WELCOME TO THE

2021 ADDY AWARDS

SATURDAY, FEBRUARY 20, 2021











AMERICAN ADVERTISING AVVARDS

THANK YOU MEMBERS











presstigeprinting



















MEET OUR VIRTUAL JUDGES



ASSOCIATE CREATIVE DIRECTOR OF BURDETTE KETCHUM



DIRECTOR OF MARKETING RADIOLOGY ASSOCIATES OF MACON



ART DIRECTOR IN CHARLOTTE, NC









SALES & MARKETING









DON'T MISS A SPECTACULAR MOMENT



2020-2021

SILVER ADDY

Sales & Marketing: Brochure

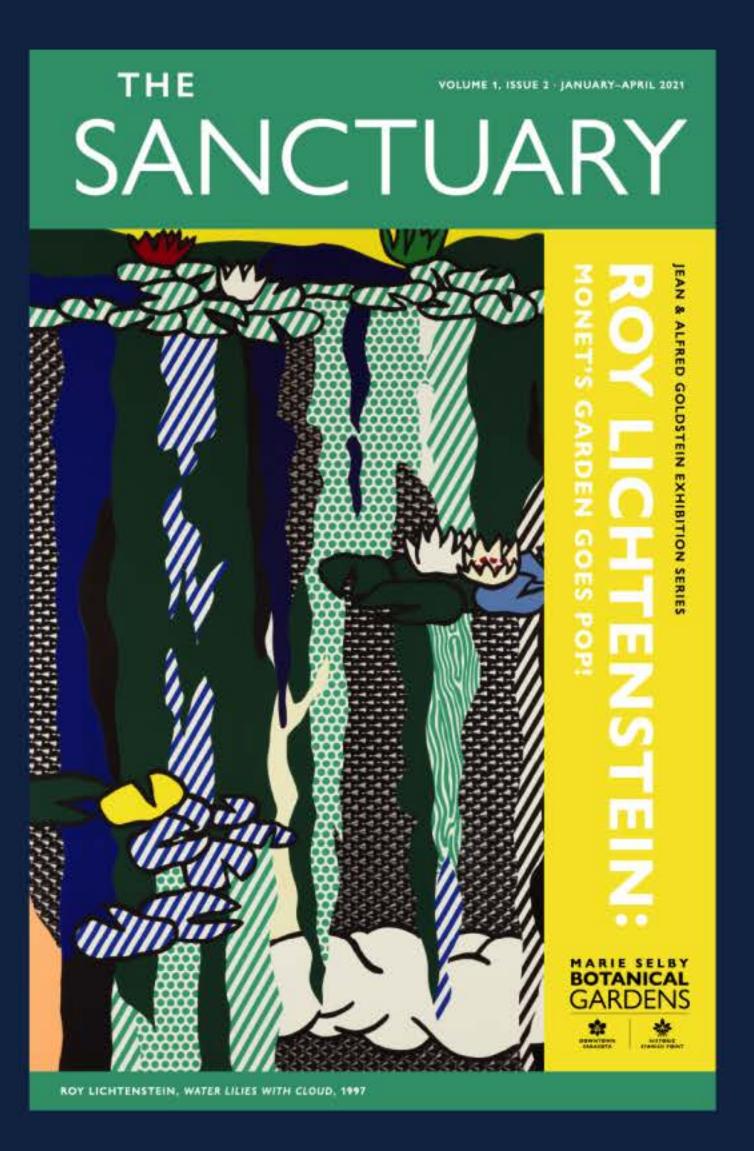
Grapevine Communictions

The Venice Symphony Season Brochure

Advertiser: The Venice Symphony









Sales & Marketing: Single Newsletter

Marie Selby Botanical Gardens

The Sanctuary E-Newsletter

Advertiser: Marie Selby **Botanical Gardens**





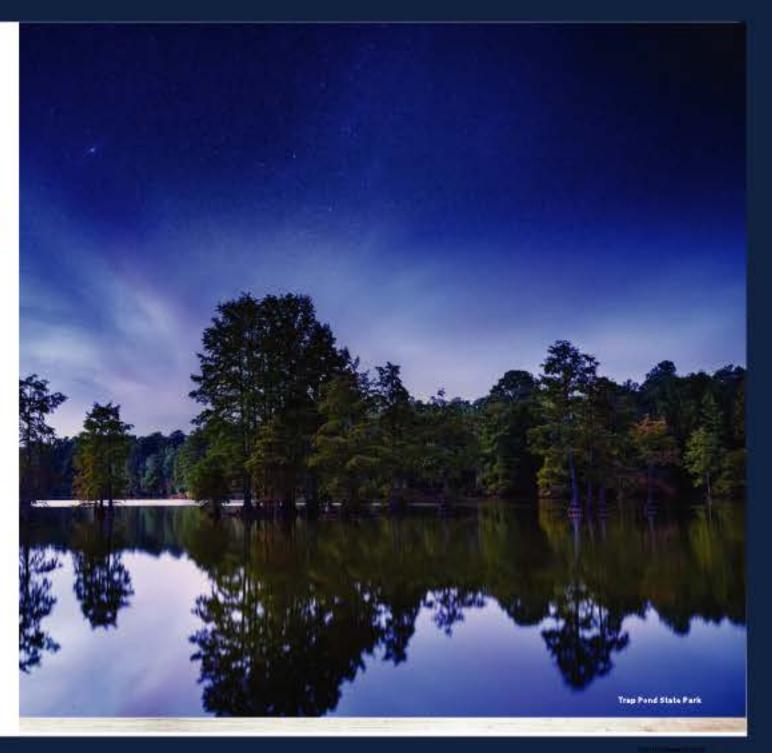


Endless Discoveries Await

Let your body relax. Feel the day's tension fade. Close your eyes, and you're whisked to omeplace new; It's a sun-splashed oasis, lying so still and serene beneath summer's blue skies. With a sigh, you close your eyes, letting yourself become part of the moment, and the moment become part of you.

It's a perfect Delaware moment: One of those times when we realize that the best moments in life were always there for us to find-all we reeded was a place to make them real.

a seek your moment, see life's possibilities, embrace the joy that. es within: It's there in the softness of a countryside vineyard, a crisp. coal glass of wine by your side. You'll find it in the blassom-scented garden paths that wind dreamly through the mansions and museums of Delaware's grand estates. In the silvery streams and the ocean waves that hug the coast, you can sense the promise of boundless. exploration: Soaring across the waves on a windborne parasall. Paddling softly down a shady creek. Nestled in soft sand, letting the



