



AMERICAN ADVERTISING AWARDS
presented by **AmFirst**

The 2024 American Advertising Awards

66th Annual Birmingham American Advertising Awards
March 1st, 2024

The Theodore
3211 2nd Avenue South
Birmingham, AL 35222

presented by  **AmFirst**

“A creative life is an amplified life. It’s a bigger life, a happier life, an expanded life, and a hell of a lot more interesting life. Living in this manner—continually and stubbornly bringing forth the jewels that are hidden within you—is a fine art, in and of itself.”

*– Elizabeth Gilbert
Big Magic: Creative Living Beyond Fear*

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Dear Friends,

As we gather for the 66th American Advertising Awards, I am truly inspired by the exceptional talent within our Birmingham advertising community. This past year has been a journey of innovation and nostalgia. We embraced the integration of artificial intelligence to enhance our advertising strategies while also celebrating the return of classic trends. It is a reflection of the evolving nature of our field and a testament to our willingness to embrace change to remain relevant.

A special note of gratitude to our Vice President of the American Advertising Awards, Jessica Ray. Her heroic efforts have been nothing short of inspirational. Thank you to our members, the board of directors, volunteers, and our generous sponsors. Your passion and commitment are the driving force behind our accomplishments and progress.

This year's award submissions have truly raised the bar. We are not just keeping up with the times; we are defining the future of our industry. As we look to the year ahead, let's carry forward the spirit of continually challenging the limits of what we can achieve.

Cheers to all of the winners this evening, and here's to a fantastic year ahead!

Warmest Regards,



David Yang Sengkhamee
President, American Advertising Federation of Birmingham

meet the **JUDGES**



SCOTT SEYMOUR

Chief Creative Officer • Hilton Head Island, SC

Scott is a Chief Creative Officer, bringing over two decades of dedication to the advertising industry. With a passion for creativity and innovation, he has garnered more than 110 awards in branding, design, storytelling, and integrated marketing. His campaigns, honored by publications like The New York Times, Ad Age, Chief Marketer, and Inc., showcase his vision and commitment to fostering creativity and collaboration. Scott leads a diverse global team in the pursuit of pushing boundaries for renowned brands including Coca-Cola, 19Crimes, Adidas, Microsoft, Aperol, Barilla, and Whirlpool. In his free time, Scott finds inspiration through photography and treasured moments shared with his family in the wonders of the outdoors.



DEVON HOERNSCHEMEYER

Art Director • Orlando, FL

Devon Hoernschemeyer is a versatile art director and designer, deeply passionate about every facet of the creative journey, from initial inspiration to meticulous execution and beyond. Her experience spans diverse industries such as healthcare, non-profit organizations, cultural institutions, hospitality, real estate, and sports. Devon earned a BFA in Graphic Design from Miami University where she graduated with honors, and she's earned accolades including Aster Awards for healthcare advertising and in-house design awards from Graphic Design USA. Active in community organizations, Devon serves on the board of Creative Mornings Orlando and is President Emeritus of AIGA Orlando.



PALMER PETTERSEN

Writer/Producer • Seattle, WA

Palmer Pettersen runs Pettersen & Pettersen creative services in Seattle. Working with premier agencies and design firms, as well as client direct, he has created uniquely effective campaigns in all media—including packaging—for scores of national and regional brands over more than four decades. How's that for a run-on sentence? Awards include The One Show, ADDY, Clio, Communication Arts and PRINT magazine competitions. For a taste of his work, steep yourself in a carton of Lord Bergamot tea from Steven Smith Teamaker.



DEAN SALING

Copywriter and Creative Director • Seattle, WA

Dean Saling's work for clients like Adidas, Nike, Xbox, the Seattle Sonics, the New York Knicks, Jim Beam and Coca-Cola has earned him every major national and international advertising creative honor, including gold awards from the One Show, Effies, Clios and Cannes, appearances in the Communication Arts, Art Directors and British Design and Art Direction annuals, Best of Show trophies from the Seattle ADDYs, New York ANDYs and London International Advertising Awards, and Adweek Magazine's "Best Spots of the Decade." Dean was the first senior writer hired by WONGDOODY, which, during his tenure, grew from a one-room Seattle boutique to one of the Creative Review's and Creativity's top ten agencies. As Creative Director at DDB Seattle, his work for the Kaiser Family Foundation received the Primetime Emmy Award for Outstanding Commercial. Dean has been profiled in the New York Times, The Wall Street Journal, Time Magazine and Sports Illustrated. He is the founder of Shorty's Worm Circus, a Seattle-based advertising creative consultancy where he serves as global CCO and sole employee.



JEFF JASINOWSKI

Founder, Creative Director • Milwaukee, WI

Jeff is the co-Founder and Creative Director of The Rally Company, a branding and marketing agency in Milwaukee's Third Ward. As a fully integrated agency- The Rally Company does everything from logo and branding design, package design, website design, video & broadcast, PR & social media- and just about everything in between. Working on local, national and international clients, Jeff leads the creative vision and execution for all brands in the agency. His work has been recognized both locally and nationally for creative excellence. Prior to starting his own agency, Jeff has worked at several advertising agencies in the Greater Milwaukee area including Eichenbaum + Associates, Hoffman York, BVK and STIR. Jeff attended UWM from 2002-2006. He was a scholarship athlete (Swimming & Diving), a two year team captain, 8 time Conference finalist and 3 time NCAA Zone Qualifier. In his spare time, Jeff enjoys his wife and three children - coaching their football, soccer and baseball teams, and spending time with them outdoors. He is also a member of the Team Serpentijn Cycling Team, and helps with the Pewaukee Water Ski team as fundraising and marketing advisor, of which his wife and children are members of.

best of SHOW



TITLE
Hope Heals | A Redefined Story

ENTRANT
Cedar Creative

CREDITS
Ethan Milner, Director and Editor
Kevin Johnson, Producer
Greyson Welch, Camera Operator, Assistant Editor
Katherine & Jay Wolf, Talent
Morgon Dickerson, Assistant Editor
Alex Wolf, Client Producer

best of SHOW

STUDENT



TITLE
House of Bread • Business Cards

SCHOOL
University of Alabama at Birmingham

ENTRANT
Rachel Doyle



TITLE
In Solidarity

CREDITS
Tyler Jones, Director
Mark Slagle, Producer
Samantha Richardson, Designer
Mollie Schaefer-Thomson, Studio Manager

ENTRANT
1504



TITLE
M & M Customs Poster Campaign

ENTRANT
Lewis Communications



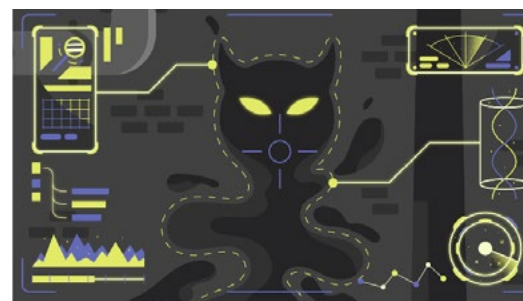
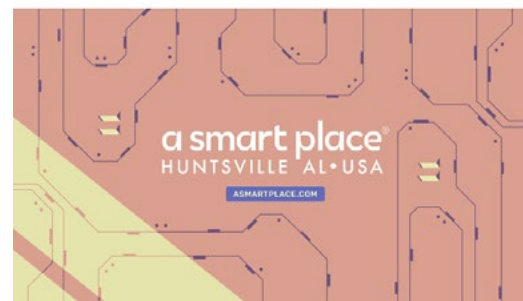
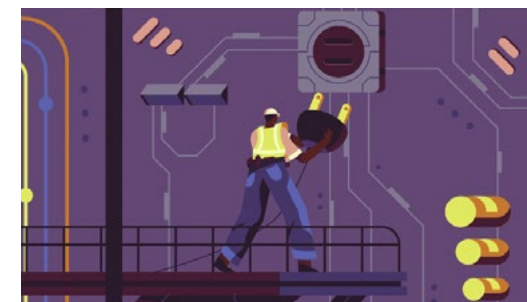
CREDITS
Spencer Till, Chief Creative Officer
Steve Skibba, Copywriter



TITLE
HighFive Quantum Wall Animation

ENTRANT
Lewis Communications

CREDITS
Ryan Gernenz, VP/Creative Director
Andy Cargile, Production Director
Geoff Johnson, Senior Designer
Andy Stewart, Animator
Cedrick Bearss, ACD/Copywriter
John Pope, 3D Artist



TITLE
Huntsville: Smart Careers

ENTRANT
Big Communications

CREDITS
Mike Heid, Creative Director
Ali Clark, Associate Creative Director, Director & Animator
Jake Odom, Associate Creative Director
Jake Williams, Illustrator
Kristin Dober, Senior Producer
Mary Cate O'Neil, Senior Account Executive
Boutwell Studios, Sound Design
Justin Miller, Voice Over Engineer



STEVE SKIBBA
Lewis Communications

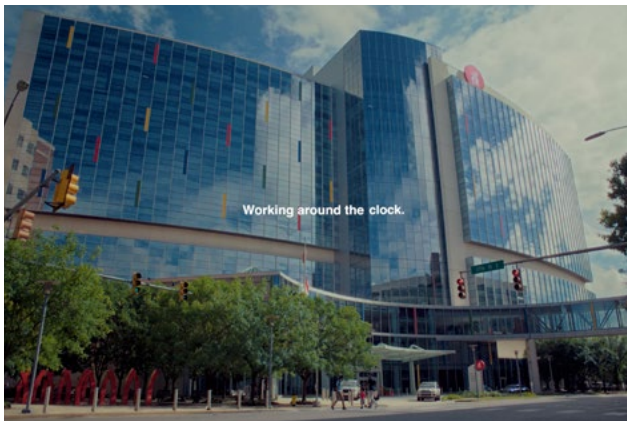


PRESTON LITTLE
Cedar Avenue



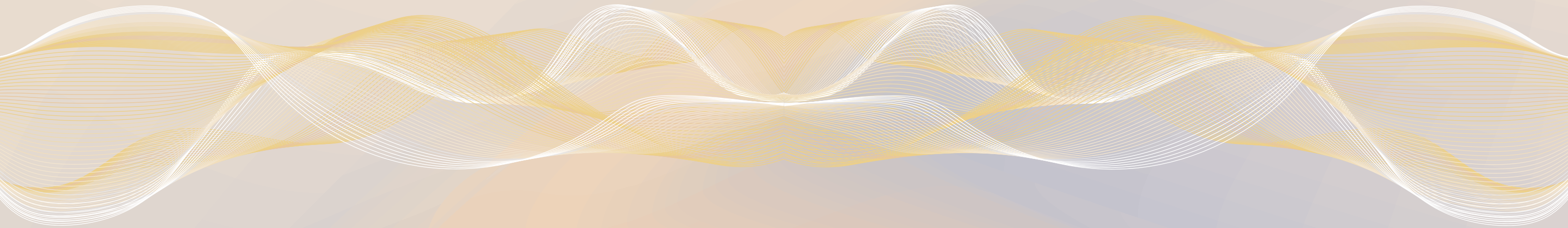


ETHAN MILNER
Cedar Creative

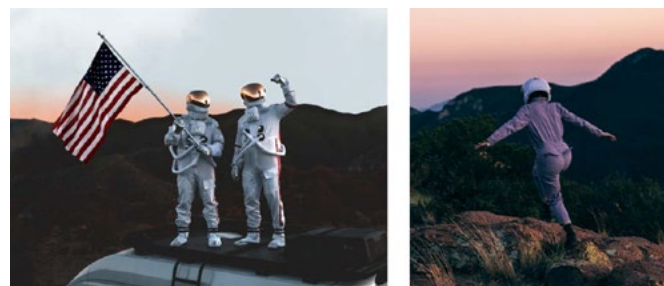


CHAMP CREATIVE
Birmingham Bowl, Good Cheer-Egg Nog





GOLD



CATEGORY
Book Design

TITLE
Storyteller Overland 2023 Photobook

ENTRANT
Storyteller Overland

CREDIT
Tori Riddle, Art Director



CATEGORY
Brochure

TITLE
The GXV HILT Launch Brochure

ENTRANT
Storyteller Overland

CREDIT
Tori Riddle, Art Director





CATEGORY
Magazine Advertising - Full Page or Less

TITLE
The Middle Finger

ENTRANT
Cayenne Creative

CREDITS
Dan Murch, Executive Creative Director
Andy Odum, Creative Director of Copy
John Sims, Art Director
Marcela Powers, Account Manager



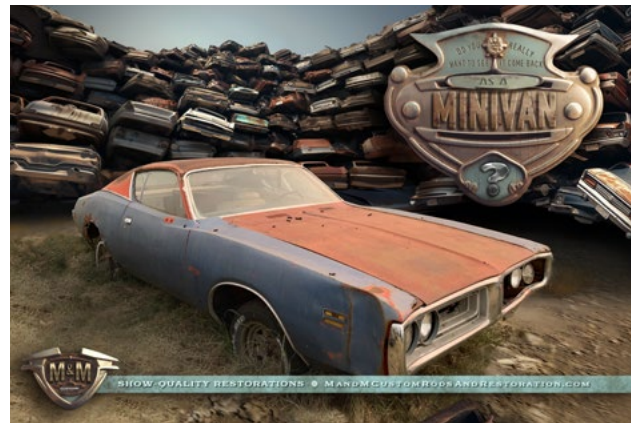
CATEGORY
Magazine Advertising - Campaign

TITLE
Paint Poster Series

ENTRANT
Cayenne Creative

CREDITS
Dan Murch, Executive Creative Director
Andy Odum, Creative Director of Copy
John Sims, Art Director
Marcela Powers, Account Manager





CATEGORY
Poster Campaign

TITLE
M & M Customs Poster Campaign

ENTRANT
Lewis Communications

CREDITS
Spencer Till, Chief Creative Officer
Steve Skibba, Copywriter



CATEGORY
Corporate Social Responsibility Film,
Video & Sound

TITLE
Hope Heals | A Redefined Story

ENTRANT
Cedar Creative

CREDITS
Ethan Milner, Director and Editor
Kevin Johnson, Producer
Greyson Welch, Camera Operator, Assistant Editor
Katherine & Jay Wolf, Talent
Morgon Dickerson, Assistant Editor
Alex Wolf, Client Producer

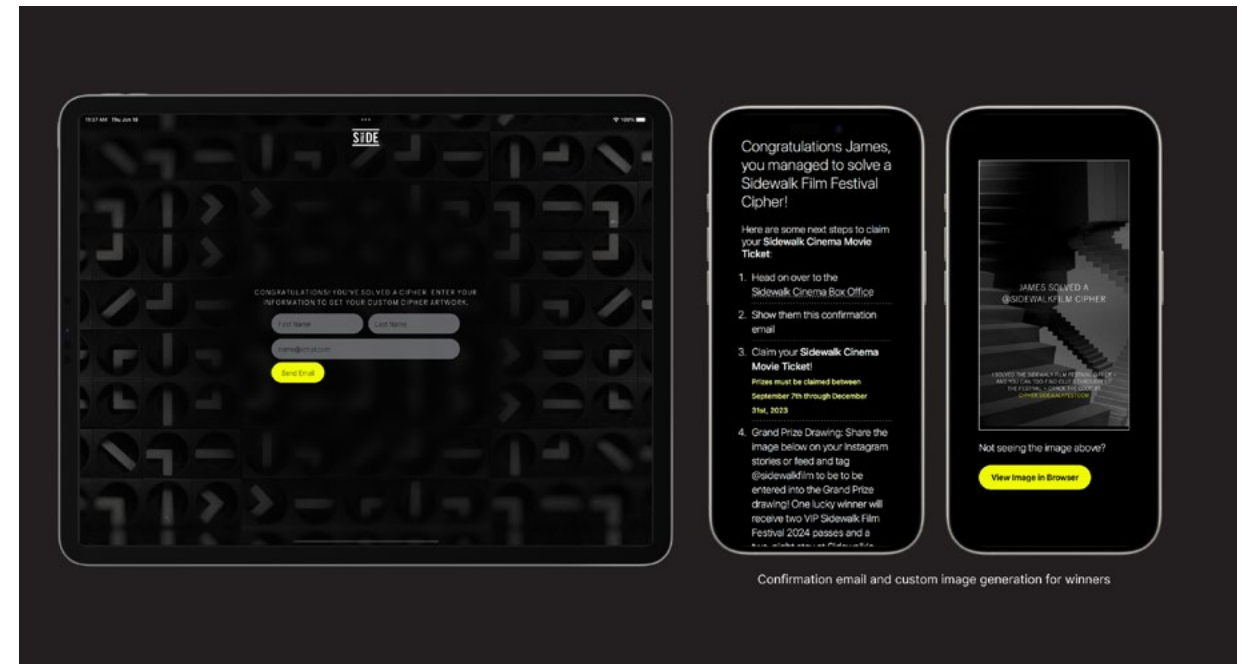
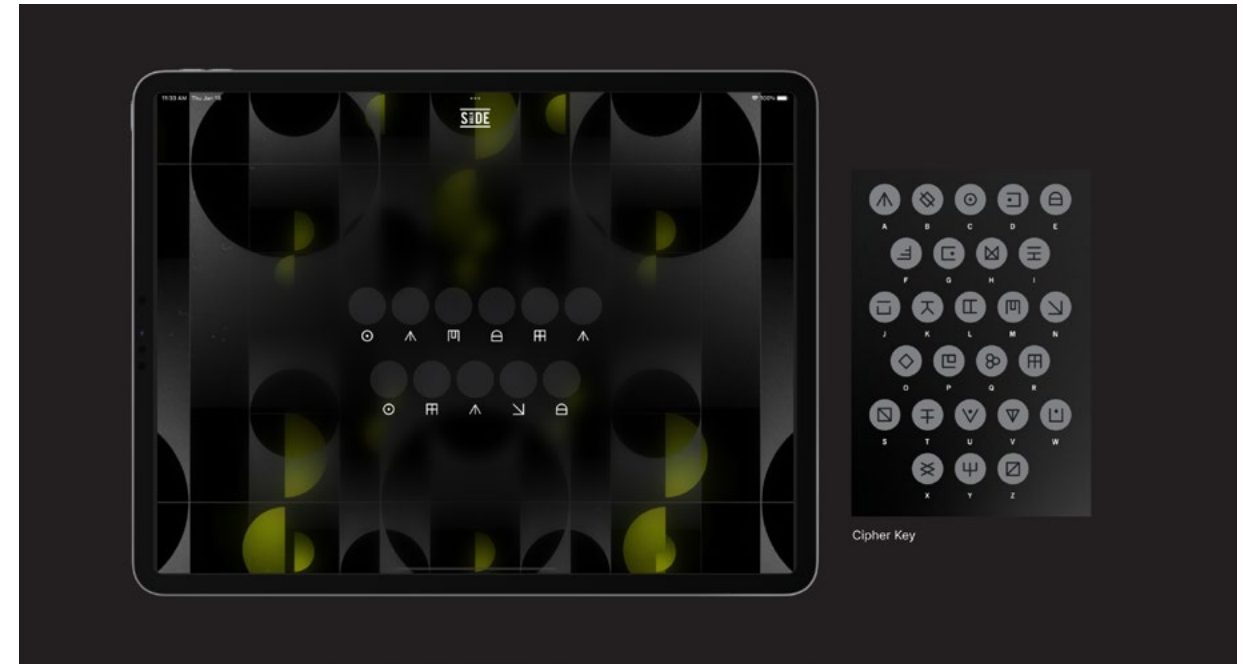


