzy Hancock  
**TITLE** Found Warmth  
**UNIVERSITY** University of Central Oklahoma

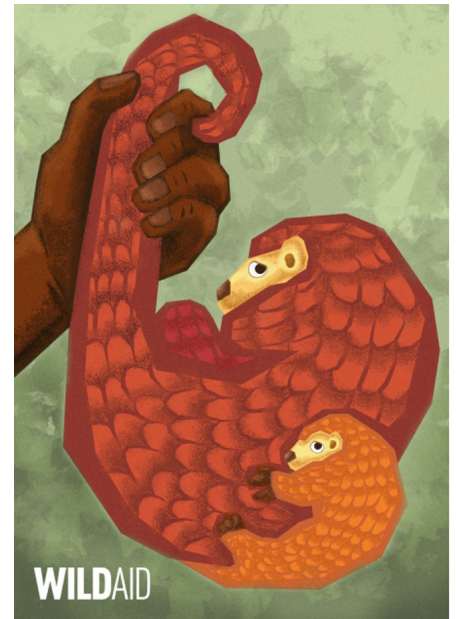
**AWARD** Silver ADDY Award  
**ENTRANT** Dean Kelly  
**TITLE** Penguin Assemble  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Kara Young  
**TITLE** Product Illustration  
**UNIVERSITY** University of Central Oklahoma

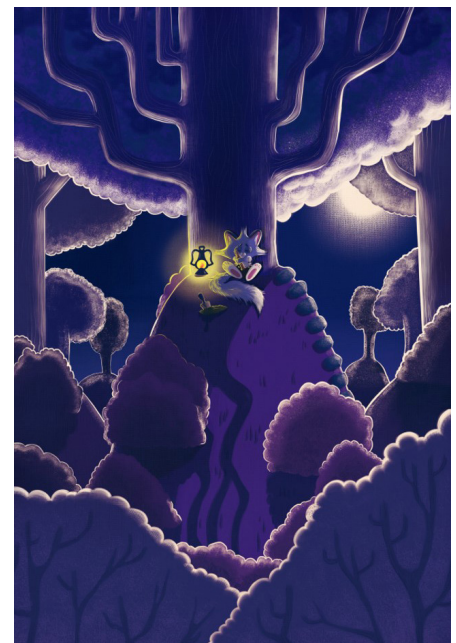
**AWARD** Bronze ADDY Award  
**ENTRANT** Lizzy Hancock  
**TITLE** Editorial Illustration  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Emily Falls  
**TITLE** Winter Flight  
**UNIVERSITY** University of Central Oklahoma

## Campaign



**AWARD** Gold ADDY Award  
**ENTRANT** Claire Mantle  
**TITLE** If I Could Speak  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Dean Kelly  
**TITLE** Kitten and the Night Circus  
**UNIVERSITY** University of Central Oklahoma





**AWARD** Gold ADDY Award  
**ENTRANT** Tran Do  
**TITLE** The Clown Mash  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Adam Brewer  
**TITLE** Tiny Adam Sandler Posters  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Taylor Hill  
**TITLE** Music to Illustrate: BLAH BLAH BLAH  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Jerod Hill  
**TITLE** New Patterns  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Bronze ADDY Award  
**ENTRANT** Emily Falls  
**TITLE** Portraits of the Predators  
**UNIVERSITY** University of Central Oklahoma

## STILL PHOTOGRAPHY

### Black & White, Single

**AWARD** Silver ADDY Award  
**ENTRANT** Mariah Slothower  
**TITLE** It Stops with Me  
**UNIVERSITY** Southern Nazarene University

## Color, Single



**AWARD** Gold ADDY Award  
**ENTRANT** Mariah Slothower  
**TITLE** Brown Eyed Beauty  
**UNIVERSITY** Southern Nazarene University

## Campaign

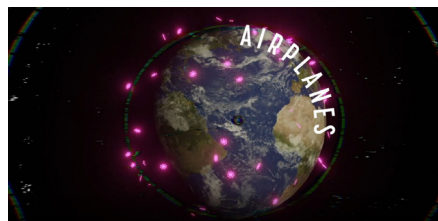


**AWARD** Gold ADDY Award  
**ENTRANT** Mariah Slothower  
**TITLE** Photography is Art  
**UNIVERSITY** Southern Nazarene University

## FILM, VIDEO & SOUND

### CINEMATOGRAPHY

#### Single



**AWARD** Gold ADDY Award  
**ENTRANT** Claire Mantle  
**TITLE** 2020 - A Year In Review  
**UNIVERSITY** University of Central Oklahoma



**AWARD** Gold ADDY Award  
**ENTRANT** Ashley Guerrero  
**TITLE** Comatose Music Video  
**UNIVERSITY** University of Central Oklahoma

**AWARD** Silver ADDY Award  
**ENTRANT** Sofia Arenas  
**TITLE** Immigrante  
**UNIVERSITY** University of Central Oklahoma

## Campaign



**AWARD** Gold ADDY Award  
**ENTRANT** Dean Kelly  
**TITLE** Hand Made For You: BurgerKing Pitch  
**UNIVERSITY** University of Central Oklahoma