SILVER ADDY

Sales & Marketing: Editorial Spread or Feature Design

Miles Partnership

Delaware Discoveries Guide

Advertiser: Delaware Tourism Office









Sales & Marketing: Magazine Design

Miles Partnership

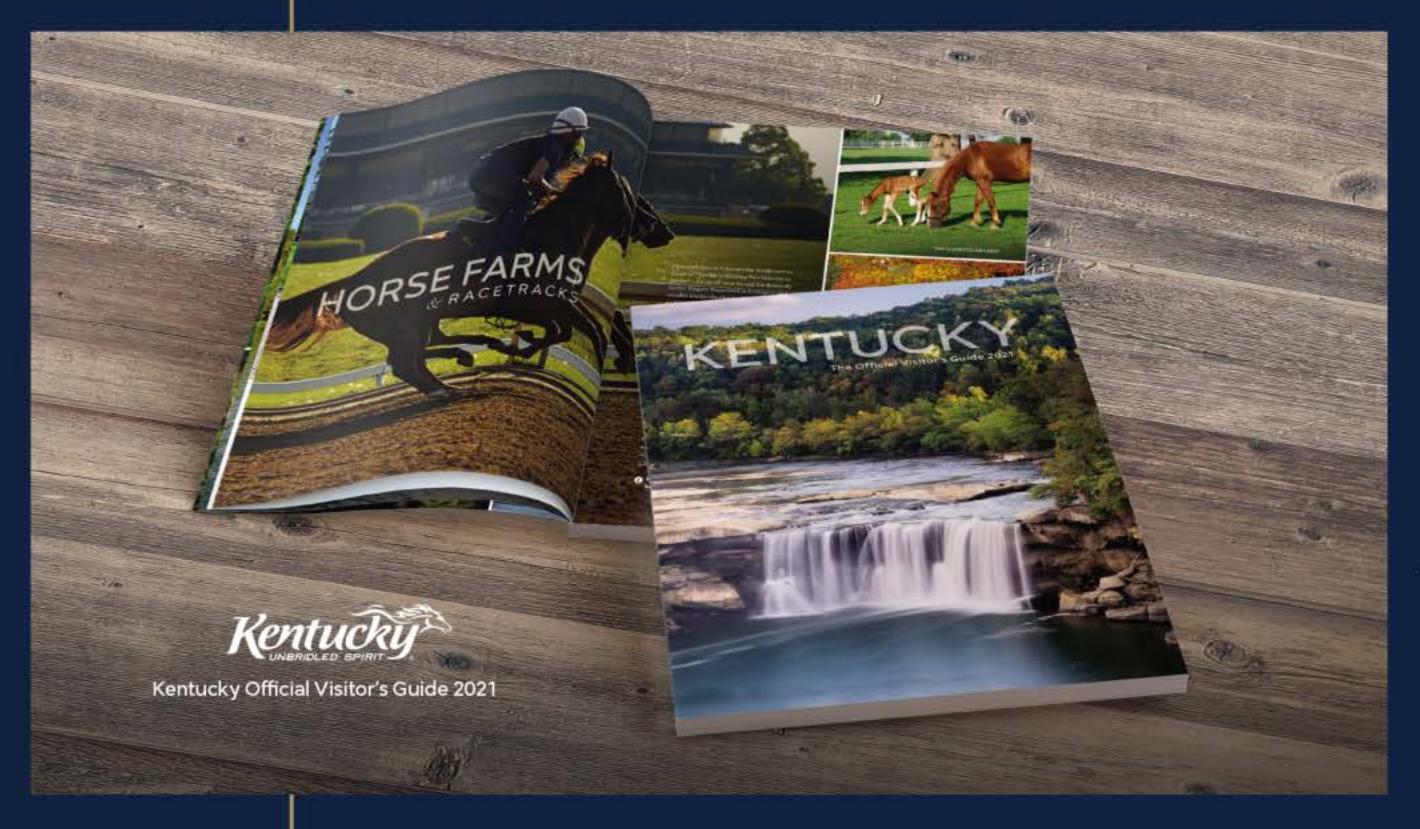
Delaware Discoveries Guide

Advertiser: Delaware Tourism Office









Sales & Marketing: Magazine Design

Miles Partnership

Kentucky Official Visitor's Guide

Advertiser: Kentucky Department of Tourism









Sales & Marketing: Brand Elements

STUDIO BC/C

Studio BC/C Executive Stationery

Advertiser: Studio BC/C









Sales & Marketing: Brand Elements

STUDIO BC/C

Not An Artist Shirts

Advertiser: Studio BC/C











Sales & Marketing: Point of Purchase - Counter Top

STUDIO BC/C

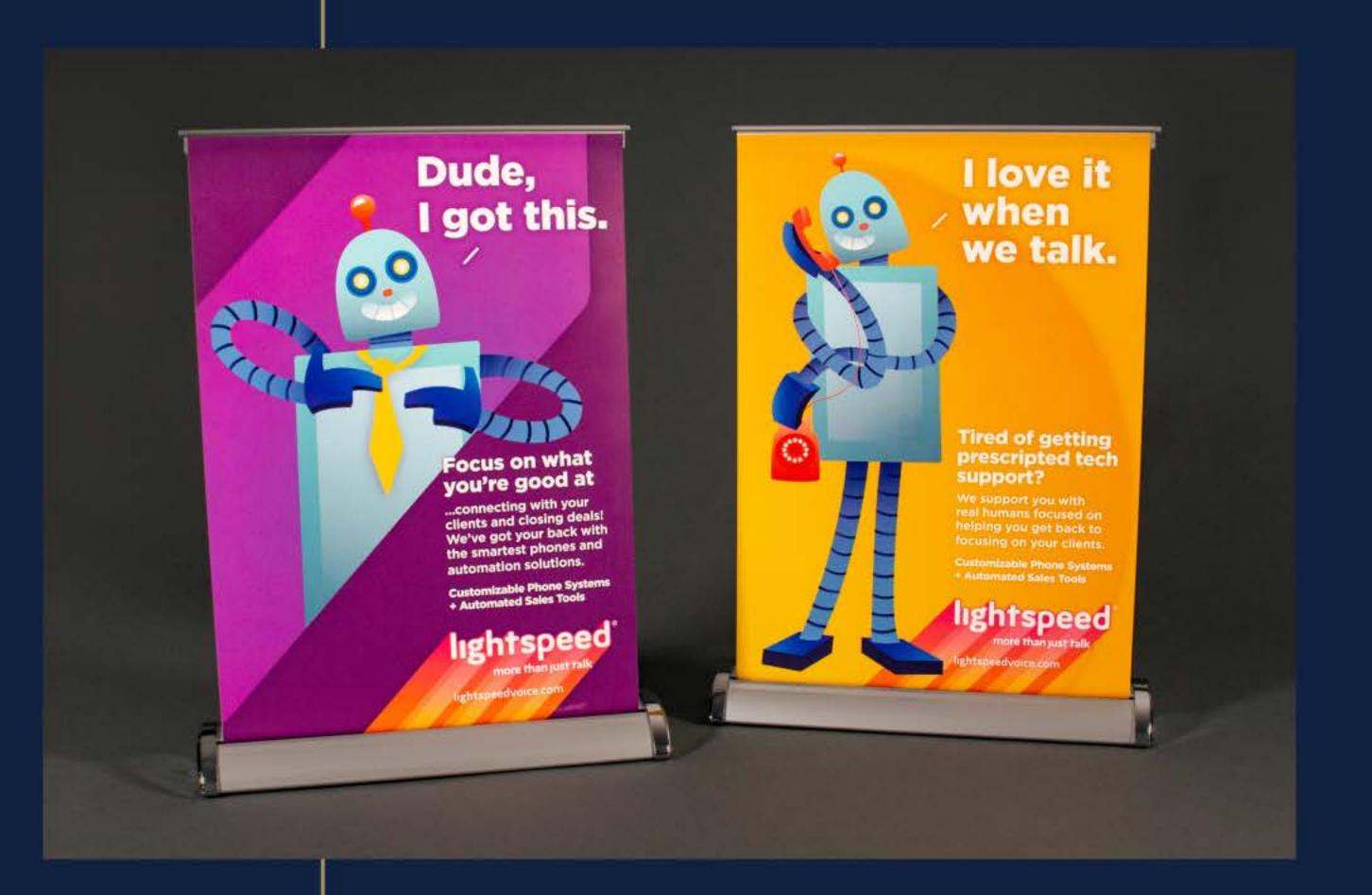
Lightspeed Table Top Posters

Advertiser: Lightspeed









Sales & Marketing: Point of Purchase - Free Standing

STUDIO BC/C

Lightspeed Table Banners

Advertiser: Lightspeed









Sales & Marketing: Sales Kit or **Product Information Sheets**

STUDIO BC/C

Karins Engineering Sales Kit

Advertiser: Karins Engineering









Sales & Marketing: Specialty Advertising - Apparel

STUDIO BC/C

Orange Octopus Ice Cream Shirts

Advertiser: Orange Ice Cream Company









Sales & Marketing: Card, Invitation or Announcement Campaign

Marie Selby Botanical Gardens

Orchid Ball 2020 Invitation

Advertiser: Marie Selby **Botanical Gardens**









Sales & Marketing: Card, Invitation or Announcement Campaign

Marie Selby Botanical Gardens

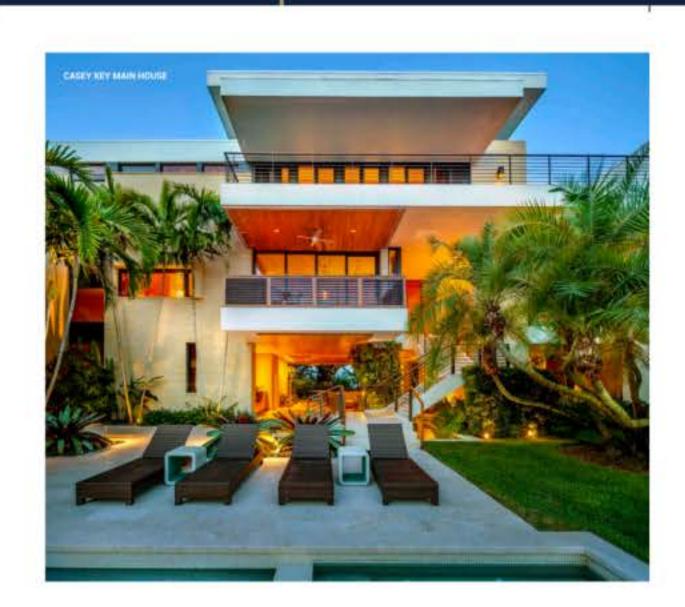
Orchid Ball 2020 Invitation

Advertiser: Marie Selby **Botanical Gardens**









RESIDENTIAL

"By making the courtyard into the largest room of the house a seamless transition is forged between the

- AIA Gulf Coast Jury



GOLD ADDY

Sales & Marketing: Brochure

Next-Mark, LLC

A LookBook to Showcase Architecture

Advertiser: Sweet Sparkman Architecture and Interiors









Sales & Marketing: Card, Invitation or Announcement Campaign

Ringling College of Art and Design

Trustee Scholar Award Ceremony

Advertiser: Ringling College Office of the President









Sales & Marketing: Card, Invitation or Announcement Campaign

Ringling College of Art and Design

Avant Garde: Game On!

Advertiser: Ringling College
Office for Advancement







Sales & Marketing: Magazine Design

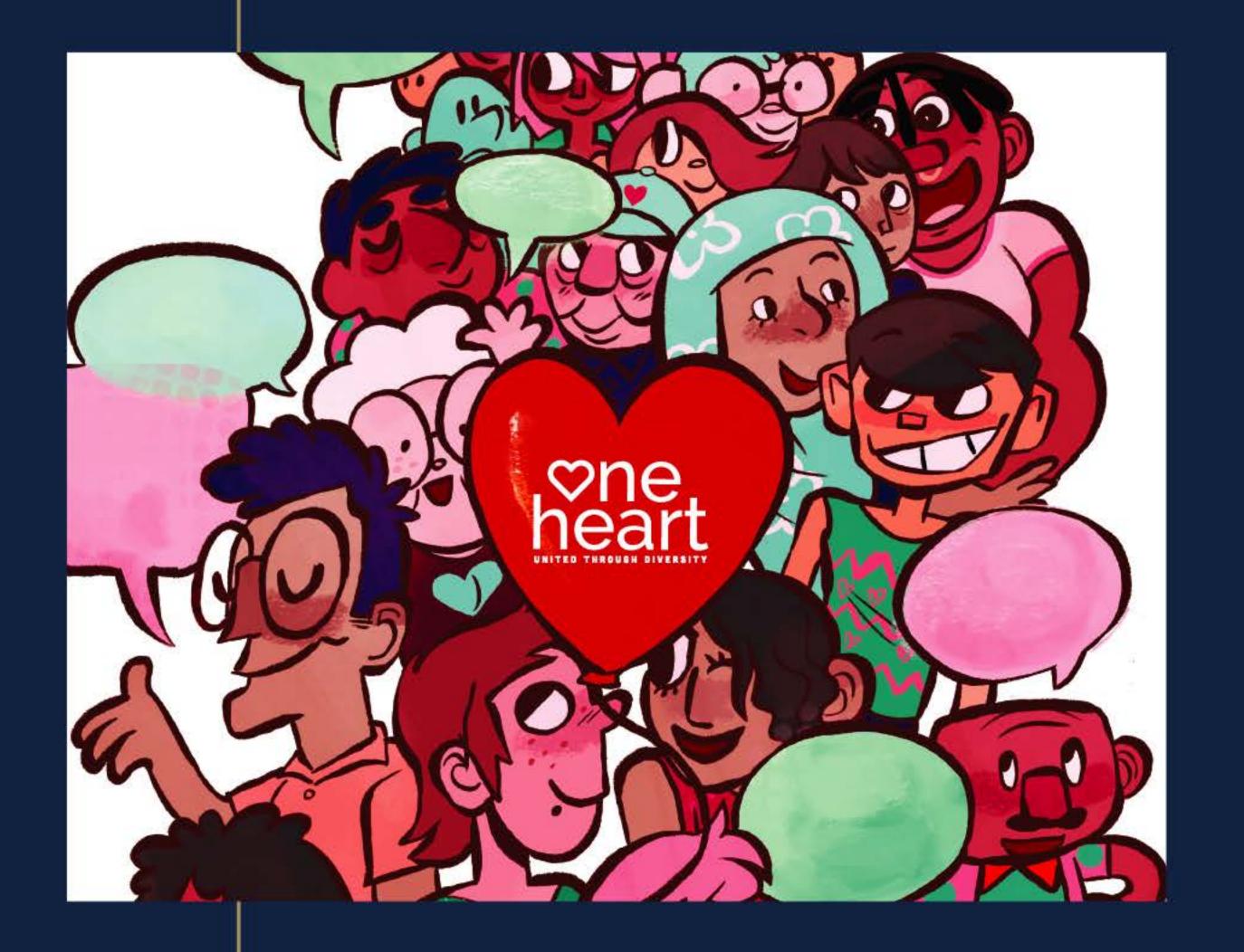
Ringling College of Art and Design Contxt Magazine