CATEGORY
Integrated Media Public Service Campaign

TITLE
In Solidarity

ENTRANT
1504

CREDITS
Tyler Jones, Director
Mark Slagle, Producer
Samantha Richardson, Designer
Mollie Schaefer-Thomson, Studio Manager

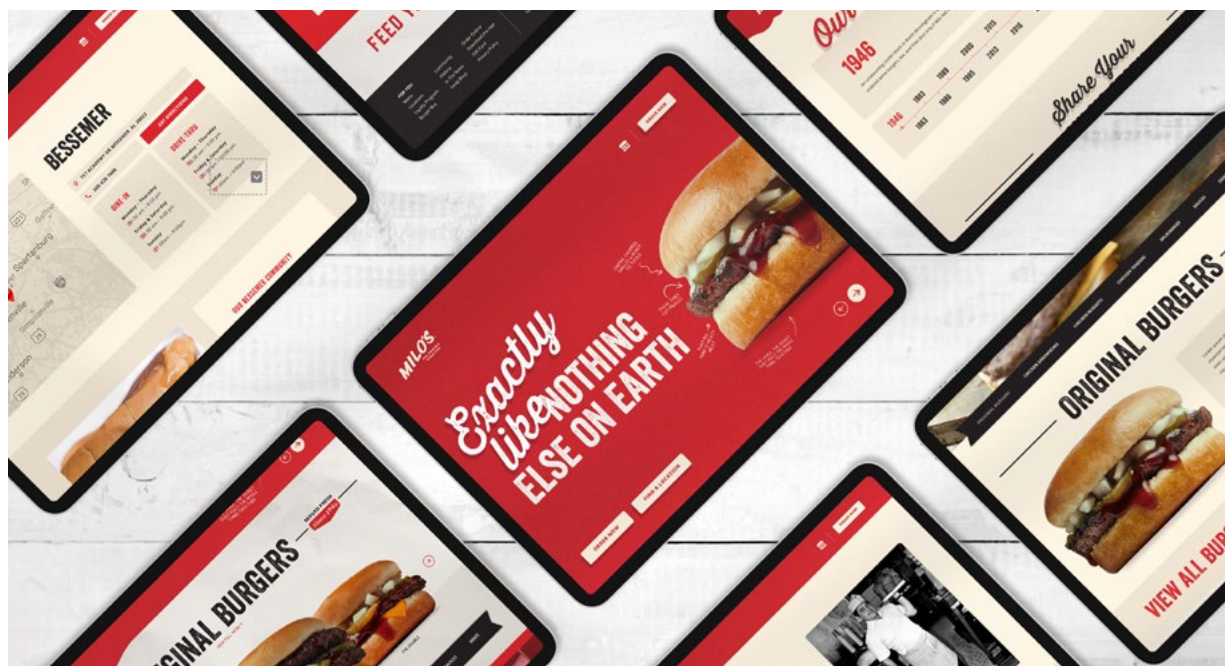


CATEGORY
Microsite

TITLE
Unlocking Creativity

ENTRANT
Big Communications

CREDITS
Shannon Harris, Executive Creative Director
Brian Curtin, Creative Director & Animator
Ali Clark, Associate Creative Director & Animator
Dan Gavin, Digital Experience Engineer
Will Nash, 3D Artist
Aaron Gresham, Typography Design
Kristin Dober, Senior Producer
Julia Meyer, Senior Account Executive

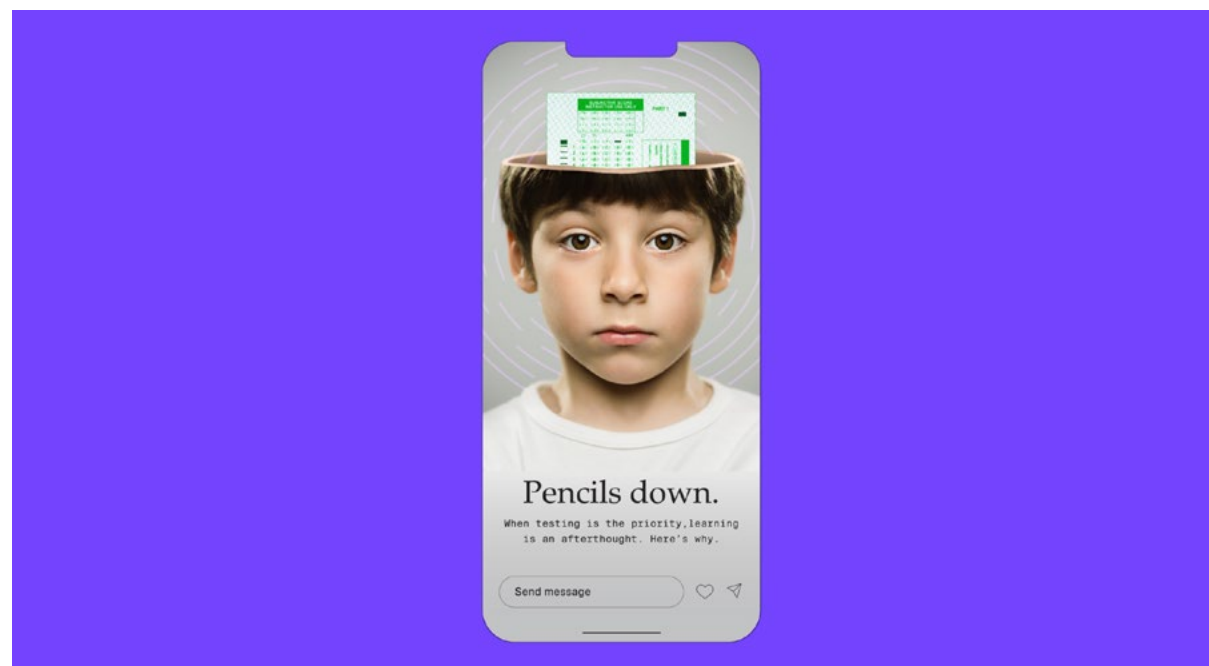
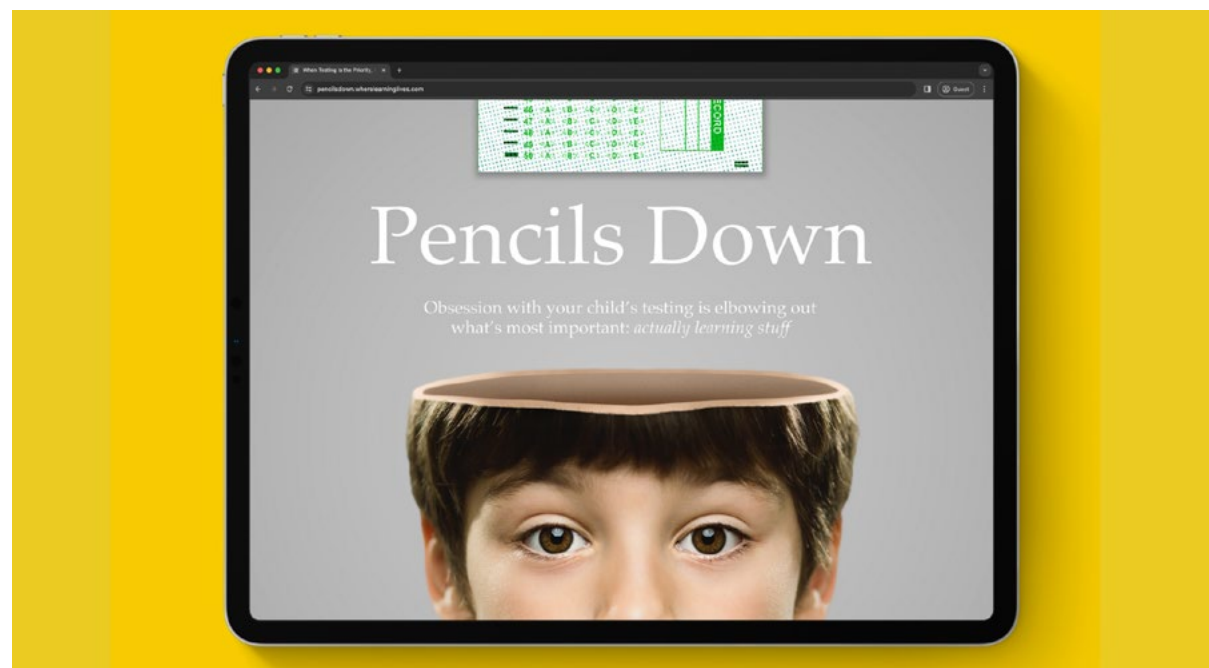


CATEGORY
Consumer Website

TITLE
Milo's Hamburgers

ENTRANT
Cayenne Creative

CREDITS
Dan Murch, Executive Creative Director
Chris Baker, Digital Creative Director
Sam Burn, Copywriter
John Cobbs, Director of Interactive
Jeremy Underwood, Account Manager

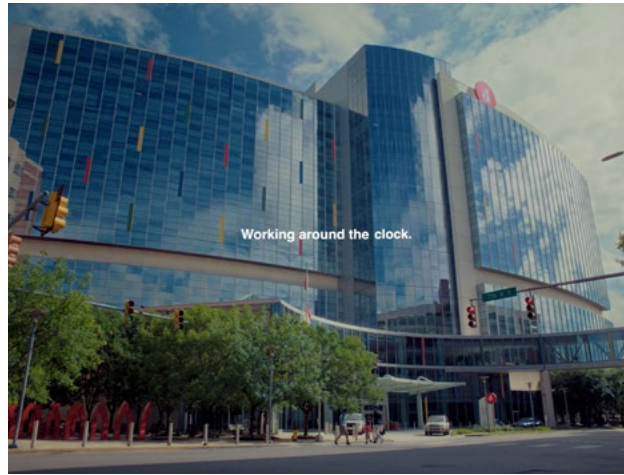


CATEGORY
Blogs

TITLE
Abeka Interactive Blog

ENTRANT
Lewis Communications

CREDITS
RT Herwig, Creative Director
Rachel Carney, Designer
Amy Hatfield, Copywriter
Joshua Milford, Developer
Rachel Parker, Developer



CATEGORY
Internet Commercial

TITLE
Children's | Worth Fighting For

ENTRANT
Cedar Creative



CREDITS
Ethan Milner, Director, Editor
Kevin Johson, Producer
Greyson Welch, 1st Assistant Camera, Colorist
Sean Patrick Kirby, Director of Photography
Champion Lighting & Grip, Gaffer, Equipment Provider
Blake Raymond, Dolly Grip
Morgon Dickerson, 2nd Assistant Camera
Chris Todd, Production Assistant



CATEGORY
Local Television Commercial
:15 Seconds or Less

TITLE
Birmingham Bowl-Good Cheer-Egg Nog

ENTRANT
Champ Creative

CREDITS
Sam Miller, Copywriter, Editor
Heather Jeffcoat, Agency Producer
Blake Raymond, Cinematographer
Mary Timmons Cross, Creative Assistant



CATEGORY
Film/Video/Sound Branded Content,
More Than :60 Seconds

TITLE
Lifeline | Right Next To You

ENTRANT
Cedar Creative



CREDITS
Ethan Milner, Writer, Director, Editor
Kevin Johnson, Producer
Greyson Welch, Camera Operator
Preston Little, Gaffer, Dolly Grip
Morgon Dickerson, 1st Assistant Camera, Colorist
Chris Todd, Production Assistant
The Hooten Family (especially Josie!), Talent
Brittany Finch, Agency Producer



CATEGORY
Integrated Brand
Identity Campaign

ENTRANT
A Studio

TITLE
Uncle G's Pizza

CREDITS
Andrew Thomson, Creative Director
Noah Stalcup, Illustrator/Animator
Caley Ellenburg, Photographer

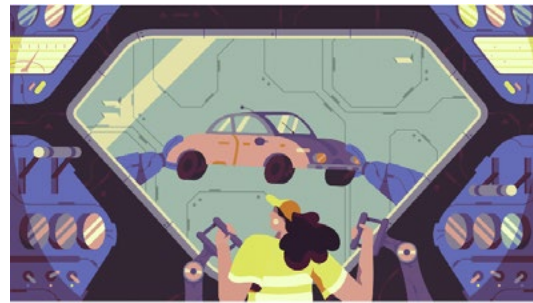


CATEGORY
Animation, Special Effects or
Motion Graphics

CREDITS
Ryan Gernenz, VP/Creative Director
Andy Cargile, Production Director
Geoff Johnson, Senior Designer
Andy Stewart, Animator
Cedrick Bearss, ACD/Copywriter
John Pope, 3D Artist

TITLE
HighFive Quantum Wall Animation

ENTRANT
Lewis Communications

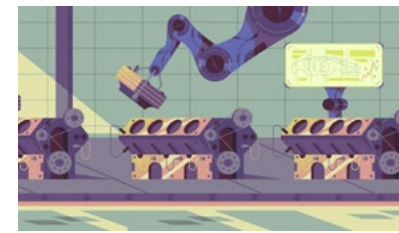
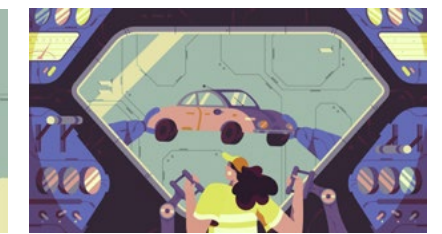
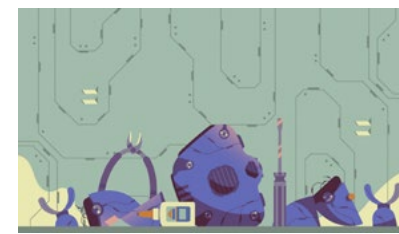


CATEGORY
Animation, Special Effects or
Motion Graphics

TITLE
Huntsville: Smart Careers

ENTRANT
Big Communications

CREDITS
Mike Heid, Creative Director
Ali Clark, Associate Creative Director, Director & Animator
Jake Odom, Associate Creative Director
Jake Williams, Illustrator
Kristin Dober, Senior Producer
Mary Cate O'Neil, Senior Account Executive
Boutwell Studios, Sound Design
Justin Miller, Voice Over Engineer

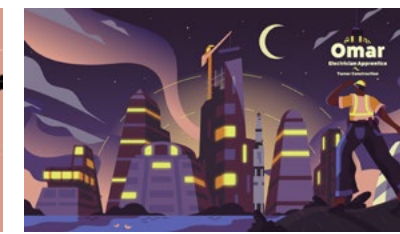
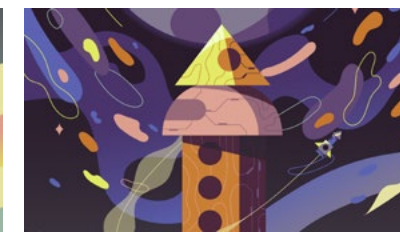
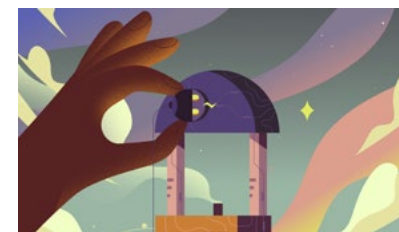


CATEGORY
Animation, Special Effects or
Motion Graphics

TITLE
Smart Careers: Adv. Manufacturing

ENTRANT
Big Communications

CREDITS
Mike Heid, Creative Director
Ali Clark, Associate Creative Director, Director & Animator
Jake Odom, Associate Creative Director
Jake Williams, Illustrator
Kristin Dober, Senior Producer
Mary Cate O'Neil, Senior Account Executive
Boutwell Studios, Sound Design
Justin Miller, Voice Over Engineer

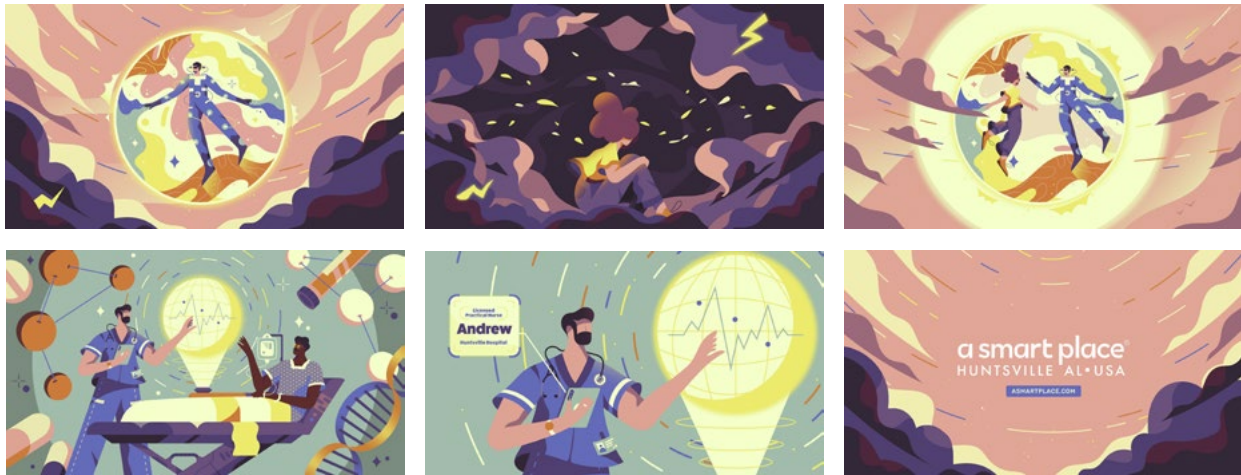


CATEGORY
Animation, Special Effects or
Motion Graphics

TITLE
Smart Careers: Construction

ENTRANT
Big Communications

CREDITS
Mike Heid, Creative Director
Ali Clark, Associate Creative Director, Director & Animator
Jake Odom, Associate Creative Director
Jake Williams, Illustrator
Kristin Dober, Senior Producer
Mary Cate O'Neil, Senior Account Executive
Boutwell Studios, Sound Design
Justin Miller, Voice Over Engineer