## DIGITAL CREATIVE TECHNOLOGY

**AWARD** Silver ADDY Award  
**ENTRANT** Sofia Arenas  
**TITLE** Kinder-Camp  
**UNIVERSITY** University of Central Oklahoma



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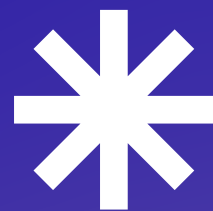
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**CONGRATULATIONS  
WINNERS!**





## ADDY AWARDS 2022

# Duplicate Awards

### ORDER FORM



Medals \$35.00 Certificates \$15.00

#### SEND TO

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

#### REQUEST FOR DUPLICATE

Title of Entry \_\_\_\_\_  
Category \_\_\_\_\_  
Client \_\_\_\_\_  
Agency or Company \_\_\_\_\_

#### MEDALS

Addy Medal Quantity \_\_\_\_\_  
Silver Medal Quantity \_\_\_\_\_

Quantity Medal Amount : \$ \_\_\_\_\_

#### CERTIFICATES

Addy ☐ Quantity \_\_\_\_\_  
Silver Merit ☐  
Bronze Merit ☐

Certificate Amount : \$ \_\_\_\_\_

#### REQUEST FOR DUPLICATE

Title of Entry \_\_\_\_\_  
Category \_\_\_\_\_  
Client \_\_\_\_\_  
Agency or Company \_\_\_\_\_

#### MEDALS

Addy Medal Quantity \_\_\_\_\_  
Silver Medal Quantity \_\_\_\_\_

Quantity Medal Amount : \$ \_\_\_\_\_

#### CERTIFICATES

Addy ☐ Quantity \_\_\_\_\_  
Silver Merit ☐  
Bronze Merit ☐

Certificate Amount : \$ \_\_\_\_\_

#### Payment by check or credit card:

☐ Check ☐ Credit Card

*If by credit card, a Paypal invoice will be sent to your email to be paid with card of your choice.*

**Make checks payable to:**  
**Oklahoma City Ad Club**

**Orders and Checks**  
**must be received by**  
**Friday, March 18, 2022**

No order will be accepted after this date.

#### Mail orders to:

**OKC Ad Club**  
**c/o Michele Boatman**  
**8070 Glade Avenue, Suite B**  
**Oklahoma City, OK 73132**

Duplicate medals and certificates  
will be available for pick up on  
April 13, 2022.

If you have any questions, please  
email **Michele Boatman** at  
**info@okcadclub.com**

## REQUEST FOR DUPLICATE

Title of Entry \_\_\_\_\_

Category \_\_\_\_\_

Client \_\_\_\_\_

Agency or Company \_\_\_\_\_

### MEDALS

Addy Medal Quantity \_\_\_\_\_

Silver Medal Quantity \_\_\_\_\_

Quantity Medal Amount : \$ \_\_\_\_\_

### CERTIFICATES

Addy ☐ Quantity \_\_\_\_\_

Silver Merit ☐

Bronze Merit ☐

Certificate Amount : \$ \_\_\_\_\_

## REQUEST FOR DUPLICATE

Title of Entry \_\_\_\_\_

Category \_\_\_\_\_

Client \_\_\_\_\_

Agency or Company \_\_\_\_\_

### MEDALS

Addy Medal Quantity \_\_\_\_\_

Silver Medal Quantity \_\_\_\_\_

Quantity Medal Amount : \$ \_\_\_\_\_

### CERTIFICATES

Addy ☐ Quantity \_\_\_\_\_

Silver Merit ☐

Bronze Merit ☐

Certificate Amount : \$ \_\_\_\_\_

## REQUEST FOR DUPLICATE

Title of Entry \_\_\_\_\_

Category \_\_\_\_\_

Client \_\_\_\_\_

Agency or Company \_\_\_\_\_

### MEDALS

Addy Medal Quantity \_\_\_\_\_

Silver Medal Quantity \_\_\_\_\_

Quantity Medal Amount : \$ \_\_\_\_\_

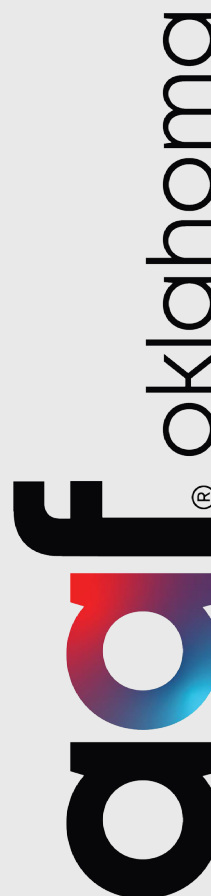
### CERTIFICATES

Addy ☐ Quantity \_\_\_\_\_

Silver Merit ☐

Bronze Merit ☐

Certificate Amount : \$ \_\_\_\_\_





# F<sup>light</sup>

FLIGHT-OKC-EST-02\_2022

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brands  
to new  
heights

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GRAVITY IS OPTIONAL







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