Advertiser: Ringling College Office of Admissions









Sales & Marketing: Sales Kit or **Product Information Sheets**

Ringling College of Art and Design

One Heart: Public Art Project

Advertiser: Arts and Cultural Alliance of Sarasota County









Sales & Marketing: Specialty Advertising Campaign

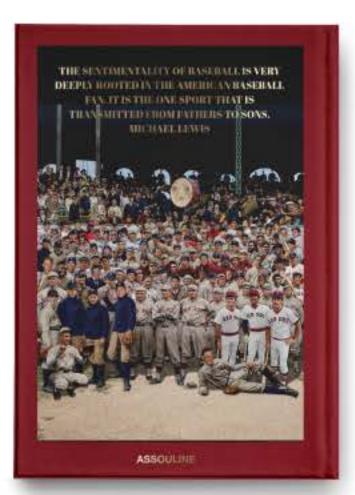
Ringling College of Art and Design

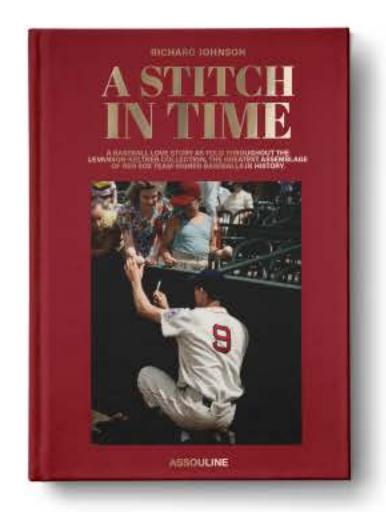
Ringling College Admissions Suite

Advertiser: Ringling College Office of Admissions















Sales & Marketing: Book Design

ThingkBIG

A Stitch in Time Coffee Table Book

Advertiser: ThingkBIG







AMYAXARD BESTIN CATEGORY ~~~~~~









AMY AWARD

Sales & Marketing

Marie Selby Botanical Gardens

Orchid Ball 2020 Invitation

Advertiser: Marie Selby **Botanical Gardens**







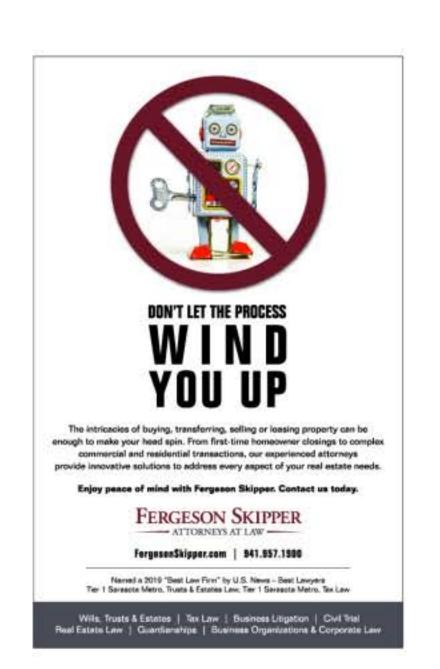
PRIMIT ADVERTISING

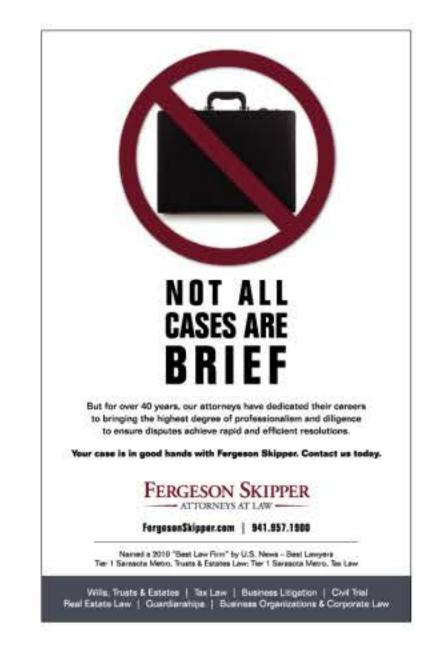












Print Advertising: Magazine Advertising Campaign

Grapevine Communications

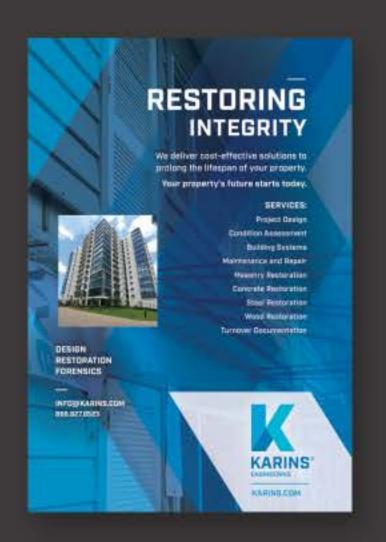
Fergeson Skipper Ad Campaign

Advertiser: Fergeson Skipper Attorneys at Law













Print Advertising: Magazine Advertising Campaign

STUDIO BC/C

Karins Engineering AIA Print Ads

Advertiser: Karins Engineering





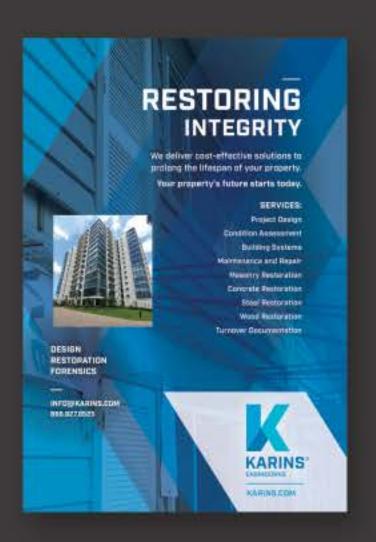


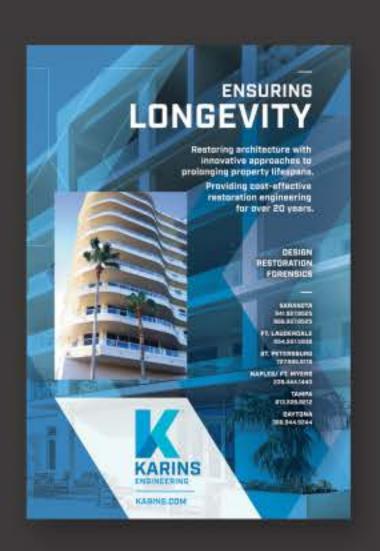
AMYAXARD BESTIN CATEGORY ~~~~~~













AMY AWARD

Print Advertising

STUDIO BC/C

Karins Engineering AIA Print Ads

Advertiser: Karins Engineering





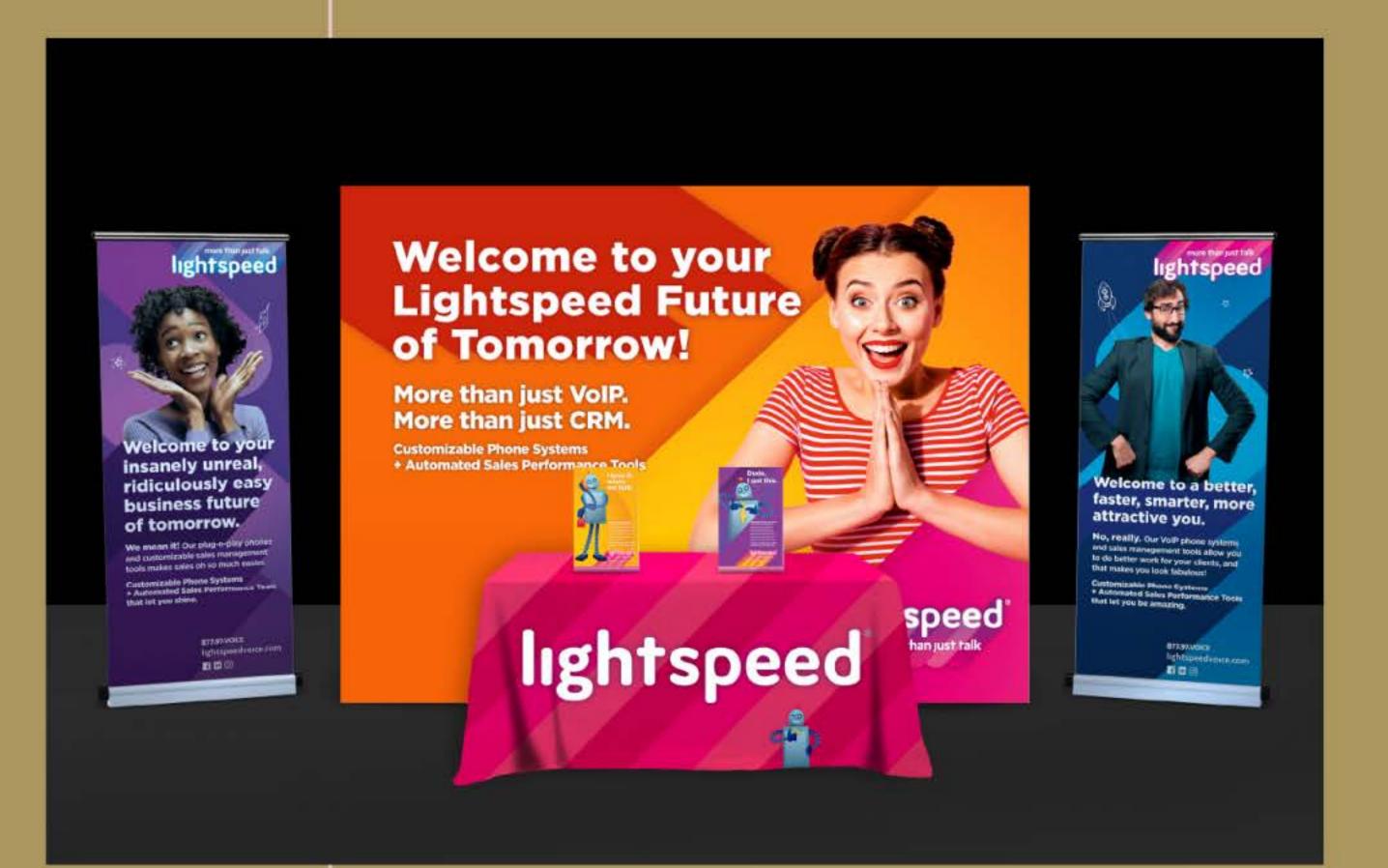


OUT-OF-HOME 87 AMBIENT MEDIA









Out-of-Home & Ambient Media: Out-of-Home Installation

STUDIO BC/C

Lightspeed Tradeshow Booth

Advertiser: Lightspeed





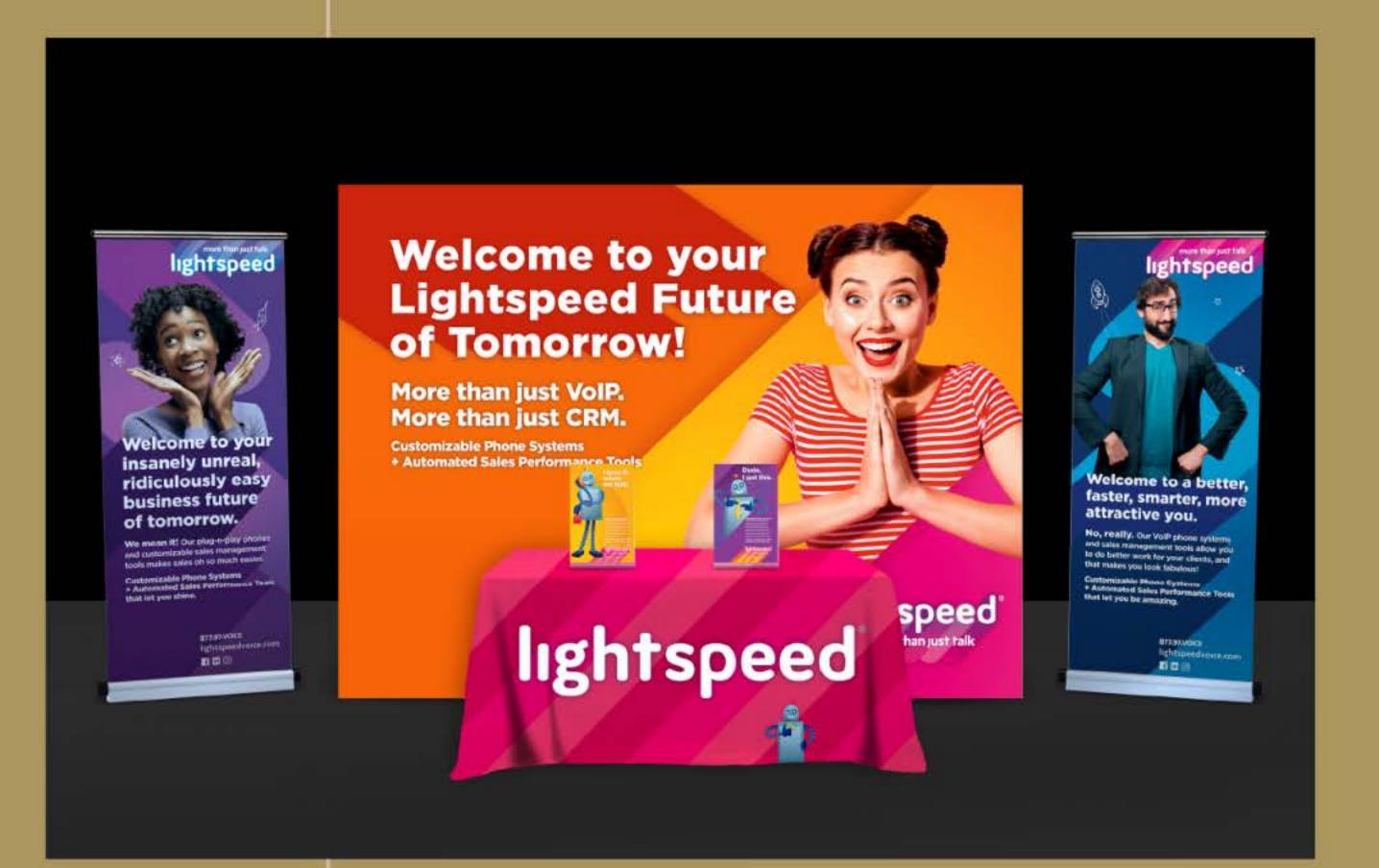