CATEGORY

Animation, Special Effects or Motion Graphics

TITLE

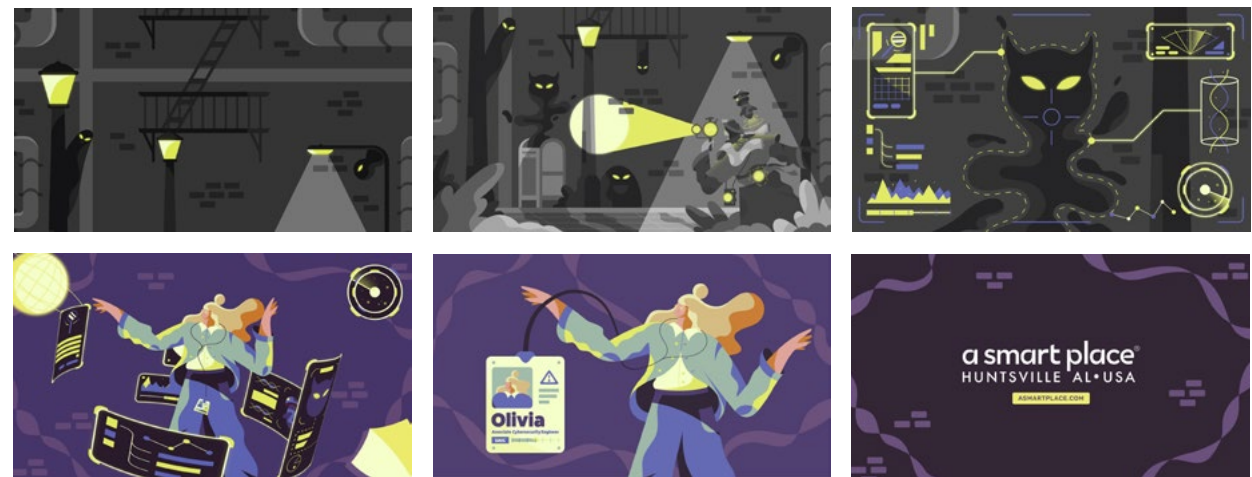
Smart Careers: Healthcare

ENTRANT

Big Communications

CREDITS

Mike Heid, Creative Director
 Ali Clark, Associate Creative Director, Director & Animator
 Jake Odom, Associate Creative Director
 Jake Williams, Illustrator
 Kristin Dober, Senior Producer
 Mary Cate O'Neil, Senior Account Executive
 Boutwell Studios, Sound Design
 Justin Miller, Voice Over Engineer



CATEGORY

Animation, Special Effects or Motion Graphics

TITLE

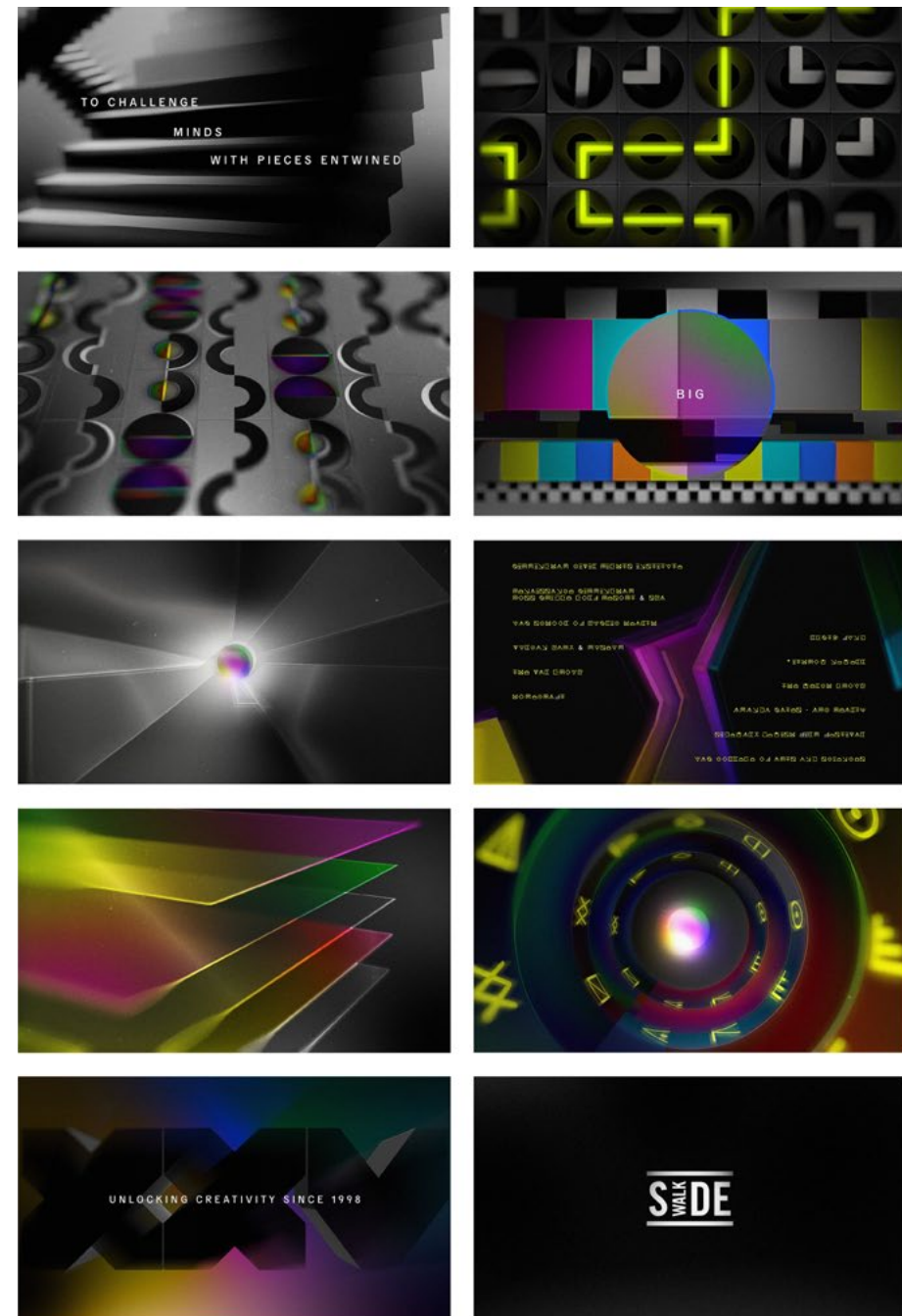
Smart Careers: Cyber Security

ENTRANT

Big Communications

CREDITS

Mike Heid, Creative Director
 Ali Clark, Associate Creative Director, Director & Animator
 Jake Odom, Associate Creative Director
 Jake Williams, Illustrator
 Kristin Dober, Senior Producer
 Mary Cate O'Neil, Senior Account Executive
 Boutwell Studios, Sound Design
 Justin Miller, Voice Over Engineer



CATEGORY

Animation, Special Effects or Motion Graphics

TITLE

Unlocking Creativity

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
 Brian Curtin, Creative Director & Animator
 Ali Clark, Associate Creative Director & Animator
 Dan Gavin, Digital Experience Engineer
 Will Nash, 3D Artist
 Aaron Gresham, Typography Design
 Kristin Dober, Senior Producer
 Julia Meyer, Senior Account Executive
 Boutwell Studios, Sound Design



CATEGORY
Cinematography—Single

TITLE
Children's | Worth Fighting For

ENTRANT
Cedar Creative



CREDITS
Ethan Milner, Director, Editor
Kevin Johson, Producer
Greyson Welch, 1st Assistant Camera, Colorist
Sean Patrick Kirby, Director of Photography
Champion Lighting & Grip, Gaffer, Equipment Provider
Blake Raymond, Dolly Grip
Morgon Dickerson, 2nd Assistant Camera
Chris Todd, Production Assistant



CATEGORY
Cinematography—Single

TITLE
Lifeline | Right Next To You

ENTRANT
Cedar Creative



CREDITS
Ethan Milner, Writer, Director, Editor
Kevin Johnson, Producer
Greyson Welch, Camera Operator
Preston Little, Gaffer, Dolly Grip
Morgon Dickerson, 1st Assistant Camera, Colorist
Chris Todd, Production Assistant
The Hooten Family (especially Josie!), Talent
Brittany Finch, Agency Producer

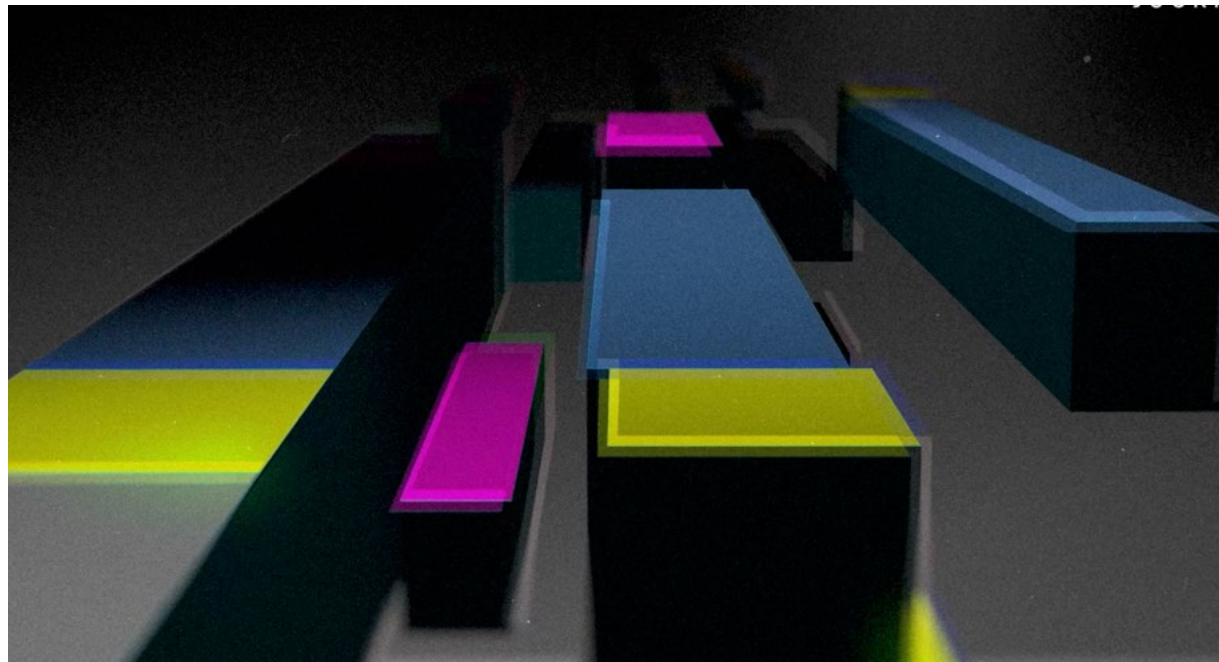


CATEGORY
Cinematography—Single

TITLE
Nelson Brothers Brand Anthem

ENTRANT
Cedar Avenue

CREDITS
Preston Director, Producer & Editor
Morgon Dickerson, Associate Director & Camera Operator
Wes Abeln, Client Producer
Josh Alexander, Voice Over Artist



CATEGORY

Sound Design—Single

TITLE

Sidewalk - Unlocking Creativity

ENTRANT

Boutwell Studios

CREDITS

Lane McGiboney, Sound Design
 Van Gunter, Sound Design
 Shannon Harris, Executive Creative Director
 Brian Curtin, Creative Director & Animator
 Ali Clark, Associate Creative Director & Animator
 Dan Gavin, Digital Experience Engineer
 Will Nash, 3D Artist
 Kristin Dober, Senior Producer
 Julia Meyer, Senior Account Executive



CATEGORY

Copywriting

TITLE

Happy New Year, Legally Speaking

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
 Mike Heid, Creative Director & Copywriter
 Blake Young, Associate Creative Director
 Kristin Dober, Senior Producer
 JaneAnne Yager, Account Supervisor
 Craftsman Printing, Print Production



CATEGORY

Interface & Navigation

TITLE

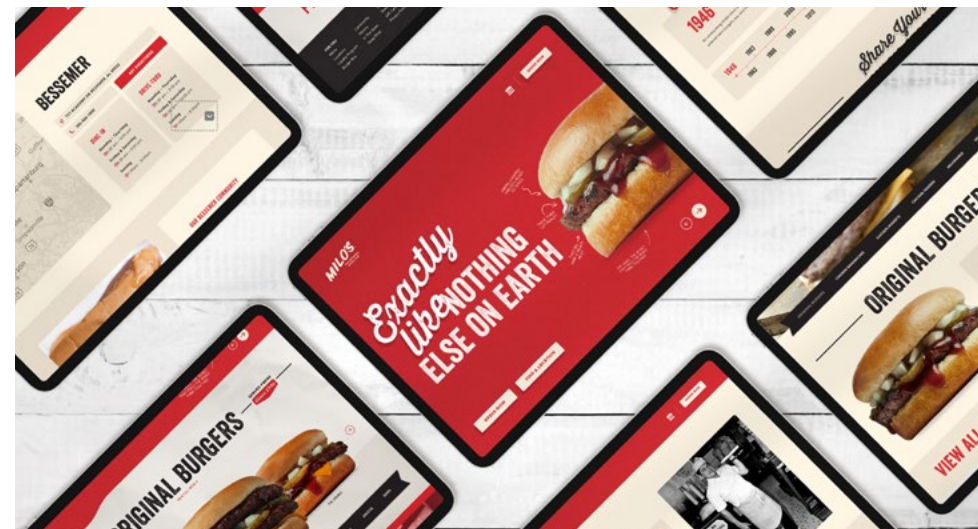
Milo's Hamburgers Website

ENTRANT

Cayenne Creative

CREDITS

Dan Murch, Executive Creative Director
Chris Baker, Digital Creative Director
John Cobbs, Director of Development
Jeremy Underwood, Account Manager



CATEGORY

User Experience

TITLE

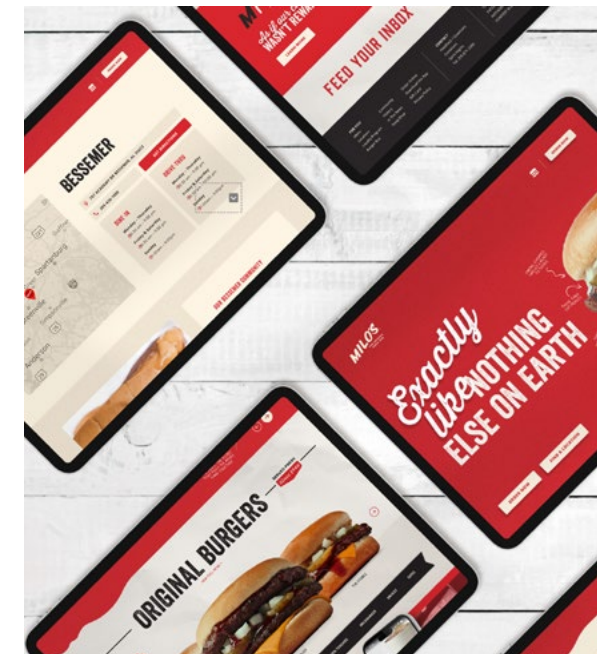
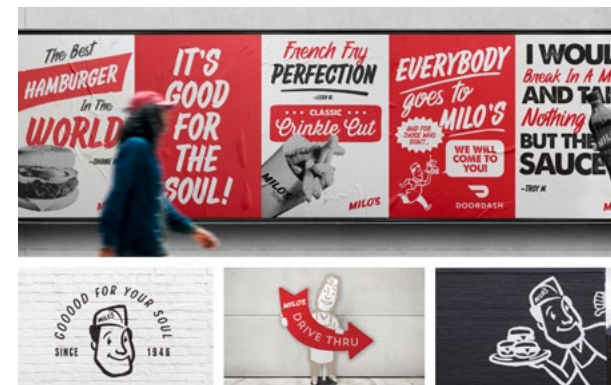
Milo's Hamburgers Website

ENTRANT

Cayenne Creative

CREDITS

Dan Murch, Executive Creative Director
Chris Baker, Digital Creative Director
John Cobbs, Director of Development
Jeremy Underwood, Account Manager



CATEGORY

Art Direction—Campaign

TITLE

Milo's Brand Refresh

ENTRANT

Cayenne Creative

CREDITS

Dan Murch, Executive Creative Director
Andy Odum, Creative Director of Copy
Chris Baker, Digital Creative Director
Dana Kaita Vague, Senior Art Director
John Sims, Art Director
Dan Monroe, Copywriter
Georgia McGee, Copywriter
Jeremy Underwood, Account Manager



CATEGORY

Black & White/Color/
Digitally Enhanced—Campaign

TITLE

Nelson Brothers Photo Campaign

ENTRANT

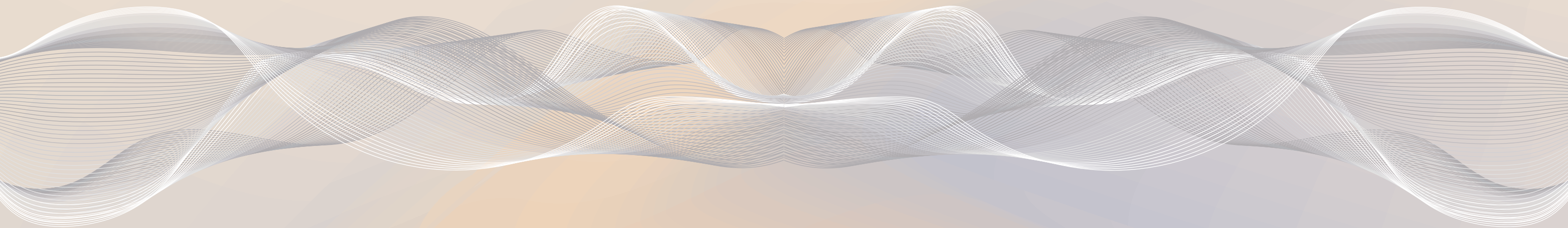
Cedar Avenue

CREDITS

Preston Little, Photographer
Wes Abeln, Client Producer
Morgon Dickerson, Photographer

*“You can’t use up creativity. The more
you use, the more you have.”*

*– Maya Angelou
Renowned American author and poet*



SILVER



Happy New Year
YOUR FRIENDS AT LIGHTFOOT

1. HAPPINESS IS A SUBJECTIVE AND NON-QUANTIFIABLE EMOTIVE STATE OF MIND THAT CAN ONLY BE DETERMINED BY EACH INDIVIDUAL CARD RECIPIENT. LIGHTFOOT, FRANKLIN & WHITE LLC (LIGHTFOOT) IS WISHING THE HOLDER OF THIS CARD A HAPPY NEW YEAR; NEVERTHELESS IS MAKING NO GUARANTEES OR ASSURANCES OF HAPPINESS FOR THE PERIOD COMMENCING ON JANUARY 1, 2024, AT 12:01 AM CST AND CONCLUDING ON DECEMBER 31, 2024, 11:59 PM CST. THE FOLLOWING WORDS AND PHRASES SHALL BE CONSIDERED EQUAL TO AND APPROPRIATE SUBSTITUTIONS OF THE WORD "HAPPY": CONTENT, PLEASED, DELIGHTED, SATISFIED, MERRY, OVERJOYED, ELATED, JOYOUS, JOYFUL, CHIPPY, GLEEFUL, JUBILANT, GIDDY AND TICKLED PINK. USE OF THIS WORD IS IN NO WAY REFERENCING THE SONG "HAPPY" BY PHARRELL WILLIAMS; THEREFORE, COLUMBIA RECORDS AND MR. PHARRELL WILLIAMS HOLD NO CLAIM AGAINST LIGHTFOOT FOR LICENSING FEES OR ROYALTIES FROM THE DISTRIBUTION OF THIS CARD.