AMYAXARD BESTIN CATEGORY ~~~~~~









AMY AWARD

Out-of-Home & Ambient Media

STUDIO BC/C

Lightspeed Tradeshow Booth

Advertiser: Lightspeed





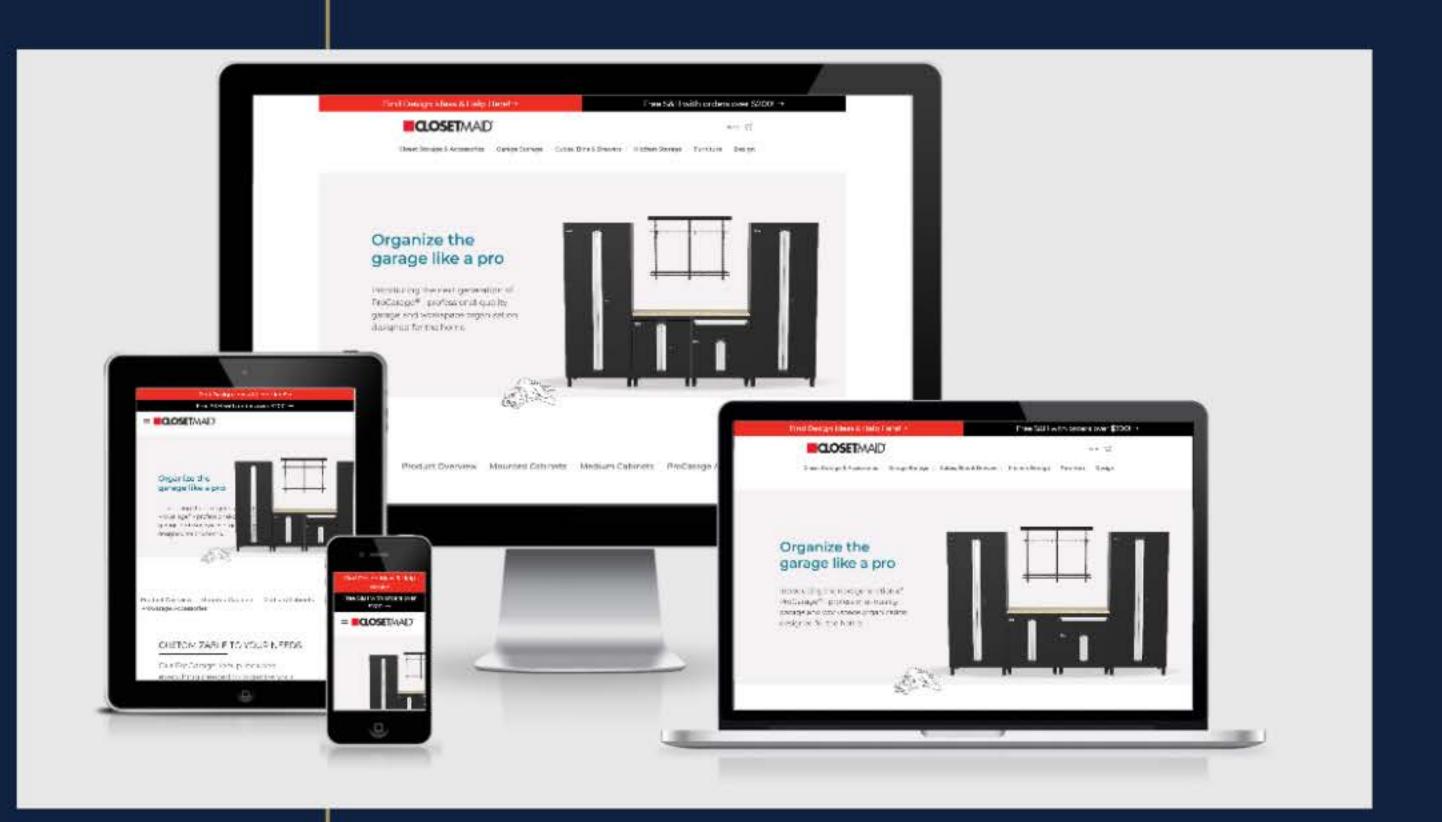


ONLINE INTERACTIVE









Online Interactive: Ad Campaign

On Ideas

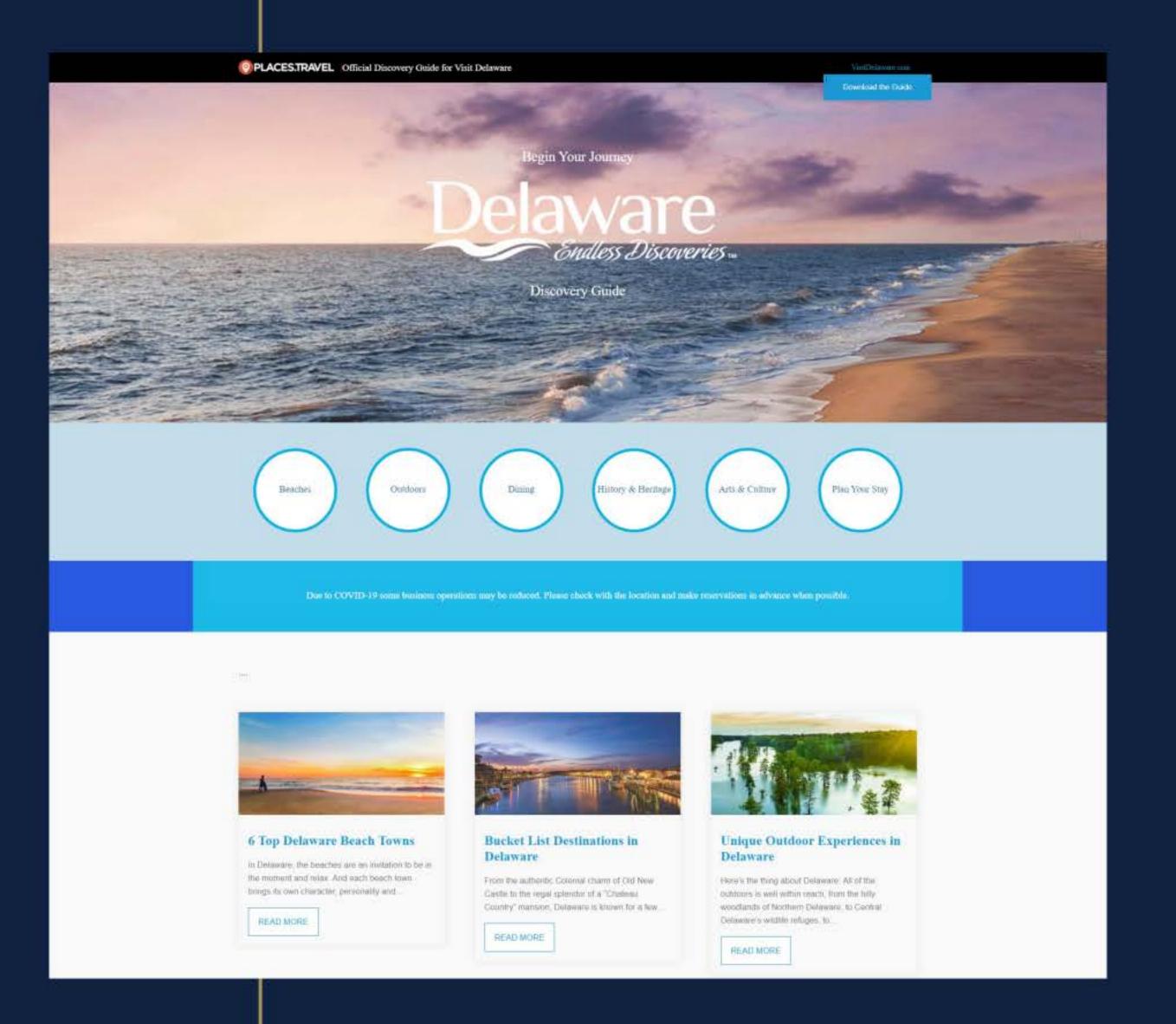
ClosetMaid ProGarage Launch

Advertiser: The AMES Companies, ClosetMaid









Online Interactive: Single Digital Publication

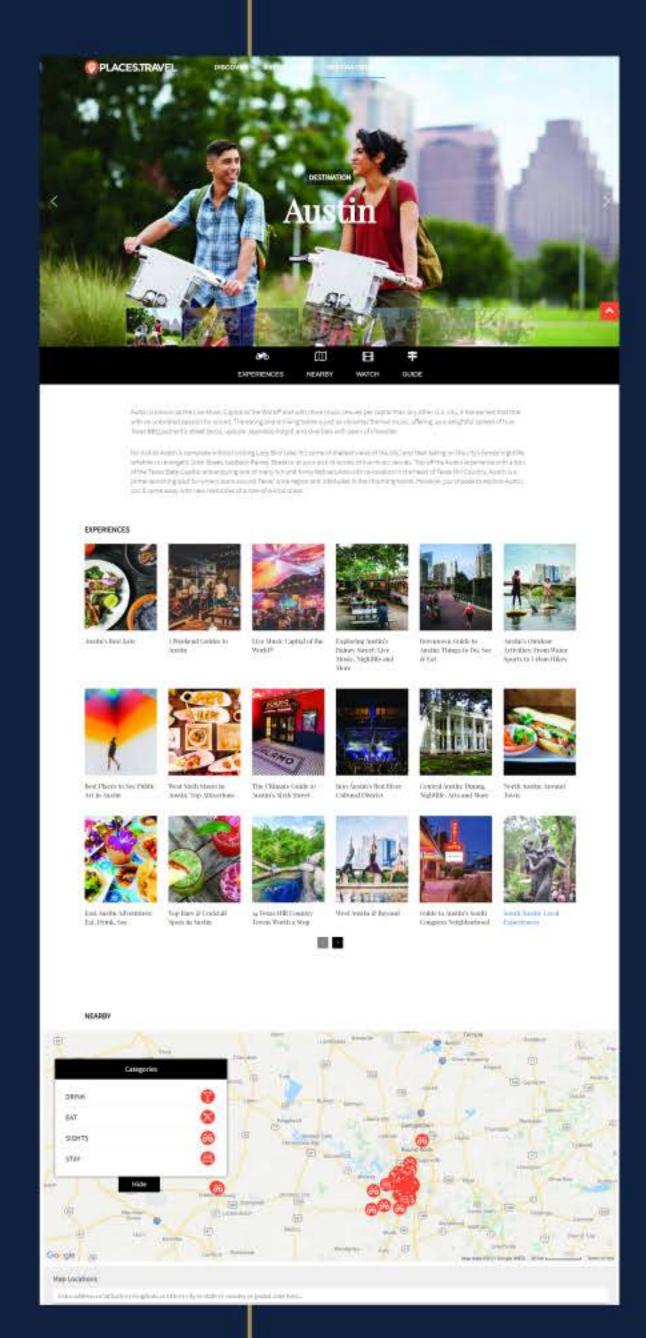
Miles Partnership

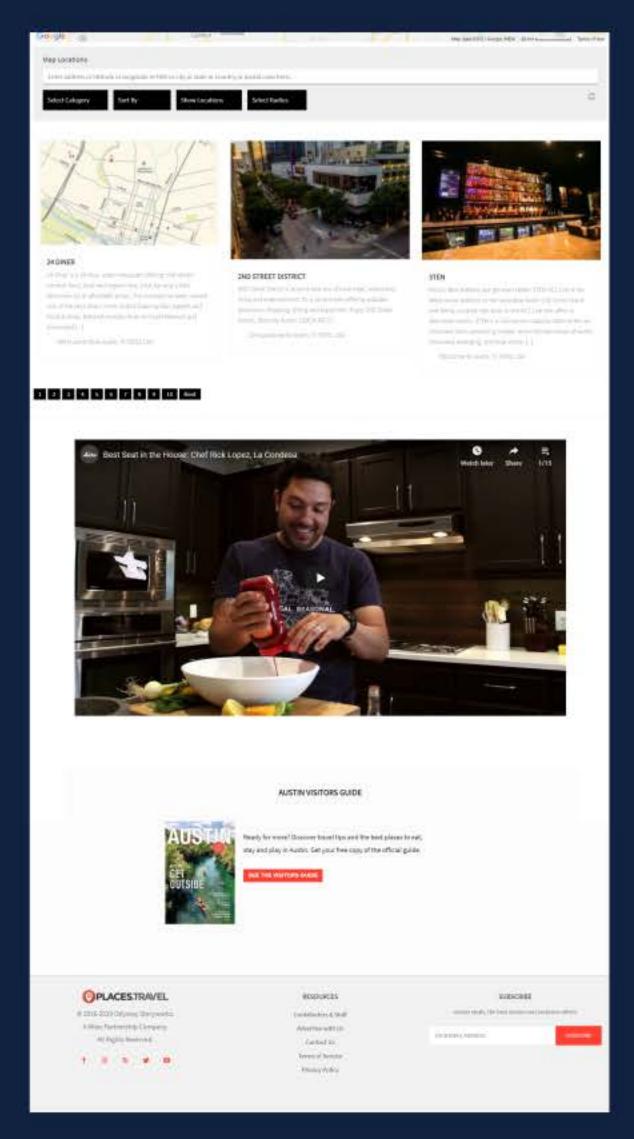
Delaware Discoveries Guide

Advertiser: Delaware Tourism Office











Online Interactive: Single Digital Publication

Miles Partnership

Destination Austin on Places Travel

Advertiser: Visit Austin









Online Interactive: Microsite

PGT Innovations

Why Impact? Interactive Website

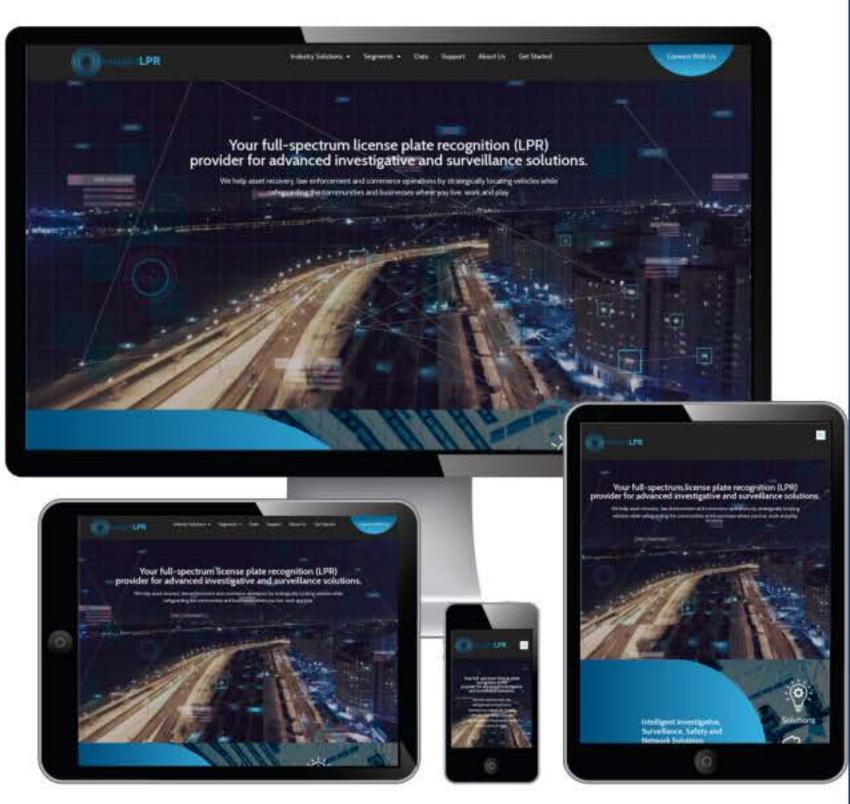
Advertiser: PGT Innovations











Online Interactive: Business-to-Business Website

Grapevine Communications

insightLPR Website

Advertiser: insightLPR











Online Interactive: Business-to-Business Website

Grapevine Communications

Location Services Website

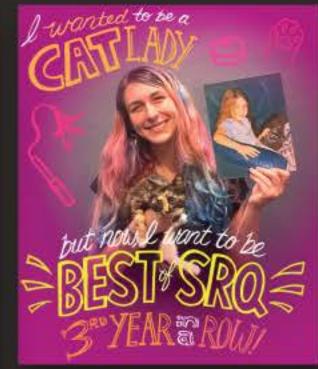
Advertiser: Location Services



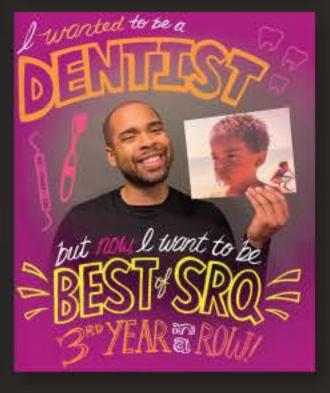














Online Interactive: Advertising Industry Self-Promotion Online/Interactive

STUDIO BC/C

Best of SRQ Social

Advertiser: Studio BC/C







No, really... Lightspeed Voice® connects your business, gives you dynamic contact plans, and automates your sales processes so you can maximize your time and stay connected with your customers.

Fully Featured Phone and Communications
Platform + Automated Sales Performance Tools
that Let You be Amazing.

Everything you need!