2. THE DESCRIPTOR "NEW" IN THIS CONTEXT IS IN DIRECT REFERENCE TO THE SUBSEQUENT WORD "YEAR." ACCORDINGLY, THIS MESSAGE IS INTENDED SOLELY FOR THE YEAR 2024. ANY PREVIOUS HAPPY NEW YEAR WISHES, WISHES OF GOOD TIDINGS OR THE LIKE MADE BY OR ON BEHALF OF LIGHTFOOT DURING PREVIOUS YEARS ARE HEREBY SUPERSEDED BY THIS HAPPY NEW YEAR MESSAGE. ALL PREVIOUS MESSAGES WILL BE CONSIDERED NULL AND VOID COMMENCING ON JANUARY 1, 2024 AT 12:01 AM CST.

3. LIGHTFOOT'S DEFINITION OF A "YEAR" PRESUPPOSES THE USE OF THE WIDELY ACCEPTED GREGORIAN SOLAR CALENDAR, WHICH COMMENCES JANUARY 1, 2024 AT 12:01 AM CST. NO OTHER CALENDAR, INCLUDING LUNAR OR LUNISOLAR CALENDARS SUCH AS THE CHINESE CALENDAR, SHALL BE ACCEPTED AS THE PREFERRED CALENDAR IN DEFINING WHAT A YEAR IS FOR THE PURPOSES OF THIS CARD. WITH THAT, THE YEAR OF 2024 AS DEFINED IN THIS CARD SHALL NOT CARRY WITH IT THE ADDED MONIKER OF "THE YEAR OF THE DRAGON" OR ANY OTHER ANIMAL, CRITTER, CREATURE OR MYTHICAL BEAST, BASED ON THE GREGORIAN CALENDAR. A "YEAR" IS COMMONLY DEFINED AS THE PERIOD OF APPROXIMATELY 365.25 DAYS REQUIRED FOR THE EARTH TO MAKE ONE COMPLETE CIRCUMLNAVIGATION AROUND THE SUN. NOTWITHSTANDING THE FOREGOING, THE YEAR SPECIFIED HEREIN, I.E. 2024, IS A QUADRENNIAL OCCURRENCE KNOWN AS A "LEAP YEAR." THE DEFINITION AGREED UPON BY THE RECIPIENT OF THIS CARD SHALL BE A TERM OF PRECISELY 366 DAYS. BY OPENING THIS CARD, THE READER HEREBY CONSENTS TO THIS DEFINITION OF "YEAR" AND CAN MAKE NO FURTHER CLAIMS THAT A YEAR BE DEFINED AS 365 DAYS OR THAT THE TERM "YEAR" IS IN FACT INDEFINABLE GIVEN THAT THE UNIVERSE IS ALWAYS EXPANDING, CAUSING THE EARTH'S ROTATION TO BE A SCIENTIFICALLY INEXACT MEASUREMENT OR THAT TIME ITSELF IS A SOCIAL CONSTRUCTION AND THEREBY NOT BOUND BY LEGAL PRINCIPLE.

4. "YOUR" IS A POSSESSIVE ADJECTIVE IMPLYING A LEGALLY UNENFORCEABLE CONNECTION BETWEEN "YOU" THE CARDHOLDER AND THE CARD SENDER REFERRED TO AS LIGHTFOOT. IT DOES NOT IMPLY OWNERSHIP OF OR DOMINION OVER LIGHTFOOT, ITS MEMBERS, PARTNERS, ASSOCIATES, PARALEGALS, EMPLOYEES, OR AFFILIATES. THE CARDHOLDER RETAINS NO RIGHTS TO ANY ASSETS OF LIGHTFOOT, INCLUDING BUT NOT LIMITED TO PERSONAL PROPERTY, REAL PROPERTY, INTELLECTUAL PROPERTY, STOCK HOLDINGS, LIQUID FINANCIAL ASSETS, MINERAL RIGHTS, BRANDED TUMBLERS, OFFICE PLANTS, LIMITED-EDITION CAMO CAPS, OR OTHER SWAG.

5. DESPITE THE LEGAL PRECEDENT SET FORTH IN CITIZENS UNITED V. FEDERAL ELECTIONS COMMISSION, WHICH ESTABLISHED THAT A CORPORATION COULD BE CLASSIFIED AS A "PERSON," IT HAS YET TO BE ESTABLISHED LEGALLY THAT A CORPORATION CAN BE CLASSIFIED AS A "FRIEND." ACCORDINGLY, "FRIENDS" IN THE CONTEXT OF THIS CARD SHALL BE DEFINED AS THE COLLECTIVE BODY CONSISTING OF EVERY CURRENT MEMBER, PARTNER, ASSOCIATE, PARALEGAL, AND EMPLOYEE OF LIGHTFOOT (THE "LIGHTFOOT FAMILY") AND NOT THE CORPORATE ENTITY ITSELF. LIGHTFOOT RESERVES THE RIGHT TO CLASSIFY EACH LIGHTFOOT EMPLOYEE AS A "FRIEND" OF THE CARDHOLDER EVEN IN THE CASE WHERE THE CARDHOLDER WOULD NOT PERSONALLY DEFINE EACH SUCH INDIVIDUAL TO BE A "FRIEND" OR IF THE CARDHOLDER HAS NEVER MET THEM.

6. THE NOMENCLATURE "LIGHTFOOT" SERVES AS A COLLOQUIAL TRUNCATION REPRESENTING THE LIMITED LIABILITY CORPORATION REGISTERED IN THE STATES OF ALABAMA AND TEXAS AS LIGHTFOOT, FRANKLIN & WHITE LLC. THIS USE OF "LIGHTFOOT" IS TO BE INCLUSIVE OF ALL INDIVIDUALS FORMALLY EMPLOYED BY SAID LLC AS OF JANUARY 1, 2024, EXCLUDING ALL CONTRACTORS, SUMMER CLERKS, AND INTERNS. ADDITIONALLY, ANY SENTIENT OR NON-SENTIENT OFFICE COMPANIONS, INCLUDING BUT NOT LIMITED TO FISH, DOGS, CATS, RABBITS, NUTRIA, FERRETS, ETC., ARE HEREBY EXCLUDED AS THEIR WISHES CANNOT BE CLEARLY ARTICULATED OR IMPLIED GIVEN THEIR LACK OF HUMAN-CENTRIC COMMUNICATION. IF YOU FEEL AS THOUGH YOU HAVE RECEIVED THIS NEW YEAR CARD IN ERROR, THIS CARD CAN BE MAILED BACK AT THE RECIPIENT'S EXPENSE DIRECTLY TO THE OFFICES OF LIGHTFOOT AT 400 20TH STREET NORTH, BIRMINGHAM, ALABAMA 35203 OR 1885 SAINT JAMES PLACE, SUITE 150, HOUSTON, TEXAS 77066.

AT LIGHTFOOT, WE LIKE TO KEEP THINGS SIMPLE, SO WE'LL JUST SAY:
WE HOPE YOU HAVE A GREAT 2024.

Lightfoot

CATEGORY

Card, Invitation or Announcement

TITLE

Happy New Year, Legally Speaking

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
Mike Heid, Creative Director & Copywriter
Blake Young, Associate Creative Director
Kristin Dober, Senior Producer
JaneAnne Yager, Account Supervisor
Craftsman Printing, Print Production



CATEGORY

Point of Purchase - Counter Top or Free Standing

TITLE

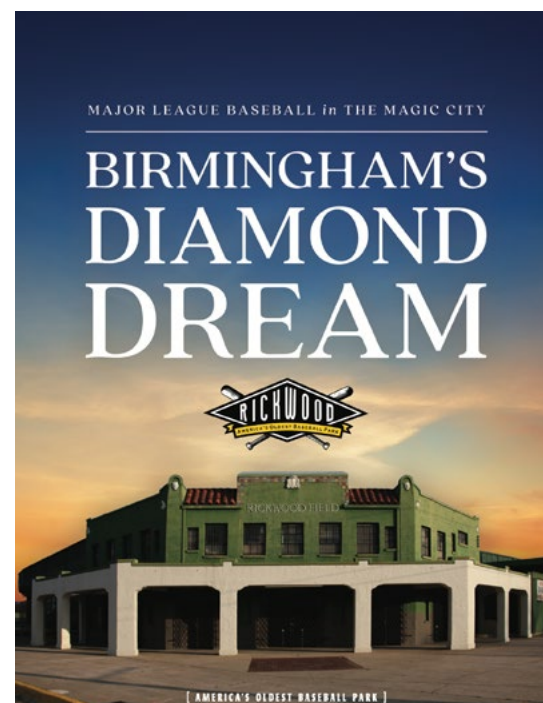
Jack's Sauce Toss

ENTRANT

Big Communications

CREDITS

Mike Heid, Creative Director
Blake Young, Associate Creative Director
Jake Odom, Associate Creative Director
Kristin Dober, Senior Producer
Alex Kistler, Account Supervisor



CATEGORY

Brochure

TITLE

Rickwood Field - MLB Pitch Piece

ENTRANT

Champ Creative

CREDIT

Sam Miller, Creative Director,
Copywriter, Designer



CATEGORY

Sales Kit or Product Information Sheets

TITLE

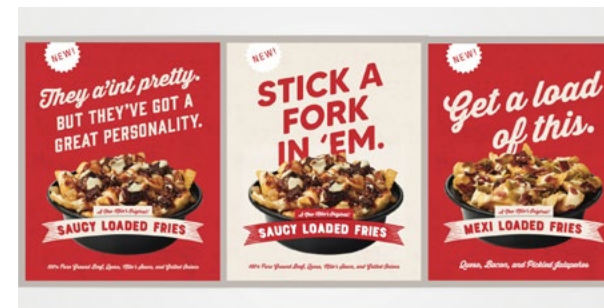
CVNB Bourbon Box

ENTRANT

Bash Agency

CREDITS

Ben Fineburg, Chief Executive Officer & Strategy
 Stacy Harris, Creative Director
 Julie Freeman, Director of Client Services
 Rusty Sharman, Art Director
 Allison Potter, Concept Research



CATEGORY

Point of Purchase Campaign

TITLE

Loaded Fries

ENTRANT

Cayenne Creative

CREDITS

Dan Murch, Executive Creative Director
 Andy Odum, Creative Director of Copy
 Dana Kaita Vague, Senior Art Director
 John Sims, Art Director
 Dan Monroe, Copywriter
 Georgia McGee, Copywriter
 Jeremy Underwood, Account Manager

CATEGORY
Poster

TITLE
2023 Dip Off

ENTRANT
Cummings Creative Group

CREDITS
Marc Engel, Creative Director, Copywriter
Tori Riddle, Sr. Art Director, Illustrator



CATEGORY
Poster Campaign

TITLE
United Ability - 75th Aniv. Posters



ENTRANT
Champ Creative

CREDITS
James Acomb, Photographer
Sam Miller, Creative Director, Designer



CATEGORY
Installation

TITLE
Milo's Guy Mural

ENTRANT
Cayenne Creative

Dan Much, Executive Creative Director
John Sims, Art Director
Jeremy Underwood, Account Manager

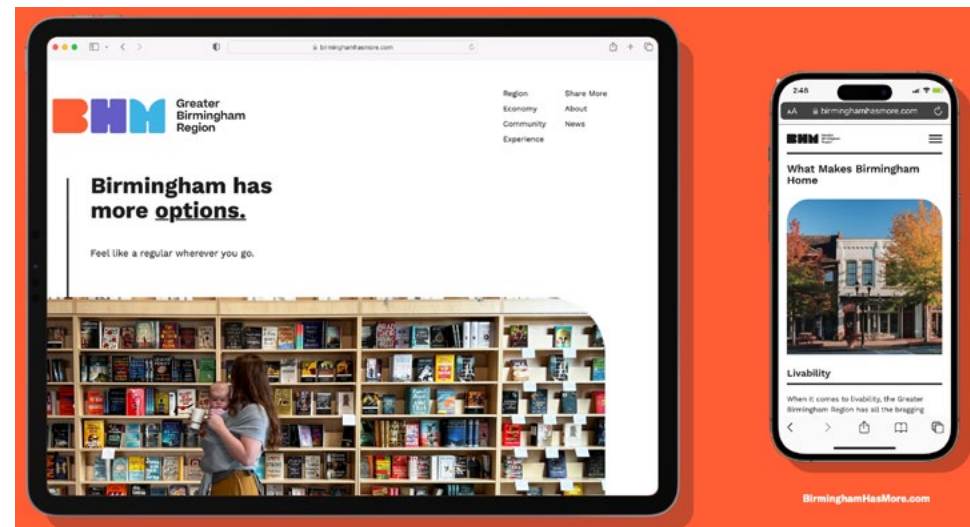


CATEGORY
Multiple Installations

TITLE
IMSHOF Museum Design

ENTRANT
Lewis Communications

CREDITS
Spencer Till, Chief Creative Officer/Designer
Ryan Gernenz, VP/Creative Director
Andy Cargile, Production Director
Jacob Garner, Producer

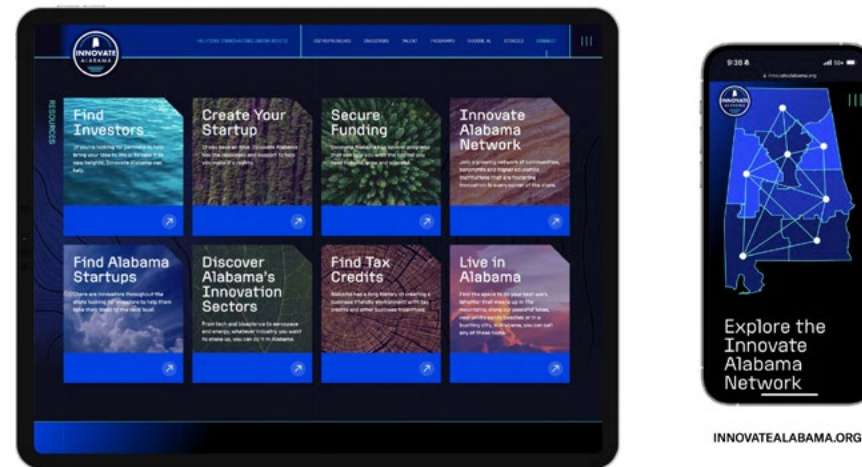


CATEGORY
Business-to-Business Website

TITLE
Birmingham Has More

ENTRANT
Big Communications

CREDITS
Shannon Harris, Executive Creative Director
Robert Brodrecht, Digital Director
Dan Gavin, Digital Experience Engineer
Chris Seagle, Senior Art Director
Cecilia Wood, Social Media & Content Curator
Ryan Brown, Web Designer
Mary Jane Cleage, Director of Accounts
Mary Kate Eddy, Account Executive

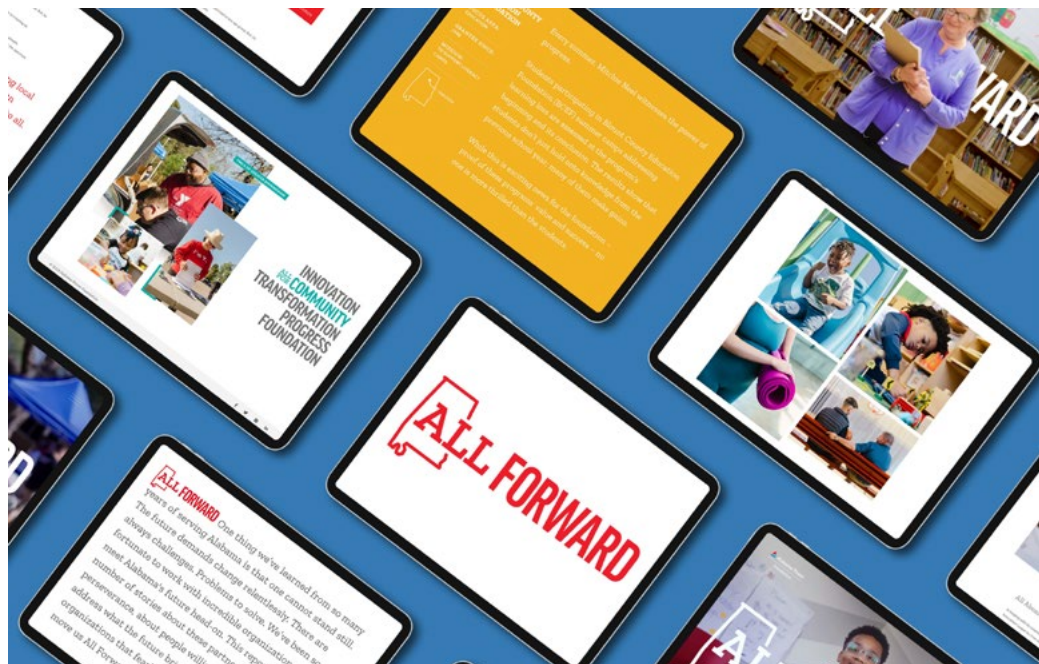


CATEGORY
Business-to-Business Website

TITLE
Innovate Alabama

ENTRANT
Big Communications

CREDITS
Shannon Harris, Executive Creative Director
Matt Lane Harris, Creative Director
Mike Heid, Creative Director
Robert Brodrecht, Digital Director
Dan Gavin, Digital Experience Engineer & Web Designer
Ryan Brown, Web Designer
Cecilia Wood, Social Media & Content Curator
Mary Jane Cleage, Director of Accounts
Mary Cate O'Neil, Senior Account Executive