We've designed Lightspeed Quantum to bring together a



SILVER ADDY

Online Interactive: Business-to-Business Website

STUDIO BC/C

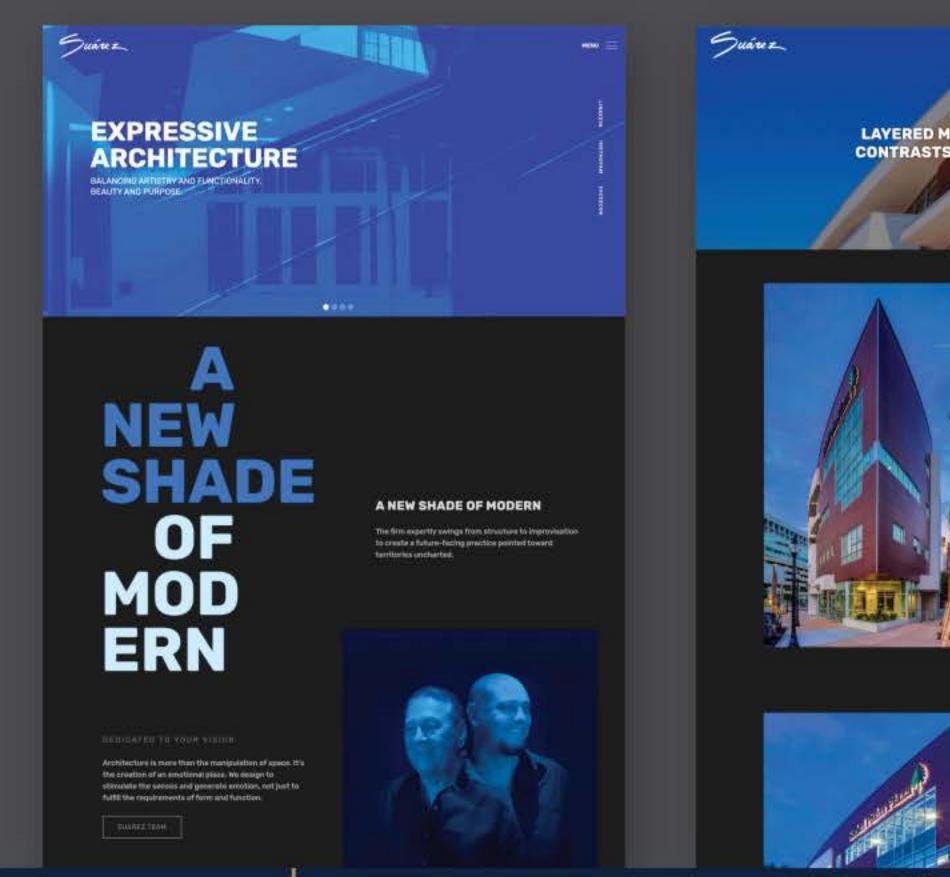
Lightspeed Website

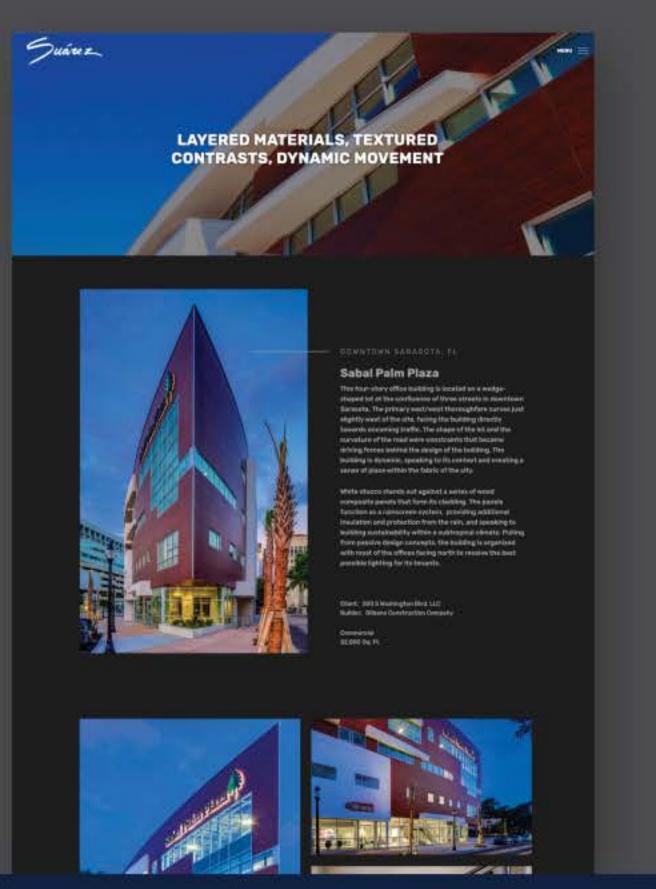
Advertiser: Lightspeed











Online Interactive: Consumer Website

STUDIO BC/C

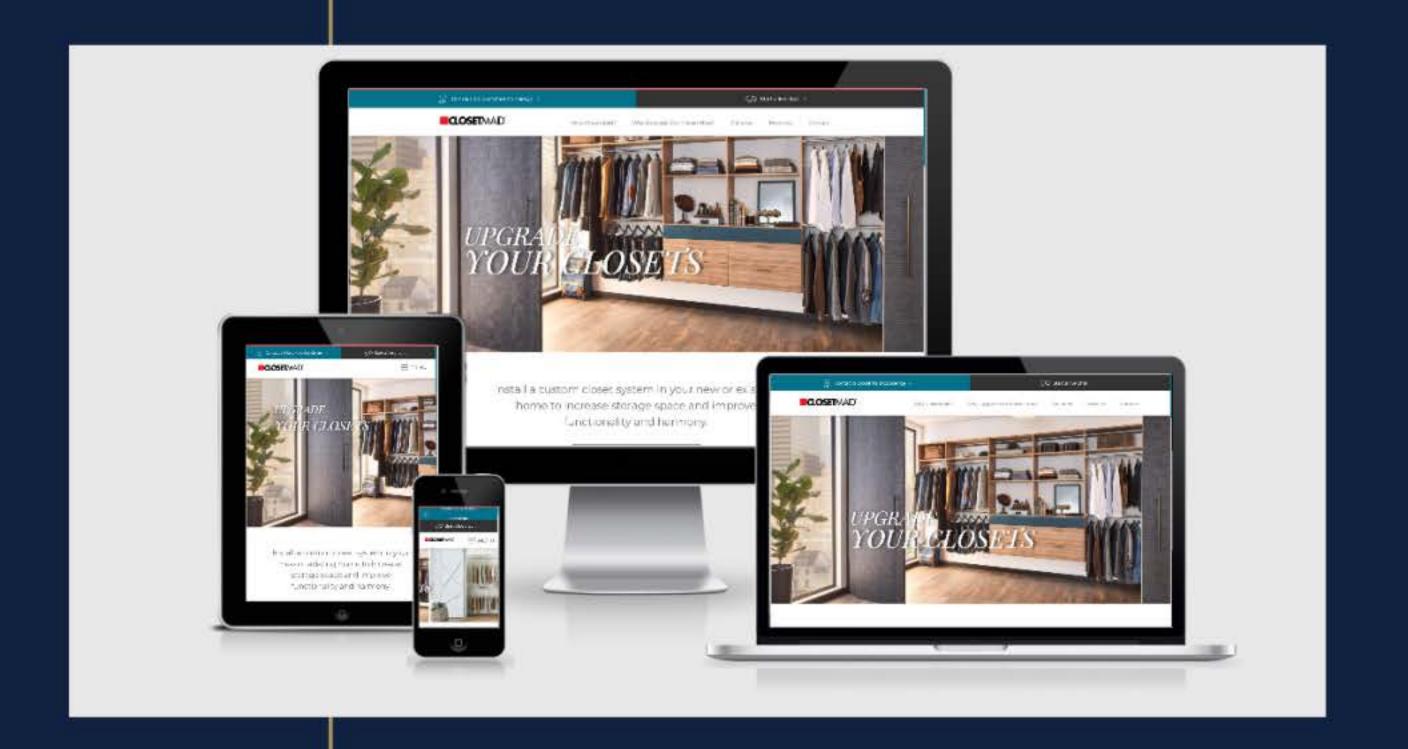
Suarez Architecture Website

Advertiser: Suarez Architecture









Online Interactive: Business-to-Business Website

On Ideas

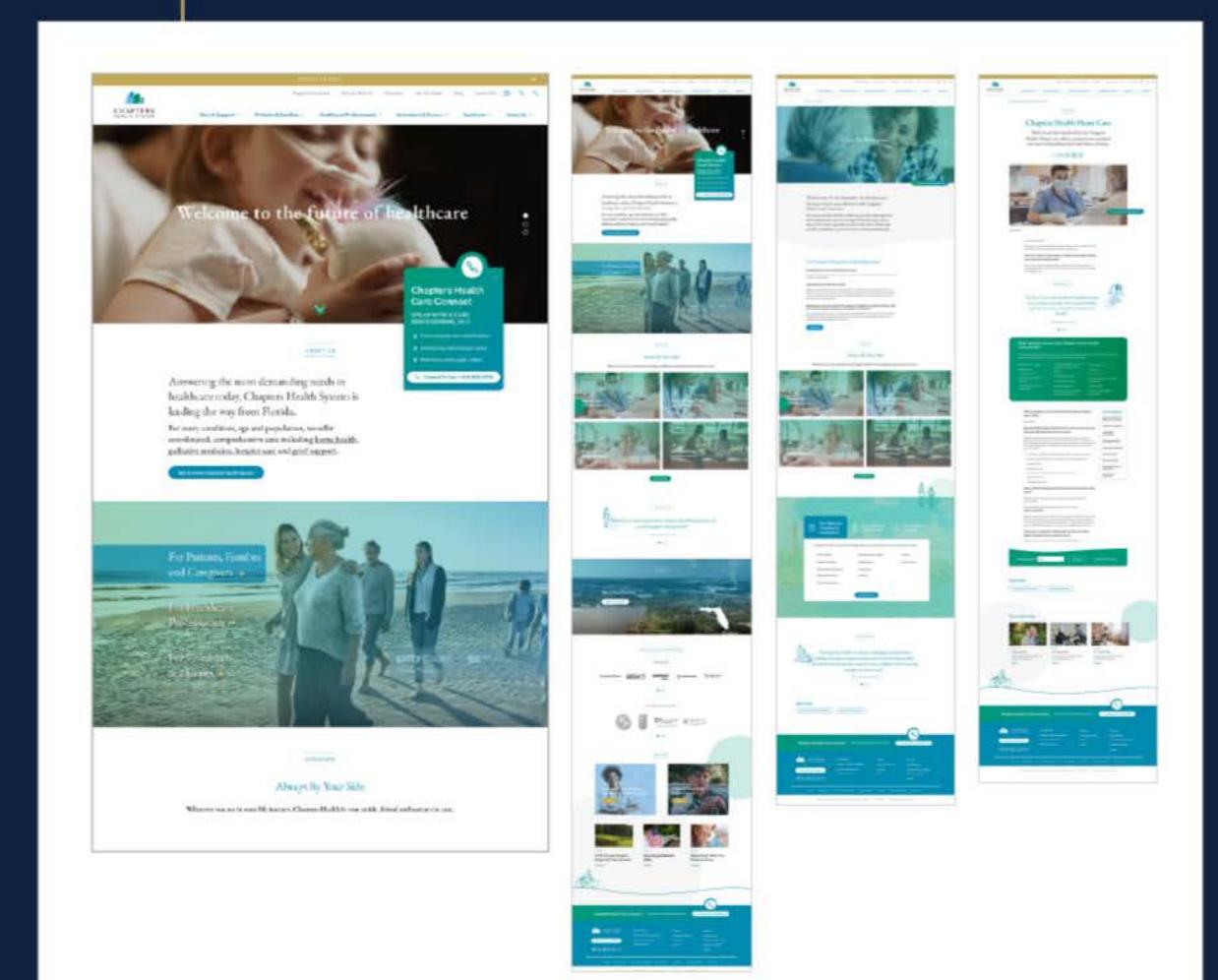
CustomClosetMaid.com for ClosetMaid

Advertiser: The AMES Companies, ClosetMaid









Online Interactive: Consumer Website

On Ideas

ChaptersHealth.org

Advertiser: Chapters Health System









Online Interactive: Single Digital Publication

On Ideas

ClosetMaid Media Kit Digital

Advertiser: The AMES Companies, ClosetMaid





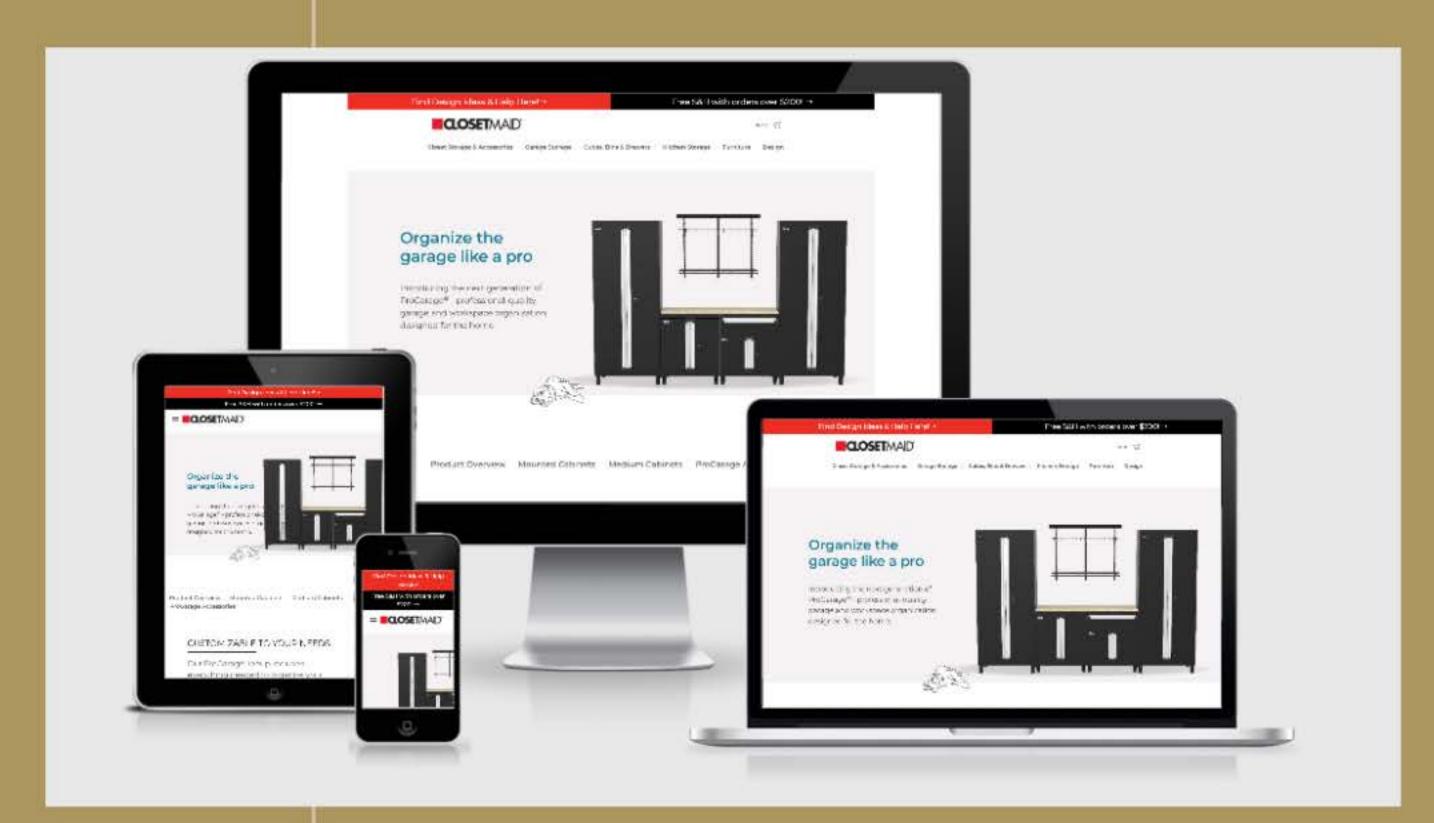


AMYAXARD BESTIN CATEGORY ~~~~~









AMY AWARD

Online Interactive

On Ideas

CustomClosetMaid.com for ClosetMaid

Advertiser: ClosetMaid







FILM, VIDEO 82 SOUND









Film, Video & Sound: Local Television Commercial: 30 Seconds

Grapevine Communications

DOGPerfect:30 sec TV Spot