CATEGORY
Consumer Website

TITLE
All Forward

ENTRANT
Cayenne Creative

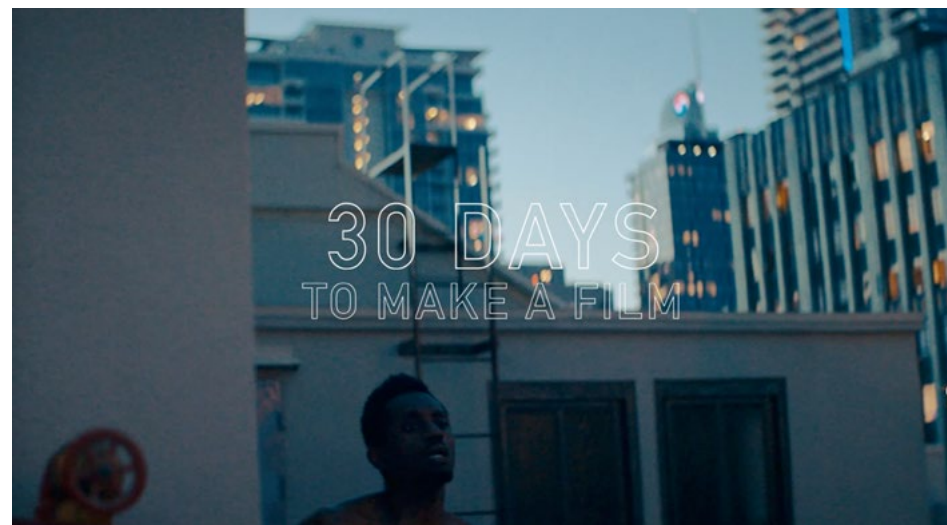
CREDITS
Dan Murch, Executive Creative Director
Victoria Schlensker, Art Director
John Cobbs, Director of Development
Alden Guinn, Motion Graphics
Jeremy Underwood, Account Manager
Jeff Williams, Photographer
David Macon, Videographer

CATEGORY
Digital Publications - Single

TITLE
All Forward

ENTRANT
Cayenne Creative

CREDITS
Dan Murch, Executive Creative Director
Victoria Schlensker, Art Director
Stacey Fell, Director of Production
Jeremy Underwood, Account Executive
Jeff Williams, Photographer

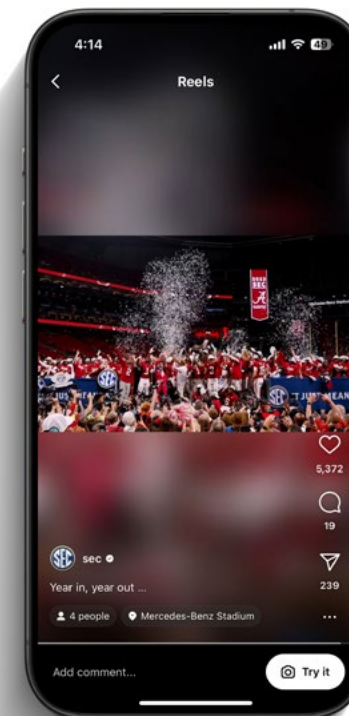


CATEGORY
Social Media-Single Execution

ENTRANT
Home Team Studio

TITLE
Musicbed Challenge

CREDITS
Jake Taylor, Director & Animator
John David Wright, Editor
Tyler Daniels, Animator



CATEGORY
Social Media-Single Execution

TITLE
SEC Championship Recap Video

ENTRANT
Knight Eady

CREDITS
Michael Reeder, Videographer, Editor
Alex Perkins, Videographer, Editor



CATEGORY
Internet Commercial

ENTRANT
1504

TITLE
A Spirit of Revival

CREDITS
Mark Slagle, Executive Producer
Anna Besh, Story Producer
Mollie Schaefer-Thompson, Studio Manager
Hamilton McAfee, DP & Editor



CATEGORY
Internet Commercial

CREDITS
Preston Little, Director, DP, Editor & Colorist
Kevin Johnson, Producer
Nick Batson, PA
Tena Payne, Client

TITLE
Nelson Brothers Brand Anthem

ENTRANT
Cedar Avenue



CATEGORY
Internet Commercial

CREDITS
Sam Miller, Creative Director, Copywriter
Stephen Stinson, Director
Logan Dillard, Cinematographer
Heather Jeffcoat, Agency Producer
Champion Lighting and Grip, Gaffer

TITLE
AIDB - See What We Mean

ENTRANT
Champ Creative



CATEGORY
Internet Commercial

CREDITS
Preston Little, Director, Producer, Drone Operator & Editor
Morgon Dickerson, Associate Director, Camera Operator
Wes Abeln, Client Producer
Greyson Welch, Drone Operator
Josh Alexander, Voice Over Artist

TITLE
Earthborn Pottery - A Story of Hope

ENTRANT
Cedar Avenue



CATEGORY

Internet Commercial

TITLE

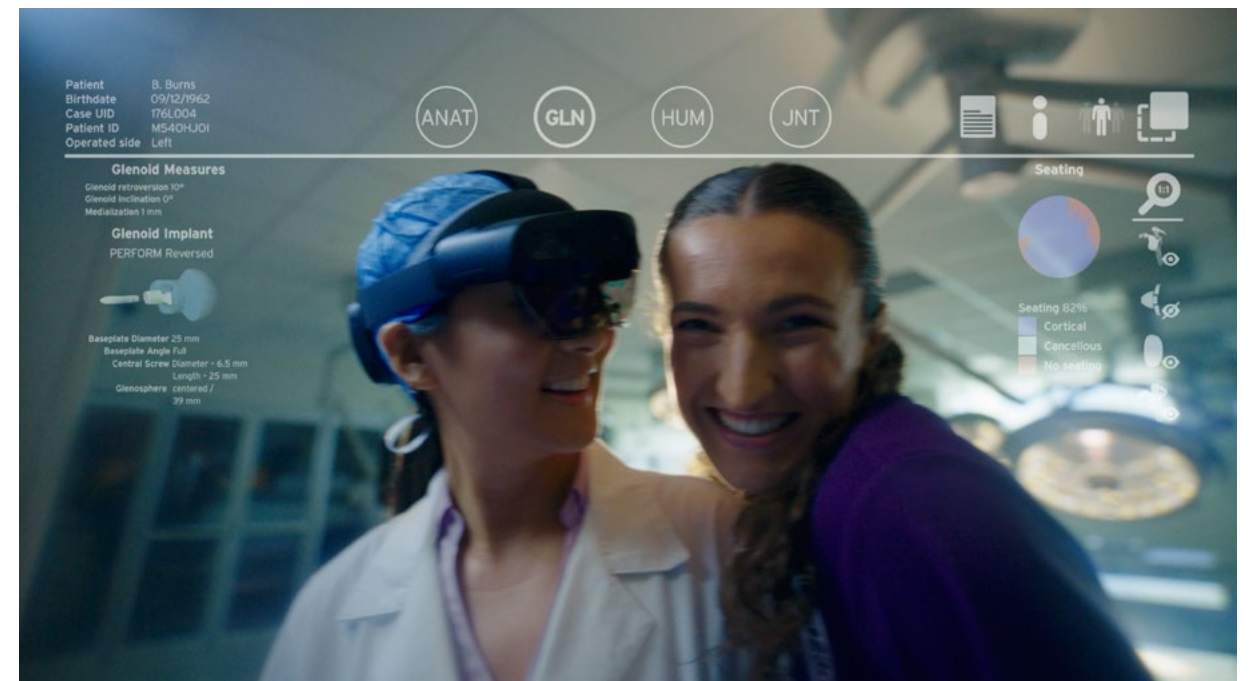
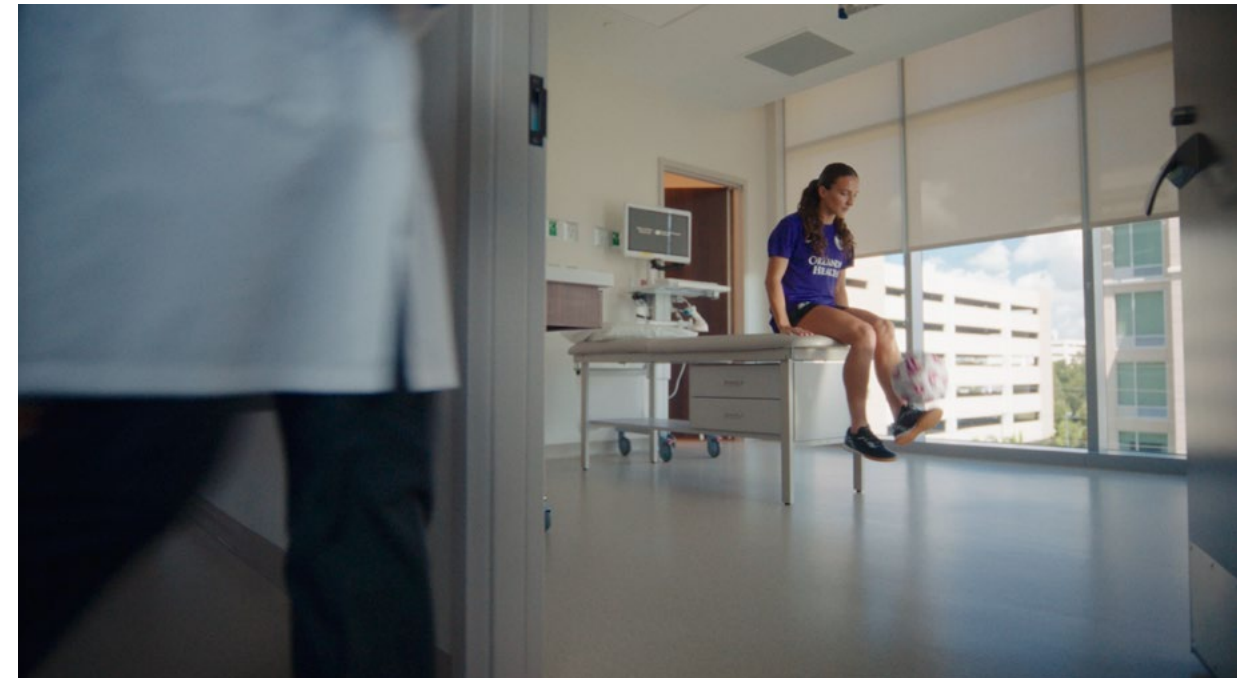
Legion 2023 Season Hype Video

ENTRANT

Big Communications

CREDITS

Matt Lane Harris, Creative Director
 Brian Curtin, Creative Director, Director & Editor
 Caleb Zorn, Director of Photography
 Kristin Dober, Senior Producer
 Alex Kistler, Account Supervisor
 Boutwell Studios, Sound Design



CATEGORY

Internet Commercial

TITLE

Vamos

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/Creative Director
 Roy Burns, Design Director
 Jason Headrick, ACD/Art Director
 Cedrick Bearss, ACD/Copywriter
 Keith McCarhy, Director
 Kyle Daniel, Editor
 Adam Wesely, Composer

Jacob Garner, Producer
 Andy Cargile, Production Director/VFX
 Anthony Guin, VFX
 Lee Little, VFX



CATEGORY

Internet Commercial Campaign

TITLE

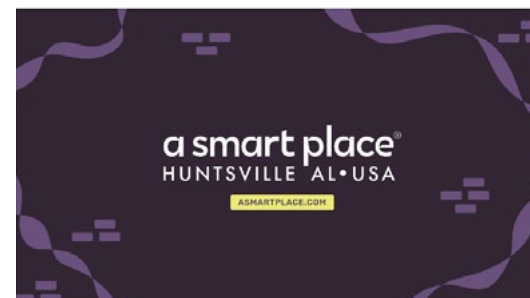
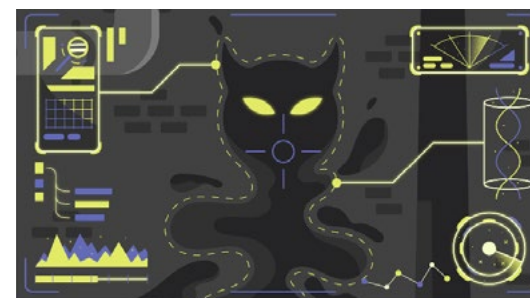
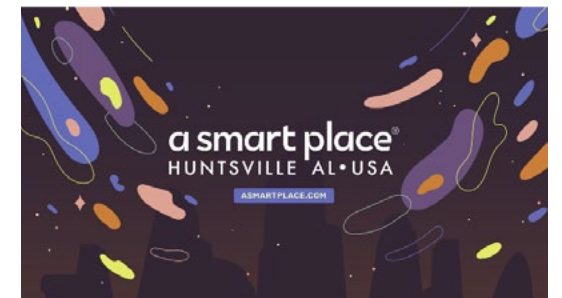
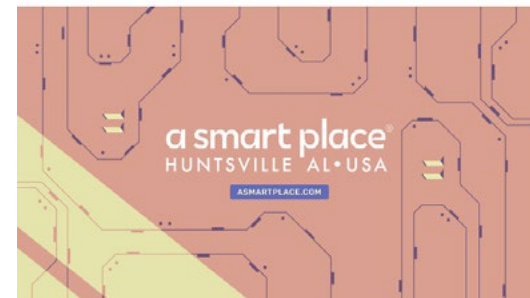
Alabama Power: Why?

ENTRANT

Big Communications

CREDITS

Mike Heid, Creative Director
 Blake Young, Associate Creative Director
 John Kennedy, Senior Copywriter
 Brian Curtin, Director
 Caleb Zorn, Director of Photography
 Kristin Dober, Senior Producer
 Madison Bullock, Associate Producer
 JaneAnne Yager, Account Supervisor
 Julia Meyer, Senior Account Executive
 Boutwell Studios, Sound Design
 Morgon Dickerson, Colorist



CATEGORY

Internet Commercial Campaign

TITLE

Huntsville: Smart Careers

ENTRANT

Big Communications

CREDITS

Mike Heid, Creative Director
 Ali Clark, Associate Creative Director, Director & Animator
 Jake Odom, Associate Creative Director
 Jake Williams, Illustrator
 Kristin Dober, Senior Producer
 Mary Cate O'Neil, Senior Account Executive
 Boutwell Studios, Sound Design
 Justin Miller, Voice Over Engineer



CATEGORY

Internet Commercial Campaign

TITLE

The Real Influencers

ENTRANT

Big Communications

CREDITS

Aaron Gresham, Executive Creative Director
Mike Heid, Creative Director

Brian Curtin, Creative Director & Editor
Katie Erickson, Senior Art Director
John Kennedy, Senior Copywriter
Caleb Zorn, Director & Director of Photography
Cecilia Wood, Social Media & Content Curator
Breonna Redd, Content Creator
Kristin Dober, Senior Producer
Madison Bullock, Associate Producer
JaneAnne Yager, Account Supervisor
Boutwell Studios, Sound Design
Morgon Dickerson, Colorist



CATEGORY

Webisode Series

TITLE

Physicians Mutual - Marriage Tips

ENTRANT

Intermark Group

CREDITS

Keith Otter, Chief Creative Officer
Scott Shalles, Creative Director, Writer
Shannon McGlothlin, Creative Director, Art Director
Paul Brusatori, SVP Managing Director
Chris Mann, Executive Integrated Producer
Josh Simpson, Chief Strategy Officer
Community Films, Production Company

JEAN, Director
Bob Gunia, Senior Vice President - Public Affairs
Lindsey Mueller, Art Director
Joe Szejik, Copywriter
Kari Webber, Director, Corporate Communications and PR
Chis Johnson, Director of Creative Services



CATEGORY
Local Television Commercial
:15 Seconds or Less

ENTRANT
Champ Creative

TITLE
Birmingham Bowl-Good Cheer-Sweater

CREDITS
Sam Miller, Copywriter, Editor
Heather Jeffcoat, Agency Producer
Blake Raymond, Cinematographer
Mary Timmons Cross, Creative Assistant



CATEGORY
Local Television Commercial
:15 Seconds or Less

ENTRANT
Champ Creative

TITLE
Birmingham Bowl-Good Cheer-Leg Lamp

CREDITS
Sam Miller, Copywriter, Editor
Heather Jeffcoat, Agency Producer
Blake Raymond, Cinematographer
Mary Timmons Cross, Creative Assistant



CATEGORY
Local Television Commercial Campaign

CREDITS
Sam Miller, Copywriter, Editor
Heather Jeffcoat, Agency Producer
Blake Raymond, Cinematographer
Mary Timmons Cross, Creative Assistant