Advertiser: DOGPerfect









Film, Video & Sound: Audio/Visual Sales Presentation

Ringling College of Art and Design

Ringling College New Years Greeting

Advertiser: Ringling College
Office of Admissions









Film, Video & Sound: Branded Content & Entertainment Campaign

Grapevine Communications

Badger Bob's Services Brand Videos

Advertiser: Badger Bob's Services









Film, Video & Sound: Film/Video/Sound Branded Content, :60 Seconds or Less

MakSchu, LLC

Odorcrush | Let Me Grab My Balls

Advertiser: MCC Management









Film, Video & Sound: Internet Commercial

Miles Partnership

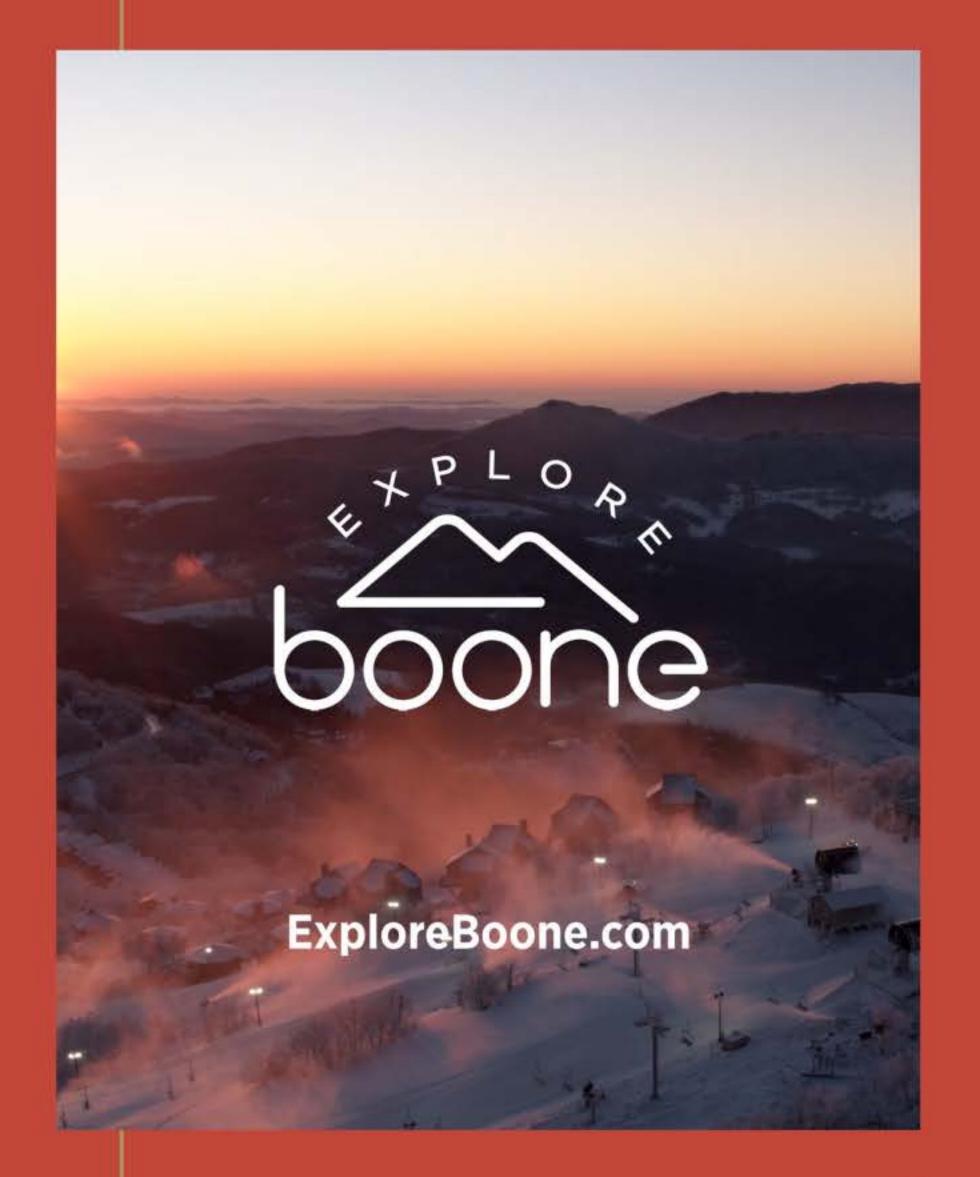
Explore Boone Winter Video Campaign

Advertiser: Boone & Watauga County TDAs









Film, Video & Sound: Regional/National Commercial :30 Seconds or Less

Miles Partnership

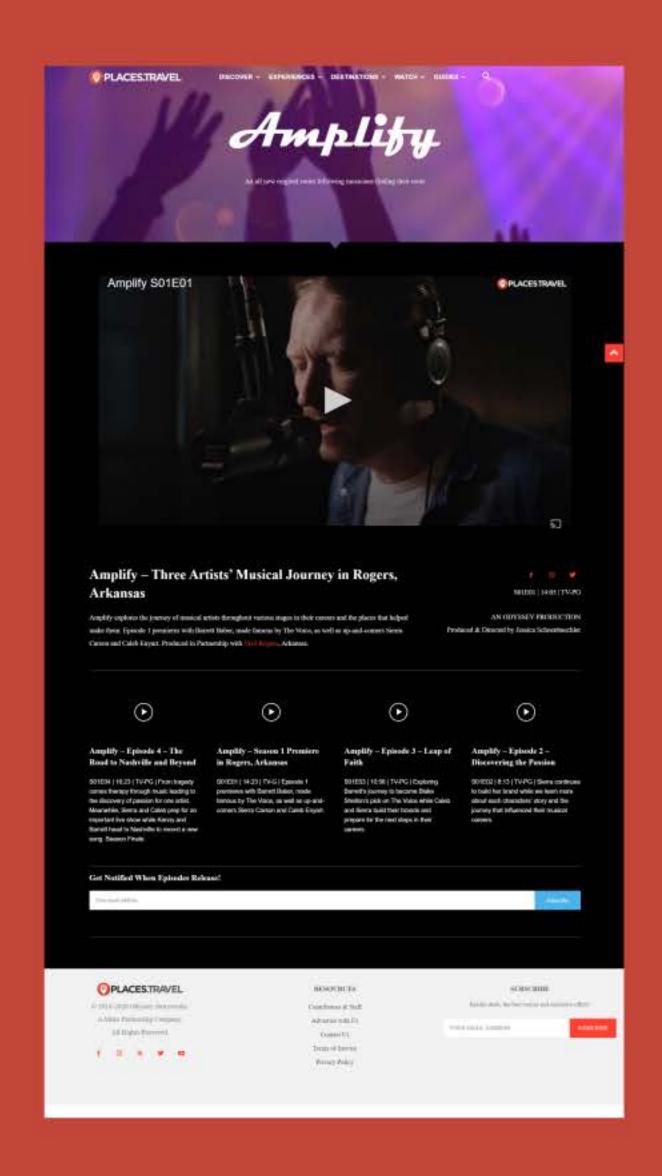
Explore Boone Winter Radio Campaign

Advertiser: Boone & Watauga County TDAs









Film, Video & Sound: Webisode Series

Miles Partnership

Visit Rogers Amplify Music Series

Advertiser: Visit Rogers







AMYAXARD BESTIN CATEGORY ~~~~~









AMY AWARD

Film, Video & Sound

Miles Partnership

Chattanooga's "One of Us"

Advertiser: Chattanooga Tourism Co.