TITLE
Birmingham Bowl-Good Cheer

ENTRANT
Champ Creative



CATEGORY

Local Television Commercial :30 Seconds

TITLE

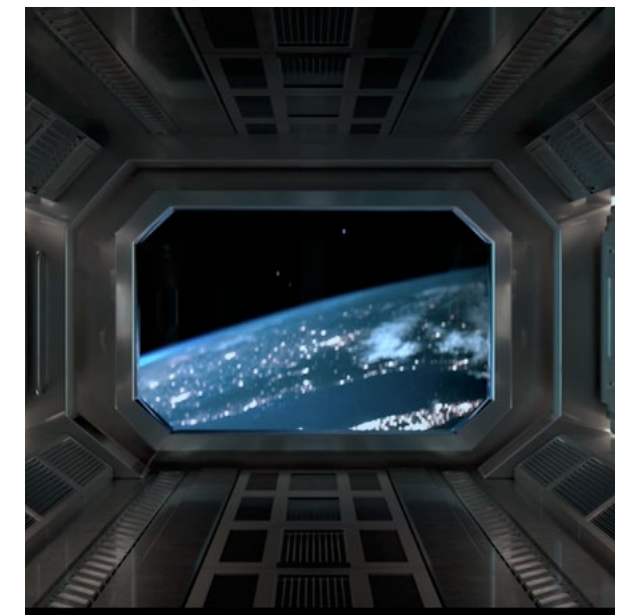
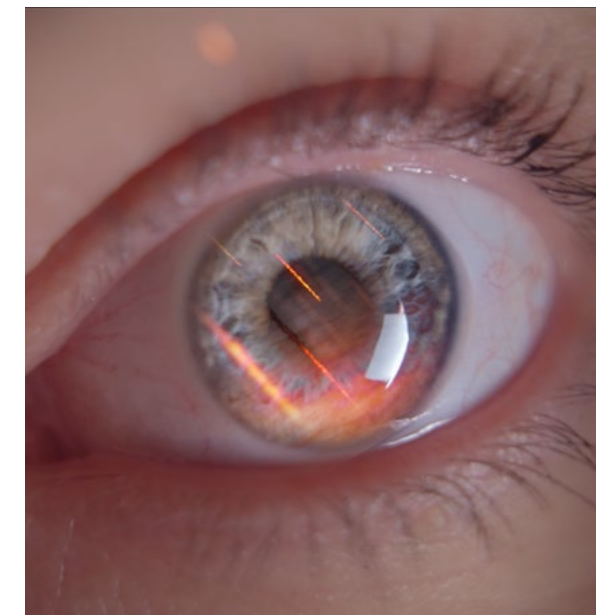
Jerseys

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/Creative Director
 Jason Bickell, ACD/Art Director
 Roy Burns, Design Director
 Ron Lazzeretti, Director
 Cedrick Bearss, ACD/Copywriter
 Kyle Daniel, Editor
 Jacob Garner, Producer
 Adam Wesley, Composer
 John Pope, Colorist/VFX



CATEGORY

Music Video

TITLE

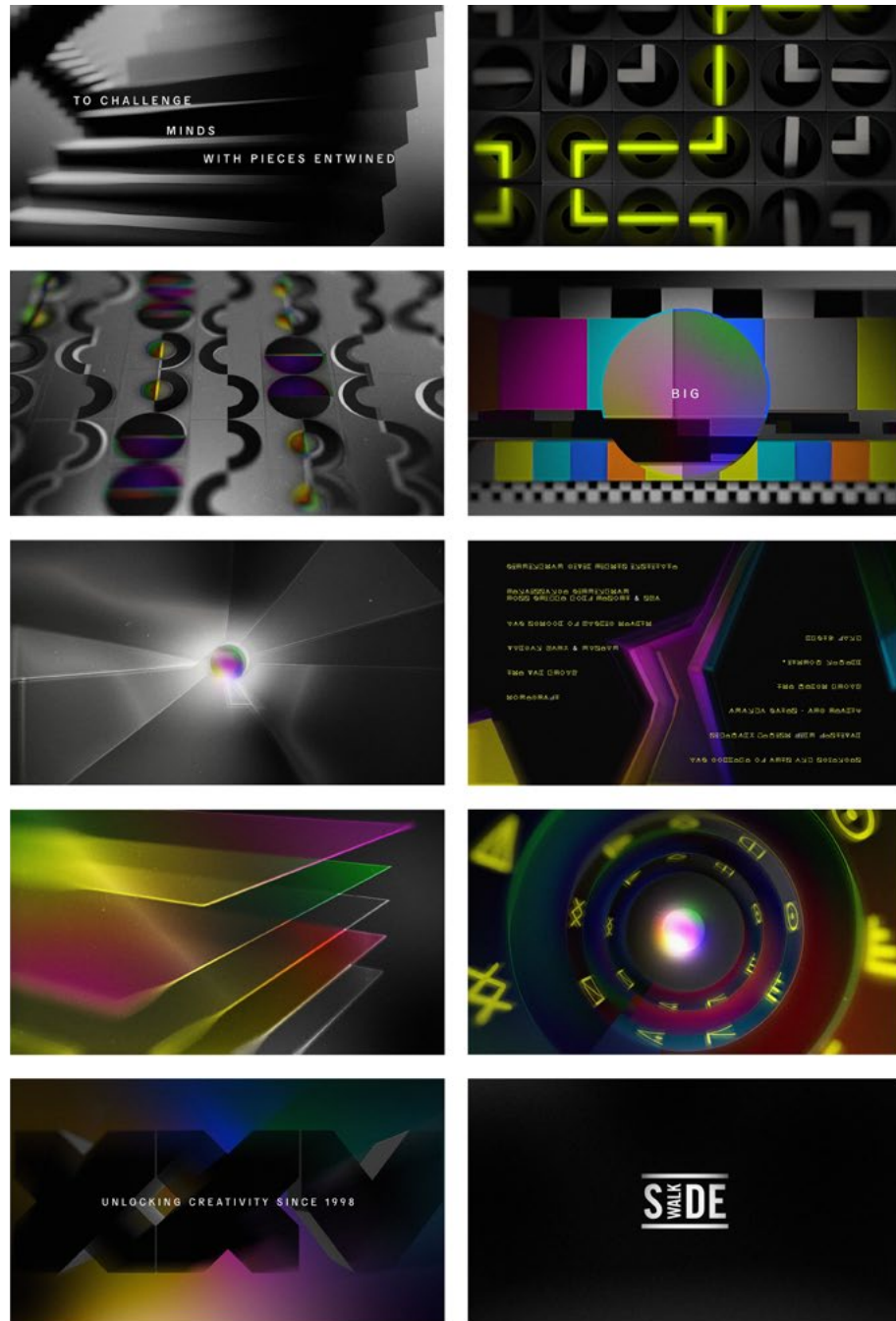
Wayfaring Stranger

ENTRANT

Eleven Productions

CREDITS

Blake Benton, Editor, Creative Director
 Katie DeLoach, Producer
 Angelica Lyublinskaya, Title Designer
 Ken Lewis, Music Producer
 Scott Dente, Music Producer



CATEGORY
In-Theater Commercial or Slide

TITLE
Unlocking Creativity

ENTRANT
Big Communications

CREDITS
Shannon Harris, Executive Creative Director
Brian Curtin, Creative Director & Animator
Ali Clark, Associate Creative Director & Animator
Dan Gavin, Digital Experience Engineer
Will Nash, 3D Artist
Aaron Gresham, Typography Design
Kristin Dober, Senior Producer
Julia Meyer, Senior Account Executive
Boutwell Studios, Sound Design

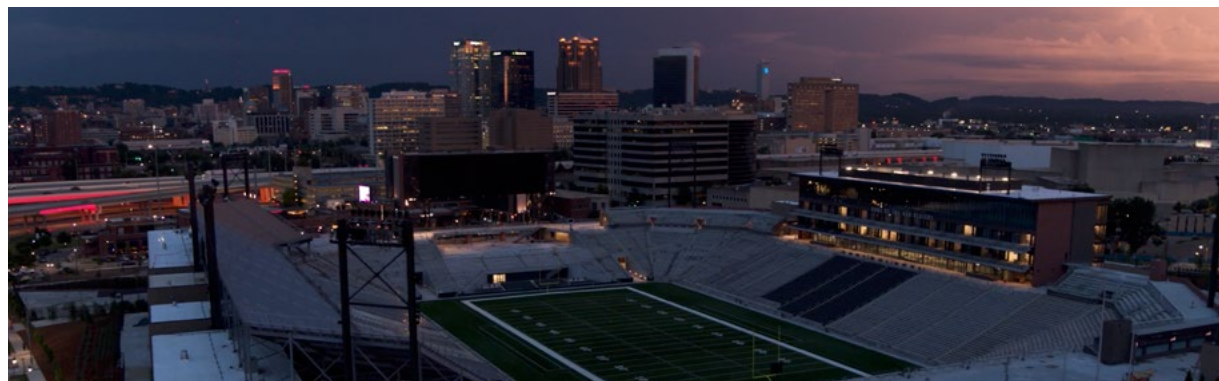
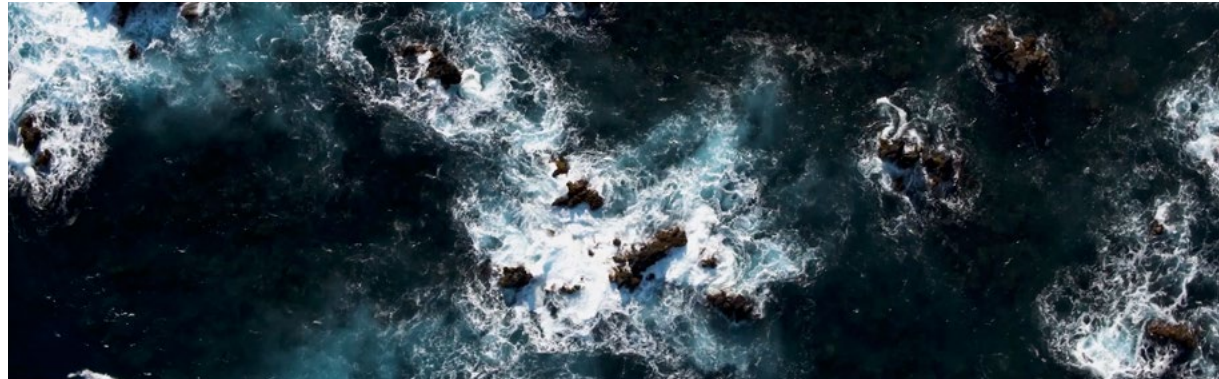


CATEGORY
Film/Video/Sound Branded Content, More Than :60 Seconds

TITLE
Connie Maxwell | The Saints

ENTRANT
Cedar Creative

CREDITS
Greyson Welch, Writer, Director, Editor
Kevin Johnson, Producer, Locations Manager
Ethan Milner, Creative Producer
Sean Patrick Kirby, Director of Photography
Evan Owens, Foster Mom (talent)
Joey Shear, Foster Dad (talent)
Brandi Lewis, Agent (talent)
Kent Johnson, Larry (talent)
Sheryl, Casserole Mom (talent)
Rosalie & Lorelei Romano, Foster Siblings (talent)
Preston Little, G/E Swing, Sound Mixer
Morgon Dickerson, 1st Assistant Camera
Mateo Zarate, BTS Videographer/Photographer
Drew Gaines, Dolly Grip
Nancy LG, Best Friend (talent)
Champion Lighting & Grip, Grip Equipment



CATEGORY

Branded Content & Entertainment
Non-Broadcast

TITLE

UAB Football - Here Be Dragons

ENTRANT

Champ Creative

CREDITS

Sam Miller, Creative Director, Copywriter
Stephen Stinson, Director
Logan Dillard, Cinematographer
Heather Jeffcoat, Agency Producer



CATEGORY

Online/Interactive Campaign

TITLE

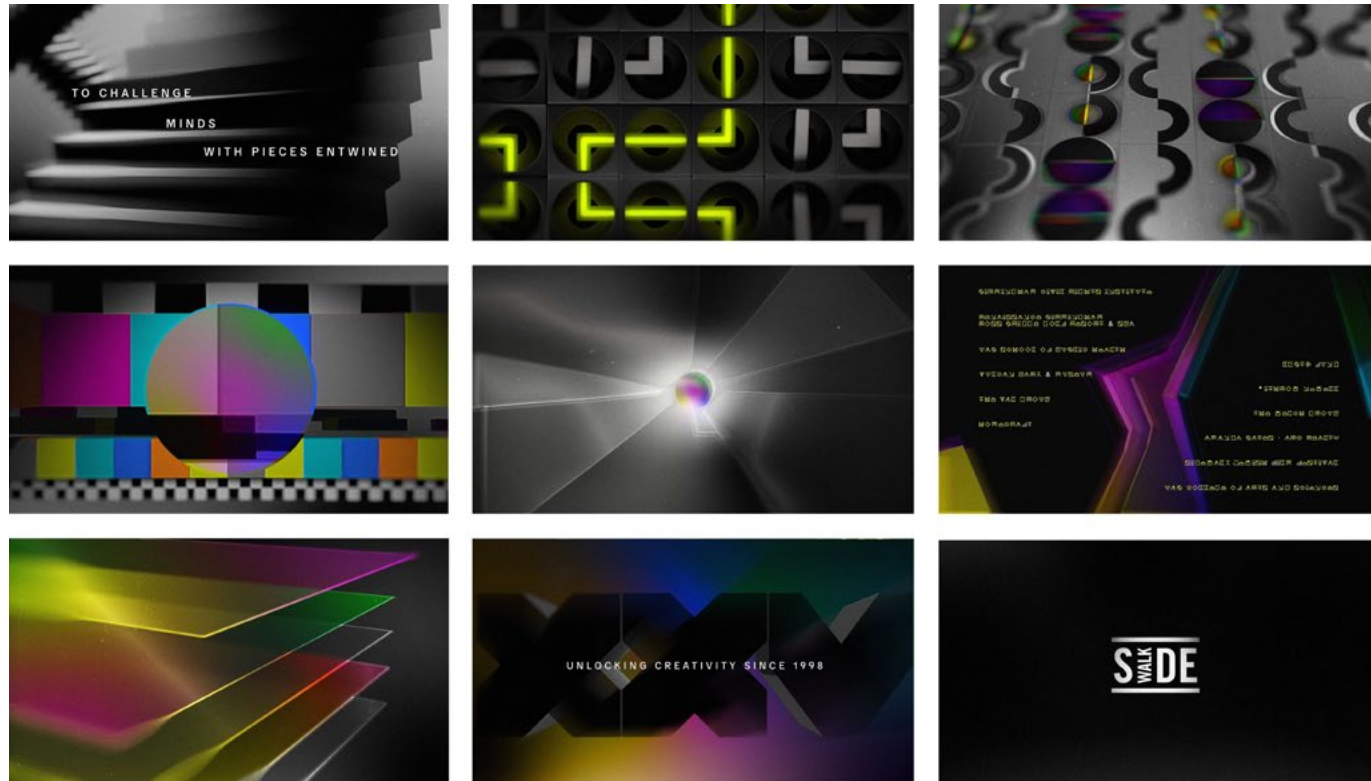
The Real Influencers

ENTRANT

Big Communications

CREDITS

Aaron Gresham, Executive Creative Director
Mike Heid, Creative Director
Brian Curtin, Creative Director & Editor
Katie Erickson, Senior Art Director
John Kennedy, Senior Copywriter
Caleb Zorn, Director & Director of Photography
Cecilia Wood, Social Media & Content Curator
Breonna Redd, Content Creator
Kristin Dober, Senior Producer
Madison Bullock, Associate Producer
JaneAnne Yager, Account Supervisor
Boutwell Studios, Sound Design
Morgon Dickerson, Colorist

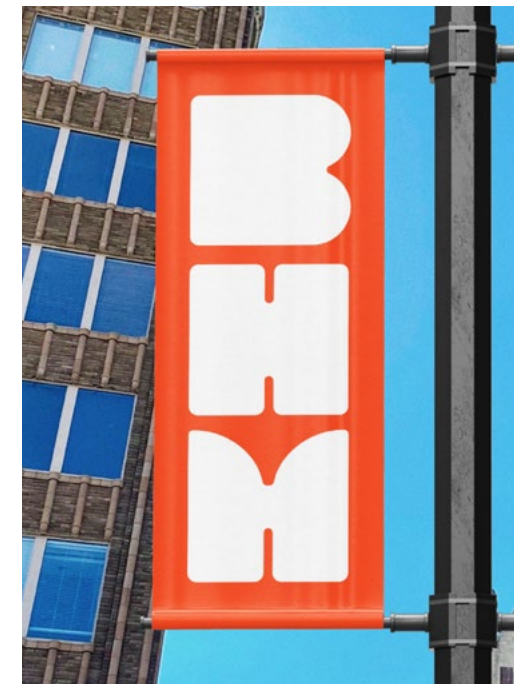
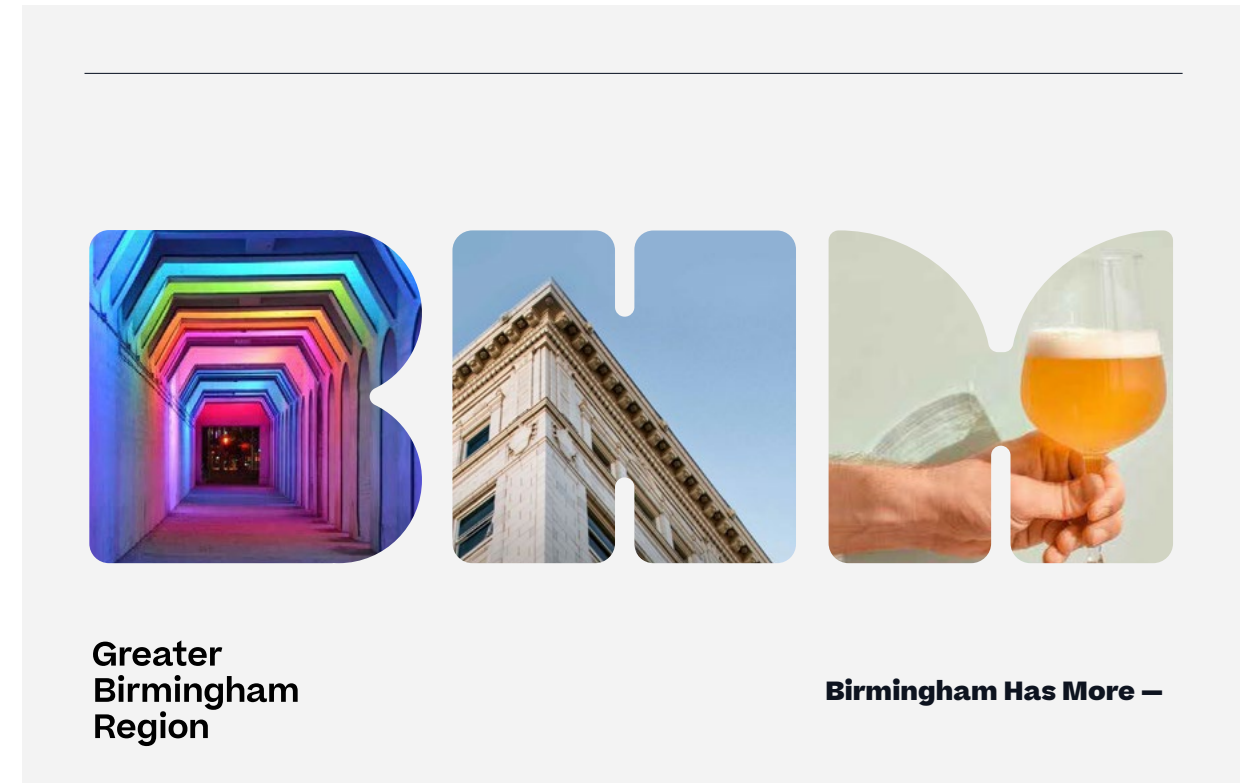