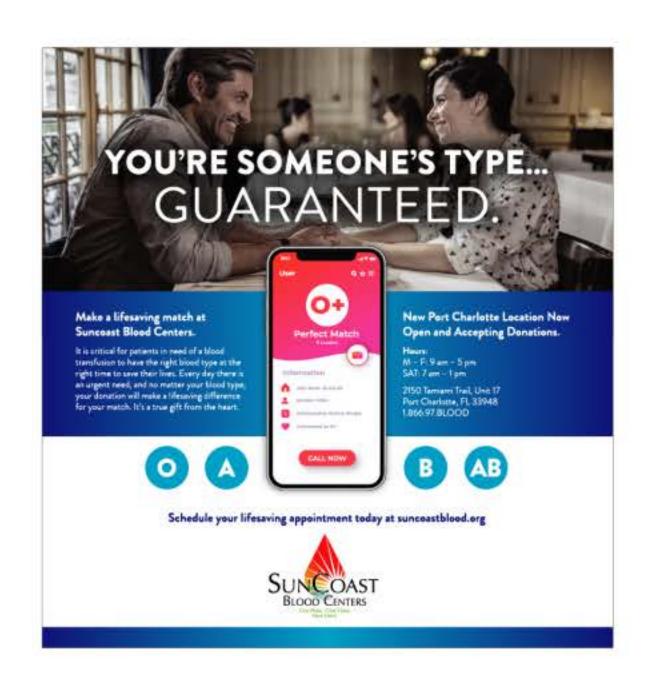


CRO55 PLATFORM









PRINT AD







WEB BANNERS

SILVER ADDY

Cross Platform: Integrated Advertising Campaign -Local - Consumer

Grapevine Communications

Suncoast Blood Centers Campaign

Advertiser: Suncoast Blood Centers











next-mark





in the right location That's the No. 1 building fire stations – they go where land is cheapest. This is too strategic of a capital purpose to put it in the



offers, giving them is "home away from home" that demonstrate respect for their

s off, representing on 11 percent increase in aging inhadrupture over the

et 15 years." Mos. as retect by Toold Sweet of Sweet Sparkman Architocuse

not maid current building codes. This is imperiant as these are essential bles and need to withstand agreticent storm events." In obtation, popular with a requiring new building and the changing nature of fire services, is

ion and enables frem to do their jobs efficiently and effectively. And all must be

FIRE STATION DESIGN PROVIDING PUBLIC SAFETY AND CIVIC PRIDE



for lightness, it may peem as though designing a fee station in an oway emough tools a take a couple of bosse, put their rogation, then part whiches in one and house space in the other, in truth, that supposition is the fram commit. The station design uily to a list more intricate, with each component critical to the virtuin. story homost with a creat clean of economically, both to the community the states

Location



Project Size:

When Diane DiCarb and Jesime Lesztzynski decided to build a wirts nome in Florida, they had two main requirements: that the structure be a piece of art" and that "every inch of specia be useable space." That's all it took for architect Jerry Sparkman to presty a concept that married stutining taking left bettind careers in pharmacoutical science and drapery making

and aurylang a stirit as hotellars, the Provincetown, MA-tresed couple could not have cared less about resale value. Their goal was a unique home hey could "MI with folly" to reflect their whomey and join de vivve. They did slightly part ways on one sour. The view. One wanted a house sine could see completely through to the water from the front door; the other was more riterected in the intimate view of the mangrows, to the wait. They got both ii an abstract, glass enclosed home on a bayou inagend, Jerry Sparlener rays, by the contrast of while geometric volumes against the Florida sky.

AN ARCHITECTURAL "PIECE OF ART"

MARRYING STUNNING DESIGN

WITH ULTIMATE PRACTICALITY

Sperymen says the couple were part of what he sees as a growing bond, which is people choosing to build smaller second homes more focused on design and sustainability then square foolige. The project also upoke to the to keep temperatures cool in Ponda's sun and save their owners aignificant

SWEETSPARKMAN

SILVER ADDY

Cross Platform: Integrated Branded Content Campaign

Next-Mark, LLC

Embodying an Architect Brand Story

Advertiser: Sweet Sparkman Architecture and Interiors







MEDECISION NEW AERIAL DIGITAL ADS COPY VERSION 1

640x480 px

300x250 px



300x600 px





Create a healthcare

ecosystem that

160x600 px

aerial





next-mark







- Move from "Where You Are" with Virtual Care to "Where You Want to Be"
- is it safe secure and safetyling?
- proving to be well-suited for virtual valid? Are these perfain internal resources buy, physicians, pare managers) that perform better with virtual care than others? How will you engage individuals in unual health isonices so the capabilities and technology you.
- implement are used to their penels and yours! - How car virtual care held you better hands high victures, such as embiguised surges in good-acute care and support discharge compliance, before health outcomes and better ublication management
- Ale Seamilles Digital Sharing of Patient and Member Information typycine involved in an individual's care should have access to the full policer of health regardless of how and where care falses place. Ereal down data side to ensure into a care experiences become a seamless per of an instrubulation beat towards amy of care experiences chause be investigated the signs expocated with them should end up as pan of the individual's conditional record, ready to be shared across the pare ecopylates.
- Ensure Virtual Capabilities Work for a Broad Set of Providers and Consumers Virtual month has been proven to improve access to care reducts coop and crease a more efficient healthcare patient. But puccess depends on ensuring the expectations of doth provides and consumers are man,
- comeconymism from physical mental cohestoral, and community-legal providers to pallerns and released and their souted circle of support
- Making virtual engagement a snariness and satisfying equationics for authors and membars, metuding offering self-substituting consenience and constructioning based on their preferences





the servationaring resolutions to solutions device experience marrians and patient. Some end the value based care the industry demands. Through Admis. compares, set surrounded with personalised experiences, care teams collaborate to support better health outcomes, and risk bearing organizations enjoy cost savings and improve



aerial

SILVER ADDY

Cross Platform: Integrated Branded Content Campaign

Next-Mark, LLC

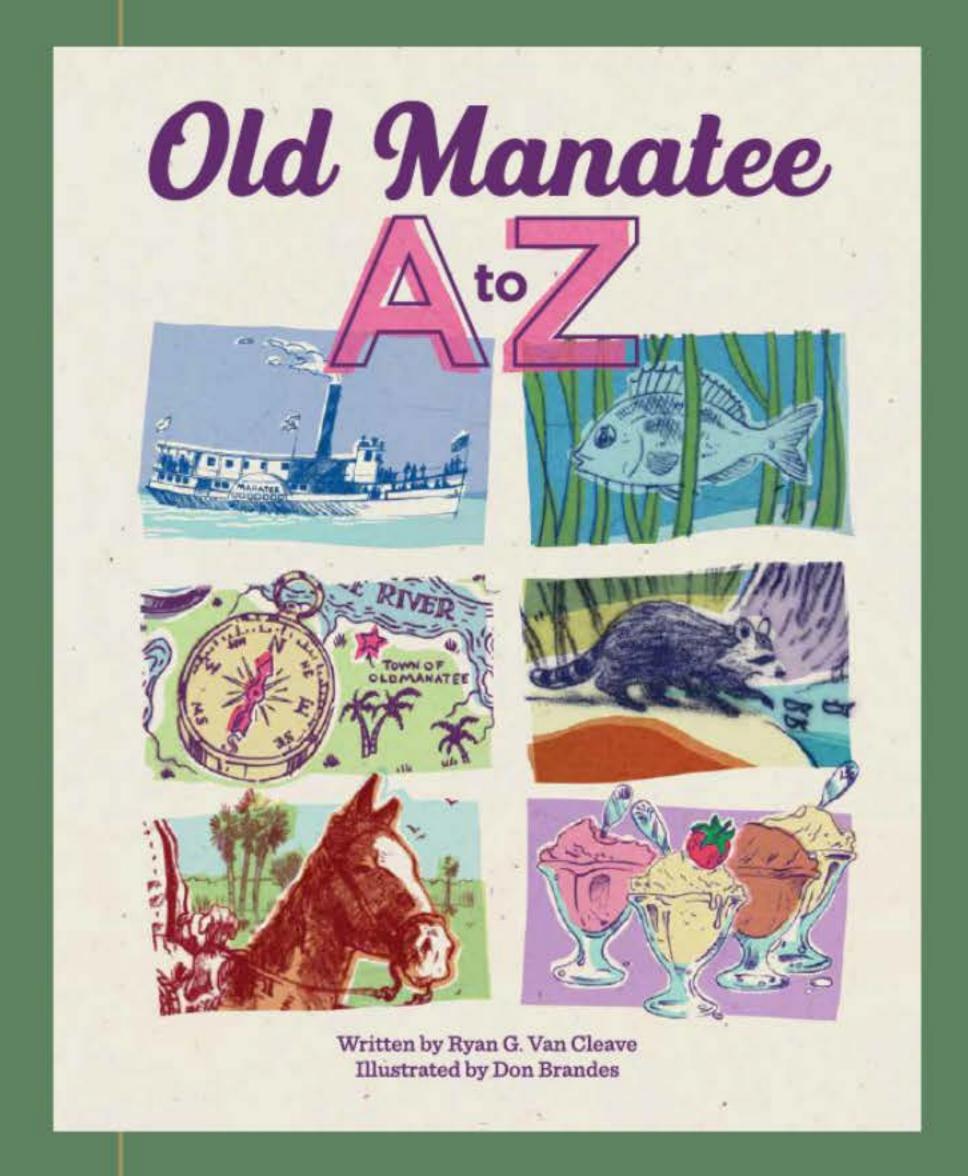
Migrating a Brand to Virtual Market

Advertiser: Medecision









Cross Platform: Integrated Media Corporate Social Responsibility Campaign

Realize Bradenton

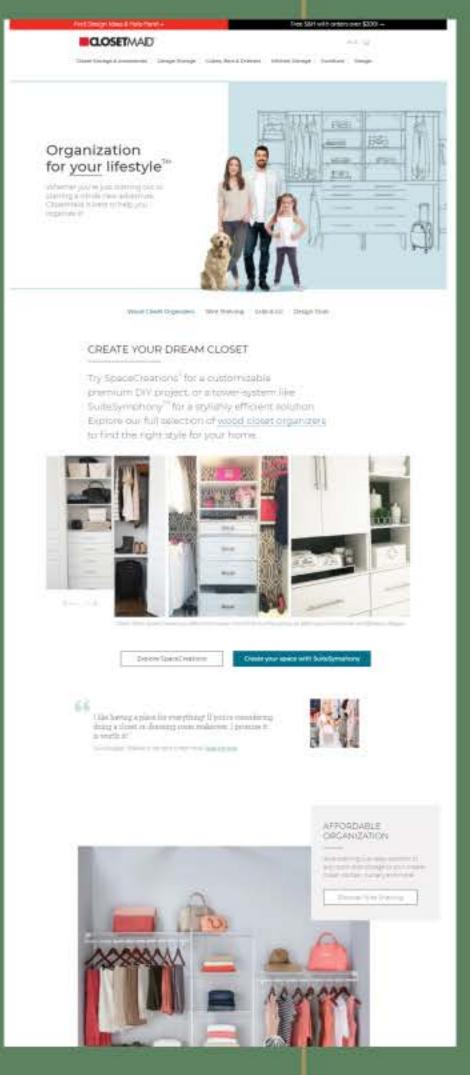
Old Manatee AtoZ

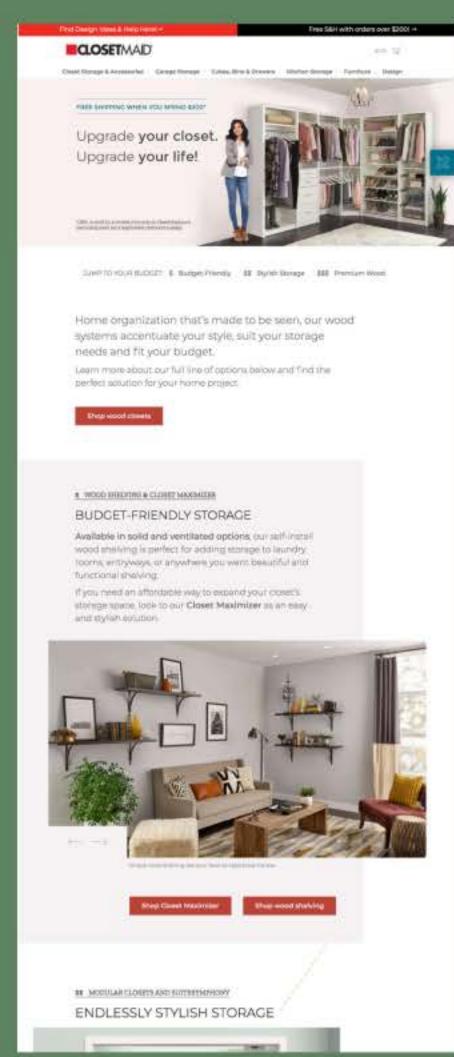
Advertiser: Realize Bradenton

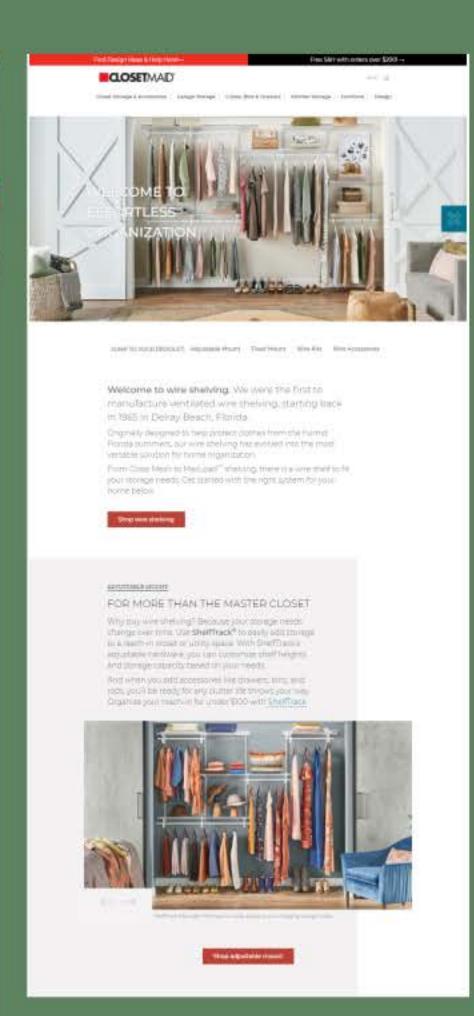












Cross Platform: Integrated Advertising Campaign - Regional/National - Consumer

On Ideas

ClosetMaid Change Happens Campaign

Advertiser: The AMES Companies ClosetMaid









INTRODUCTION

What is a Brand? Using these Guidelines

CHATTANOOGA TOURISM CO.

Who We Are

Mission, Vision and Values

Brand Promise

Brand Positionin

Brand Voice

Brand Pillars

Brand Anthem

Using Our Name

LOGO

Formats

Logo Guidelines

Brand Promise

We absolutely refuse to let you feel like a tourist.

Mission, Vision and Values

THE CHATTANOOGA BRAND Brand Positioning

Last modified on @ Fri, 28, Feb 2020 19:13

GOLD ADDY

Cross Platform: Integrated Brand Identity Campaign

Miles Partnership

Chattanooga Toursim Co. New Brand

Advertiser: Chattanooga Tourism Co.









Cross Platform: Integrated Branded Content Campaign

PGT Innovations

Modern Edge All-Black Frames

Advertiser: PGT Custom

Windows + Doors









Cross Platform: Online/Interactive Campaign

Ringling College of Art and Design

Ringling PreCollege 2021

Advertiser: Ringling College Continuing Studies







AMYAXARD BESTIN CATEGORY ~~~~~









AMY AWARD

Cross Platform

PGT Innovations

Modern Edge All-Black Frames

Advertiser: PGT Custom Windows + Doors







ELEMENTS OF ADVERTISING









Elements of Advertising: Logo Design

Miles Partnership

Chattanooga Tourism Co. New Brand

Advertiser: Chattanooga Tourism Co.









Elements of Advertising: Logo Design

STUDIO BC/C

Lightspeed Logo

Advertiser: Lightspeed









Elements of Advertising: Video Editing

MakSchu, LLC

BSWANKY The Story Behind the Bag

Advertiser: BSWANKY









GOLD ADDY

Elements of Advertising: Black & White/Color/Digitally Enhanced-Campaign

Miles Partnership

Chattanooga Tourism Co. Photography

Advertiser: Chattanooga Tourism Co.









GOLD ADDY

Elements of Advertising: Cinematography - Single

MakSchu, LLC

BSWANKY Each Bag Is Made With Love

Advertiser: BSWANKY







AMYAXARD BESTIN CATEGORY ~~~~~~









AMY AWARD

Elements of Advertising

Miles Partnership

Chattanooga Tourism Co. Photography

Advertiser: Chattanooga Tourism Co.





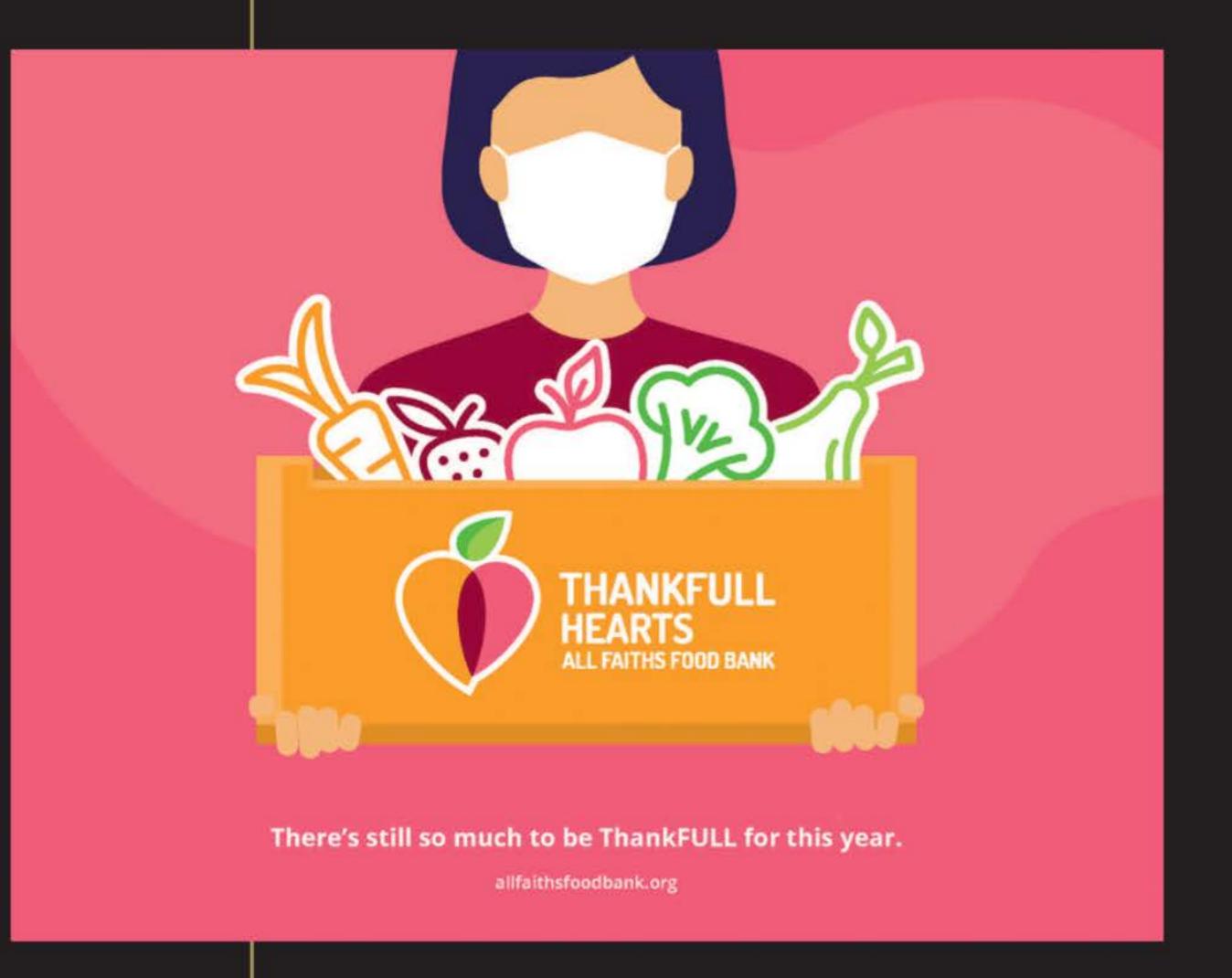


PUBLIC SERVICE









Public Service: Pro Bono Campaign

On Ideas

Thankful Tummies/Hearts Campaign

Advertiser: All Faiths Food Bank







AMYAXARD BESTIN CATEGORY ~~~~~~









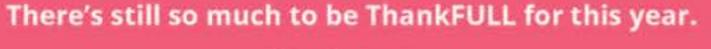
AMY AWARD

Public Service

On Ideas

Thankful Tummies/Hearts Campaign

Advertiser: All Faiths Food Bank



allfaithsfoodbank.org







JUDGES' CHOICE PROFESSIONAL









RESIDENTIAL

"By making the courtyard into the largest room of the house a seamless transition is forged between the

- AIA Gulf Connt Jury



JUDGES' CHOICE

Professional

Next-Mark, LLC

A LookBook to Showcase Architecture

Advertiser: Sweet Sparkman Architecture and Interiors









JUDGES' CHOICE

Professional

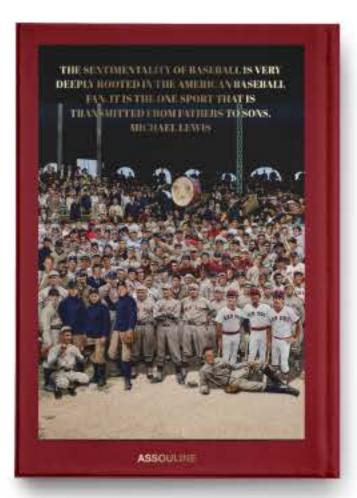
Ringling College of Art and Design

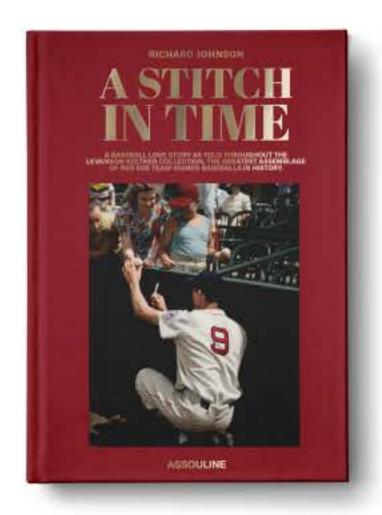
One Heart: Public Art Project

Advertiser: Arts and Cultural Alliance of Sarasota County















JUDGES' CHOICE

Professional

ThingkBIG

A Stitch in Time Coffee Table Book

Advertiser: ThingkBIG







BESTOF SHOW PROFESSIONAL ^^^^









BEST OF SHOW

Professional

Marie Selby Botanical Gardens

Orchid Ball 2020 Invitation

Advertiser: Marie Selby **Botanical Gardens**







THANK YOU MEMBERS











presstigeprinting



























AMERICAN ADVERTISING AVVARDS