CATEGORY
Integrated Branded Content Campaign

TITLE
Unlocking Creativity

ENTRANT
Big Communications

CREDITS
Shannon Harris, Executive Creative Director
Brian Curtin, Creative Director & Animator
Ali Clark, Associate Creative Director & Animator
Dan Gavin, Digital Experience Engineer
Will Nash, 3D Artist
Aaron Gresham, Typography Design
Kristin Dober, Senior Producer
Julia Meyer, Senior Account Executive
Boutwell Studios, Sound Design



CATEGORY
Integrated Brand Identity Campaign

TITLE
Birmingham Has More

ENTRANT
Big Communications

CREDITS
Shannon Harris, Executive Creative Director
Robert Brodrecht, Digital Director
Dan Gavin, Digital Experience Engineer
Chris Seagle, Senior Art Director
Ryan Brown, Web Designer
Mary Jane Cleage, Director of Accounts
Mary Kate Eddy, Account Executive

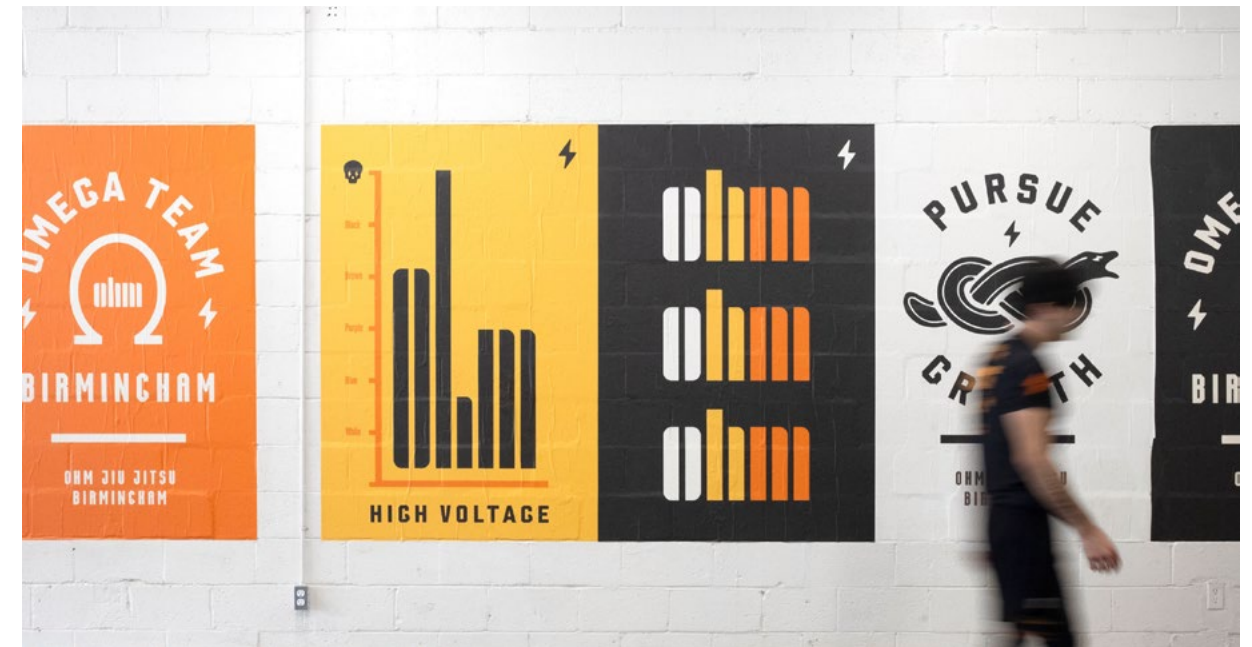


CATEGORY
Integrated Branded Content Campaign

ENTRANT
AMD Creative

TITLE
Flying Fifty Hotel

CREDITS
Adelaide Matte, Brand Designer



CATEGORY
Integrated Brand Identity Campaign

ENTRANT
A Studio

TITLE
OHM Jiu Jitsu

CREDITS
Andrew Thomson, Creative Director
Noah Stalcup, Illustrator
Carrie Rollwagen, Copywriting

CATEGORY
Illustration Series

TITLE
Smart Careers: Construction

ENTRANT
Big Communications

CREDITS
Mike Heid, Creative Director
Ali Clark, Associate Creative Director, Director & Animator
Jake Odom, Associate Creative Director
Jake Williams, Illustrator
Kristin Dober, Senior Producer
Mary Cate O'Neil, Senior Account Executive

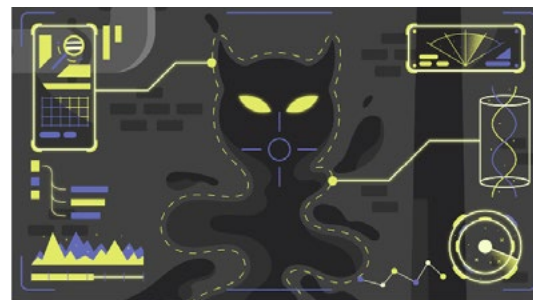
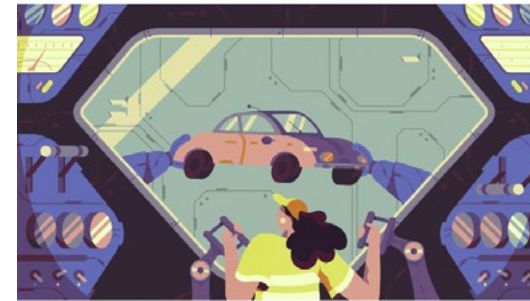


CATEGORY
Illustration Series

TITLE
Smart Careers: Adv. Manufacturing

ENTRANT
Big Communications

CREDITS
Mike Heid, Creative Director
Ali Clark, Associate Creative Director, Director & Animator
Jake Odom, Associate Creative Director
Jake Williams, Illustrator
Kristin Dober, Senior Producer
Mary Cate O'Neil, Senior Account Executive



CATEGORY
Illustration Series

TITLE
Smart Careers: Cyber Security

ENTRANT
Big Communications

CREDITS
Mike Heid, Creative Director
Ali Clark, Associate Creative Director, Director & Animator
Jake Odom, Associate Creative Director
Jake Williams, Illustrator
Kristin Dober, Senior Producer
Mary Cate O'Neil, Senior Account Executive



CATEGORY
Illustration Series

TITLE
Smart Careers: Healthcare

ENTRANT
Big Communications

CREDITS
Mike Heid, Creative Director
Ali Clark, Associate Creative Director, Director & Animator
Jake Odom, Associate Creative Director
Jake Williams, Illustrator
Kristin Dober, Senior Producer
Mary Cate O'Neil, Senior Account Executive



CATEGORY

Logo Design

TITLE

77 Greenwich

ENTRANT

Cayenne Creative

CREDITS

Dan Murch, Executive Creative Director
 Chris Baker, Creative Director
 Georgia McGee, Copywriter
 Alex Shirley, Account Manager



CATEGORY

Logo Design

TITLE

Conifer Coffee + Home Identity

ENTRANT

Jamie Runnells, JSU

CREDITS

Jamie Runnells, Designer
 Mark Tegethoff, Photographer

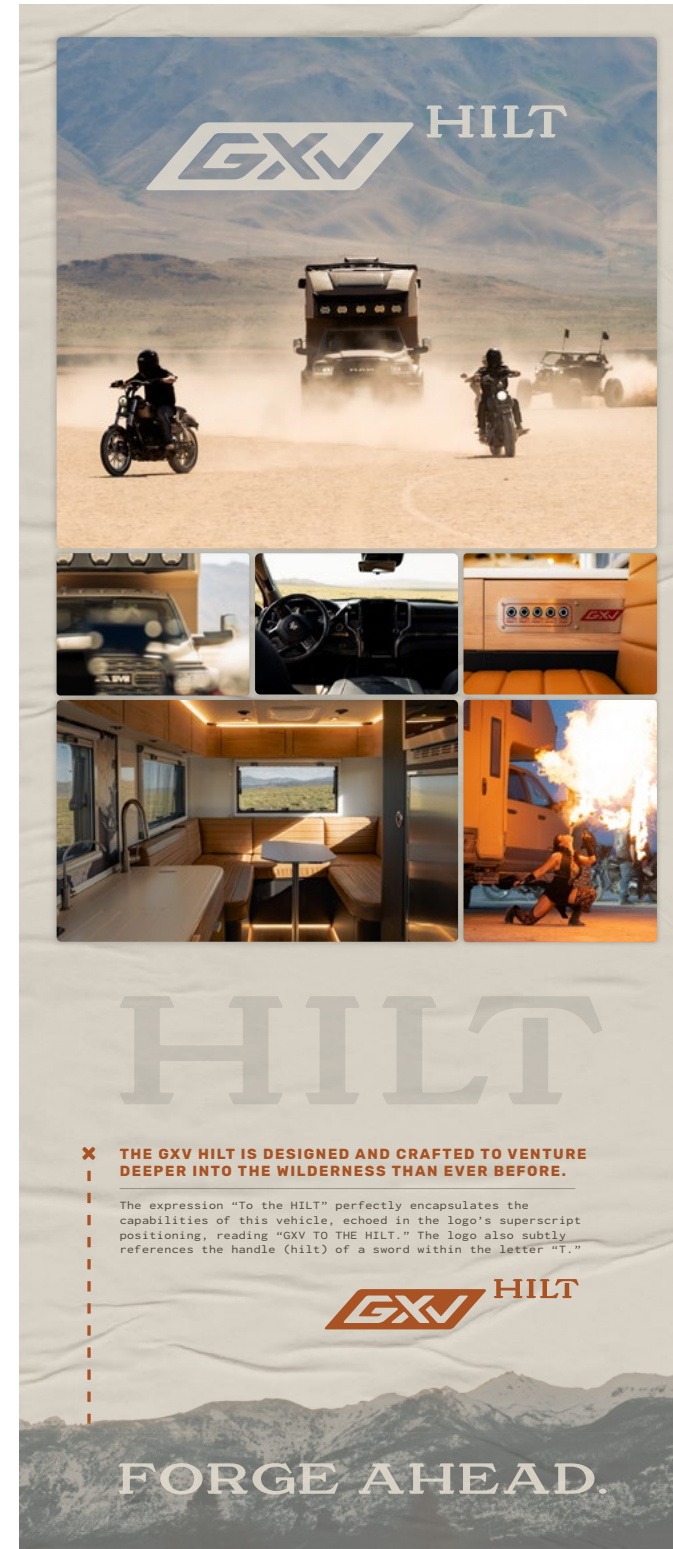


deep forest	conifer	tide	moss	winter sky
C 70	C 55	C 34	C 22	C 16
M 55	M 39	M 26	M 12	M 11
Y 86	Y 69	Y 23	Y 30	Y 14
K 67	K 16	K 0	K 0	K 0
R 40	R 114	R 170	R 200	R 213
G 48	G 121	G 174	G 206	G 214
B 22	B 90	B 180	B 183	B 210

Gyst Variable Bold

Interstate Regular

Georgia



CATEGORY

Logo Design

TITLE

GXV Hilt Logo Design

ENTRANT

Storyteller Overland

CREDITS

Jeffrey Hunter, CEO and Founder
 Tori Riddle, Art Director

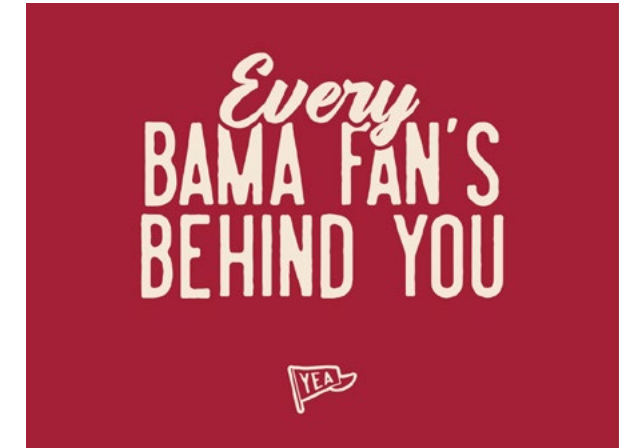


CATEGORY
Logo Design

TITLE
Prevail Union Coffee, Birmingham

ENTRANT
A Studio

CREDITS
Andrew Thomson, Creative Director
Noah Stalcup, Illustrator



Small World
ADOPTION PROGRAMS



CATEGORY
Logo Design

TITLE
Small World Adoption Logo

ENTRANT
Infomedia

CREDITS
Cana Grooms, Designer
Caleb Chancey, Creative Director



CATEGORY
Logo Design

TITLE
Yea Alabama Logo

ENTRANT
Knight Eady

CREDITS
David Myers, Creative Director, Designer
Buddy Overstreet, Creative Director



CATEGORY
Photography, Color

TITLE
SEC Tipoff 2023

ENTRANT
Knight Eady

CREDITS
David Myers, Photographer, Creative Director
Alex Perkins, Creative Director
Michael Reeder, Art Director
Lindsey McGehee, Art Director



CATEGORY
Photography, Color

TITLE
UAB Football

ENTRANT
Champ Creative

CREDITS
James Acomb, Photographer
Sam Miller, Creative Director



CATEGORY
Photography, Color

TITLE
UAB Football

ENTRANT
Champ Creative

CREDITS
James Acomb, Photographer
Sam Miller, Creative Director



CATEGORY
Art Direction, Single

TITLE
Alabama Tourism Outdoor

ENTRANT
Intermark Group

CREDITS
Lee Sentell, Director of Alabama Tourism Department
Keith Otter, Chief Creative Officer
Hayley Efir, Associate Creative Director, Art Director

Scott Shalles, Creative Director, Writer
Chris Mann, Executive Integrated Producer
Josh Simpson, Chief Strategy Officer
Bill Dinan, Account Director
Claire Barrentine, Account Director
Vazda, Production Company
Chase Strickland, Director
David Walker, Editor
Jan-Michael Cifonie, Sound Design
Boutwell Studios, Music Company
Shade Color Studio, Color
Jeff Bauman, Colorist
Paul Brusatori, SVP/Managing Director



CATEGORY

Art Direction, Single

TITLE

Year of Alabama Food Beach

ENTRANT

Intermark Group

CREDITS

Lee Sentell, Director of Alabama Tourism Department
Keith Otter, Chief Creative Officer
Hayley Efir, Associate Creative Director, Art Director

Scott Shalles, Creative Director, Writer
Chris Mann, Executive Integrated Producer
Bill Dinan, Account Director
Josh Simpson, Chief Strategy Officer
Claire Barrentine, Account Executive
Paul Brusatori, SVP/Managing Director
Chase Strickland, Director
David Walker, Editor
Jan-Michael Cifonie, Sound Design
Boutwell Studios, Music Company
Shade Color Studio, Color
Jeff Bauman, Colorist
Vazda, Production Company



CATEGORY

Art Direction, Single

TITLE

Wedding Joy

ENTRANT

Intermark Group

CREDITS

Keith Otter, Chief Creative Officer
Scott Shalles, Creative Director, Writer

Shannon McGlothlin, Creative Director, Art Director
Paul Brusatori, SVP Managing Director
Chris Mann, Executive Integrated Producer
Josh Simpson, Chief Strategy Officer
Community Films, Production Company
JEAN, Director
Bob Gunia, Senior Vice President - Public Affairs
Lindsey Mueller, Art Director
Joe Szejka, Copywriter
Kari Webber, Director, Corporate Communications and PR
Chris Johnson, Director of Creative Services



CATEGORY

Art Direction, Single

TITLE

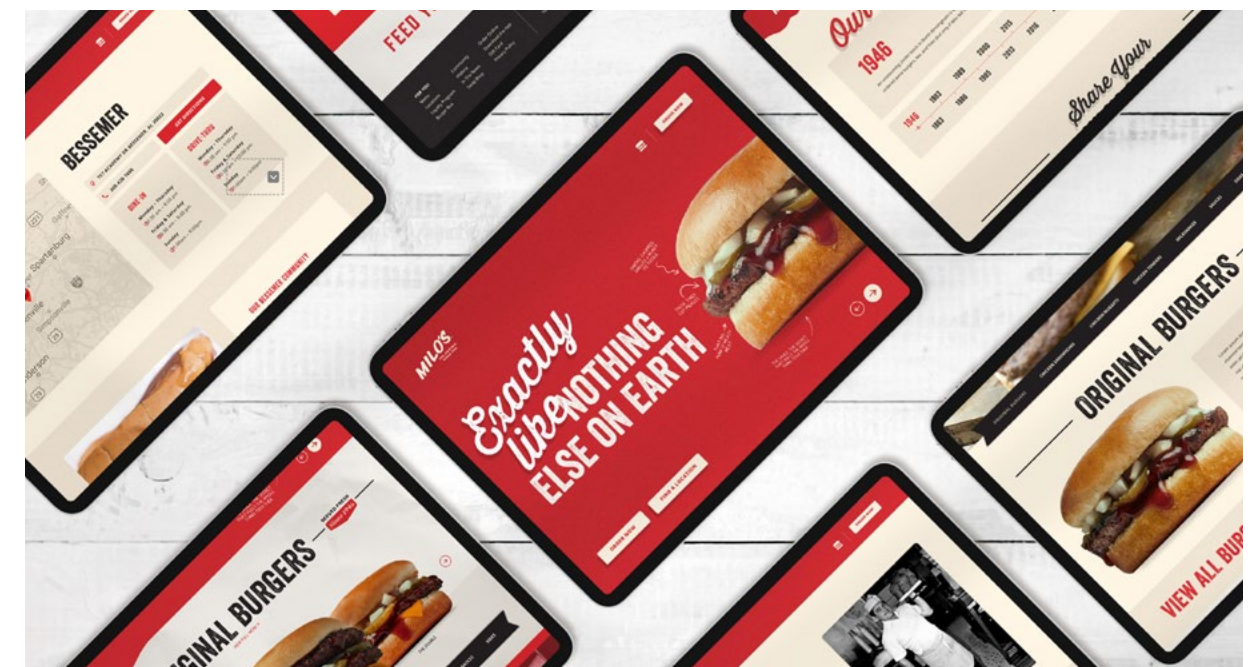
Wayfaring Stranger

ENTRANT

Eleven Productions

CREDITS

Blake Benton, Editor, Creative Director
 Katie DeLoach, Producer
 Angelica Lyublinskaya, Title Designer
 Ken Lewis, Music Producer
 Scott Dente, Music Producer



CATEGORY

Art Direction, Single

TITLE

Milo's Hamburgers

ENTRANT

Cayenne Creative

CREDITS

Dan Murch, Executive Creative Director
 Chris Baker, Digital Creative Director
 John Cobbs, Director of Interactive
 Jeremy Underwood, Account Manager



CATEGORY

Art Direction, Integrated Campaign

TITLE

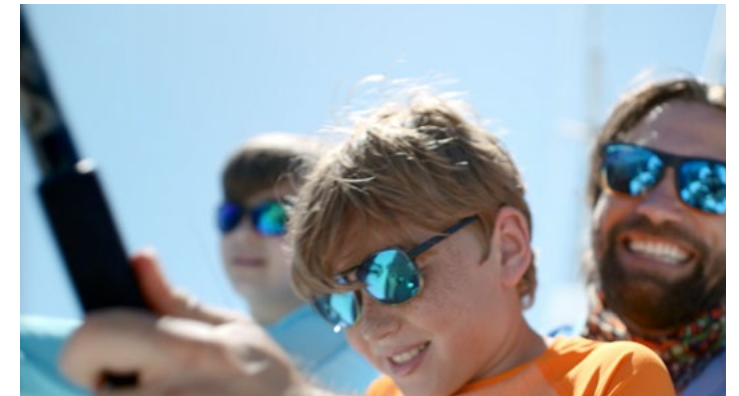
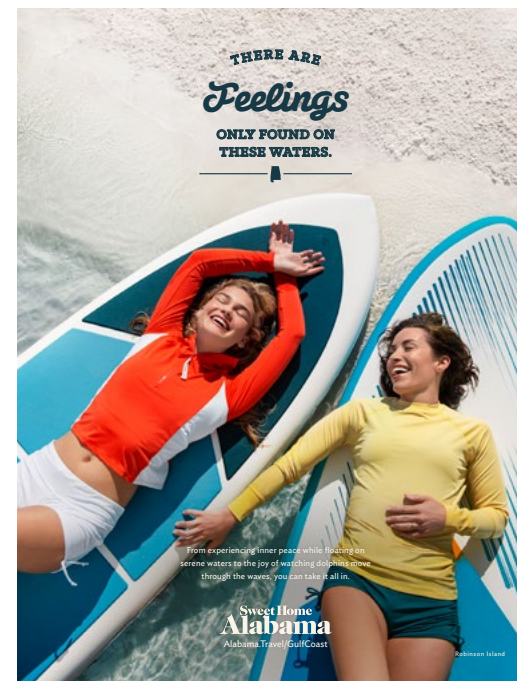
Alabama Tourism TV Campaign

ENTRANT

Intermark Group

CREDITS

Lee Sentell, Director of Alabama Tourism Department
 Keith Otter, Chief Creative Officer
 Hayley Efird, Associate Creative Director, Art Director
 Scott Shalles, Creative Director, Writer
 Chris Mann, Executive Integrated Producer
 Bill Dinan, Account Director
 Josh Simpson, Chief Strategy Officer
 Claire Barrentine, Account Executive
 Paul Brusatori, SVP/Managing Director
 Chase Strickland, Director
 David Walker, Editor
 Jan-Michael Cifonie, Sound Design
 Boutwell Studios, Music Company
 Shade Color Studio, Color
 Jeff Bauman, Colorist
 Vazda, Production Company



CATEGORY

Art Direction, Integrated Campaign

TITLE

Alabama Tourism Integrated Campaign

ENTRANT

Intermark Group

CREDITS

Lee Sentell, Director of Alabama Tourism Department
 Keith Otter, Chief Creative Officer
 Hayley Efird, Associate Creative Director, Art Director
 Scott Shalles, Creative Director, Writer
 Chris Mann, Executive Integrated Producer
 Bill Dinan, Account Director
 Josh Simpson, Chief Strategy Officer
 Claire Barrentine, Account Executive
 Paul Brusatori, SVP/Managing Director
 Chase Strickland, Director
 David Walker, Editor
 Jan-Michael Cifonie, Sound Design
 Boutwell Studios, Music Company
 Shade Color Studio, Color
 Jeff Bauman, Colorist
 Vazda, Production Company

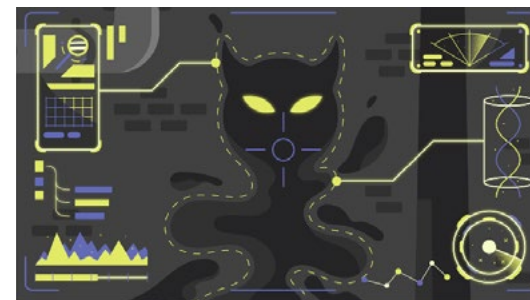
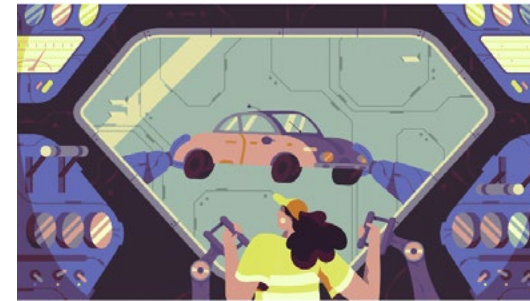


CATEGORY
Art Direction, Campaign

TITLE
No Gravity Tour

ENTRANT
Storyteller Overland

CREDITS
Tori Riddle, Art Director, Photographer, Web Designer
Amy Audiss, Creative Director & Photographer
Ingrid Ellis, Communications Specialist
Harrison Tarabella, DP/Cinematographer
Evan Batky, Photographer



CATEGORY
Sound Design, Campaign

TITLE
Huntsville: Smart Careers

ENTRANT
Boutwell Studios

CREDITS
Lane McGiboney, Sound Design
Van Gunter, Sound Design
Mike Heid, Creative Director
Ali Clark, Associate Creative Director, Director & Animator
Jake Odom, Associate Creative Director
Jake Williams, Illustrator
Kristin Dober, Senior Producer
Julia Meyer, Senior Account Executive



CATEGORY

Music Without Lyrics, Single

TITLE

Be Smart.Dont Start.Party Aftermath

ENTRANT

Good WAVs LLC

CREDITS

J. Adam Wesley, Composer
Fowler Davis 4 Change, Agency
Six Foot Five Productions, Production Company
Taylor Robinson, Director/Writer
Audra Whaley, Producer

Ryan Whaley, Director of Photography

John David Wright, 1st AC

Cole Sullivan, 2nd AC/DIT

Eric Chapman, Photographer

J. Adam Wesley, Audio Mixer

Seth Newell, Gaffer

CW Newell, Best Boy Electric

Derek Boyd, Key Grip

Thomas Trollope, Best Boy Grip

Tiffany Robinson, Production Designer

Celine Russell, Key Makeup

Missie Crawford, Wardrobe Stylist

Barbara Fowler, Executive Producer

Jeff Davis, Executive Producer



CATEGORY

Cinematography, Single

TITLE

Celebrate Adventure

ENTRANT

Eleven Productions

CREDITS

Stephen DeVries, Director

Katie DeLoach, Producer

Max Soto, 1st AD

Marcus January, Director of Photography

Daniel Lawson, 1st AC

Ala Grip Co., G&E

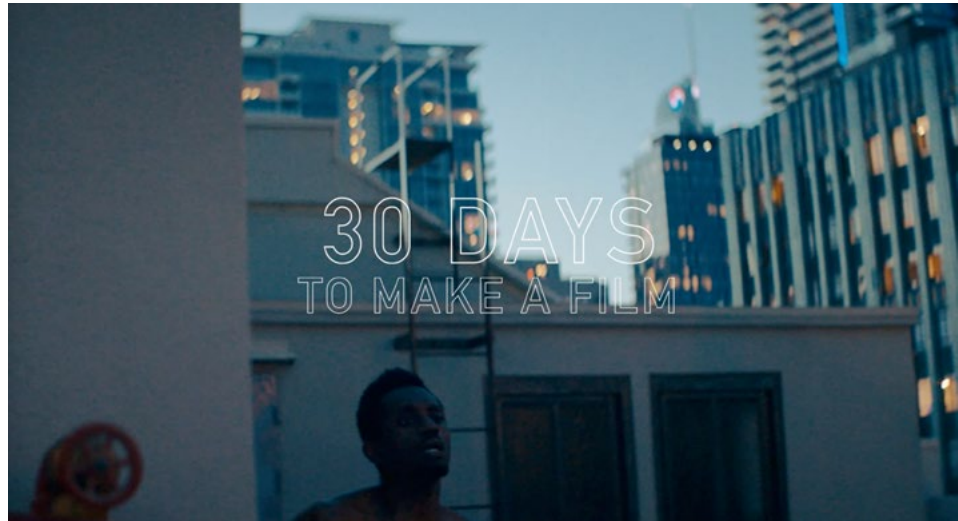
Ande Fanning, Prop Stylist

Blake Benton, Editor

Kyle Carpenter, Composer

Boutwell Studios, Sound Mix

Ron Sudul, Colorist



CATEGORY
Video Editing

ENTRANT
Home Team Studio

TITLE
Musicbed Challenge

CREDITS
Jake Taylor, Director & Animator
John David Wright, Editor
Tyler Daniels, Animator



CATEGORY
Video Editing

ENTRANT
Home Team Studio

TITLE
At The Movies Supercut

CREDITS
Jake Taylor, Director, Editor, Writer
Alyssa Hopson, Producer



CATEGORY
Video Editing

TITLE
Legion 2023 Season Hype Video

ENTRANT
Big Communications

CREDITS
Matt Lane Harris, Creative Director
Brian Curtin, Creative Director, Director & Editor
Caleb Zorn, Director of Photography
Kristin Dober, Senior Producer
Alex Kistler, Account Supervisor
Boutwell Studios, Sound Design



CATEGORY
Video Editing

TITLE
Wayfaring Stranger

ENTRANT
Eleven Productions

CREDITS
Blake Benton, Editor, Creative Director
Katie DeLoach, Producer
Angelica Lyublinskaya, Title Designer
Ken Lewis, Music Producer
Scott Dente, Music Producer

CATEGORY

User Experience

TITLE

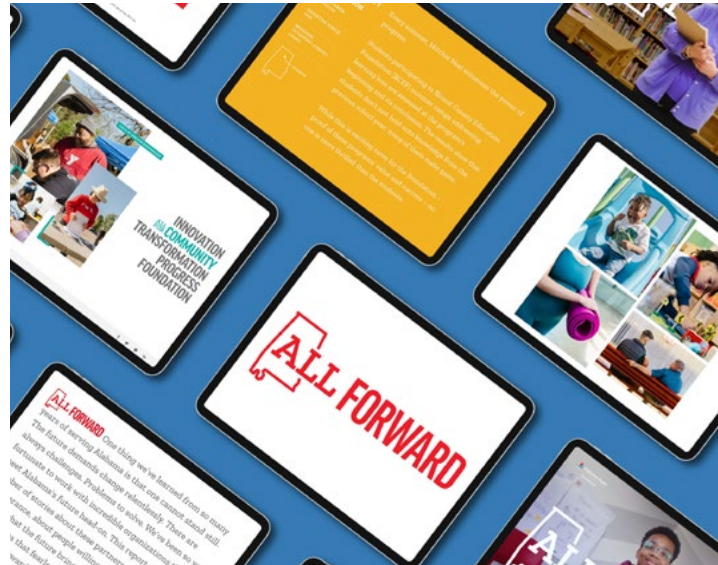
All Forward

ENTRANT

Cayenne Creative

CREDITS

Dan Murch, Executive Creative Director
 Victoria Schlensker, Art Director
 John Cobbs, Director of Development
 Alden Guinn, Motion Graphics
 Jeremy Underwood, Account Manager
 Jeff Williams, Photographer
 David Macon, Videographer
 Stacey Fell, Director of Production



CATEGORY

Interface & Navigation

TITLE

All Forward

ENTRANT

Cayenne Creative

CREDITS

Dan Murch, Executive Creative Director
 Victoria Schlensker, Art Director
 John Cobbs, Director of Development
 Alden Guinn, Motion Graphics
 Jeremy Underwood, Account Manager
 Jeff Williams, Photographer
 David Macon, Videographer
 Stacey Fell, Director of Production



ALABAMA INSTITUTE FOR DEAF AND BLIND
"SEE WHAT WE MEAN"

Champ Creative

Some people think...being blind is a barrier.

Or that being deaf is a limit.

"That's not how we see it."
 (Signed by student)

We're so much more than our disability.

We're Artists. Athletes. Scientists.

Writers. And re-writers.

Every day redefining what disability means.

At the Alabama Institute for Deaf and Blind, we know..

You don't have to hear, to listen.

And you don't have to have sight, to have vision.

That being blind doesn't stand in the way of being brilliant.

Or that hearing the world differently
 doesn't keep you from finding the rhythm
 that gets everyone's toes tapping.

From first steps...to the work force...

AIDB serves more than 30,000 Alabamians to create a world where...

...disabilities don't limit learning...

...ideas and innovation increase independence...

...and let anyone do what they love...

...and connect with the people they care about.

At AIDB, we're not here to ask why.

We prefer 'why not?'

CATEGORY

Copywriting

TITLE

AIDB - See What We Mean

ENTRANT

Champ Creative

CREDIT

Sam Miller, Creative Director, Copywriter



UNITED ABILITY
 "BEST DAYS"
 Champ Creative

What do you remember...about your best day?

Someone who made you smile?
 Laughing 'til your sides hurt?

Was there music?
 Was it a day full of color?

Maybe it was exploring.
 Trying something new.

A small step...
 Or a giant one.

An accomplishment...
 or an adventure?

Or maybe the best day...is a day free from worry.

Filled with hope.

And the peace...of a place you belong.

Because the best days bring light to everyone around us.

For 75 years, United Ability has been here for all of the best days.

And for every day in between.

CATEGORY
 Copywriting

ENTRANT
 Champ Creative

TITLE
 United Ability - Best Day

CREDIT
 Sam Miller, Creative Director, Copywriter



76® BIRMINGHAM BOWL
 "FILL YOUR HOLIDAYS WITH GOOD CHEER"
 Champ Creative

EGG NOG

AUDIO

This season,
 your football traditions...
 ...and your holiday traditions
 team up.
 Fill your holidays with good cheer
 at the 76® Birmingham Bowl.
 December 23 at Protective Stadium.

VIDEO

Shot of a football sideline cooler.
 Player's hand reaches in to get a drink
 holding a glass moose mug.
 Cooler is filled with egg nog.
 Type treatment animation
 Fan player cheering montage
 Logo

LEG LAMP

AUDIO

This season,
 your football traditions...
 ...and your holiday traditions
 team up.
 Fill your holidays with good cheer
 at the 76® Birmingham Bowl.
 December 23 at Protective Stadium.

VIDEO

Exterior shot of house.
 House is dark except for the light coming
 from one lamp similar to shot from
 'Christmas Story.'
 The lamp is a leg lamp wearing football
 pants and a cleat.
 Type treatment animation
 Fan player cheering montage
 Logo

ADVENT CALENDAR

AUDIO

This season,
 your football traditions...
 ...and your holiday traditions
 team up.
 Fill your holidays with good cheer
 at the 76® Birmingham Bowl.
 December 23 at Protective Stadium.

VIDEO

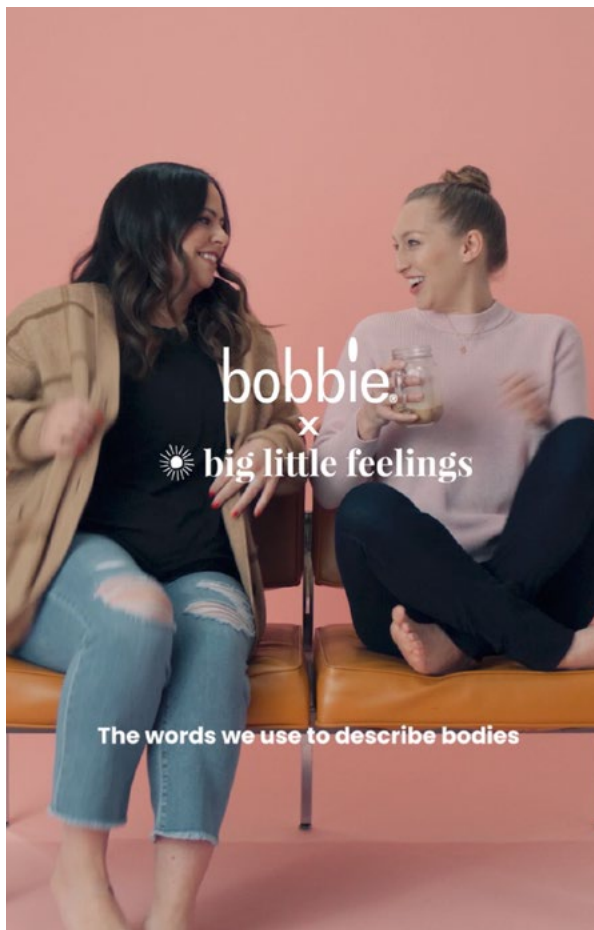
Slow zoom on an advent calendar similar
 to shots from 'Christmas Vacation.'
 A hand reaches in and opens
 December 23 revealing
 the 76 Birmingham Bowl logo.
 Type treatment animation
 Fan player cheering montage
 Logo

CATEGORY
 Copywriting

ENTRANT
 Champ Creative

TITLE
 Birmingham Bowl - Good Cheer

CREDIT
 Sam Miller, Copywriter

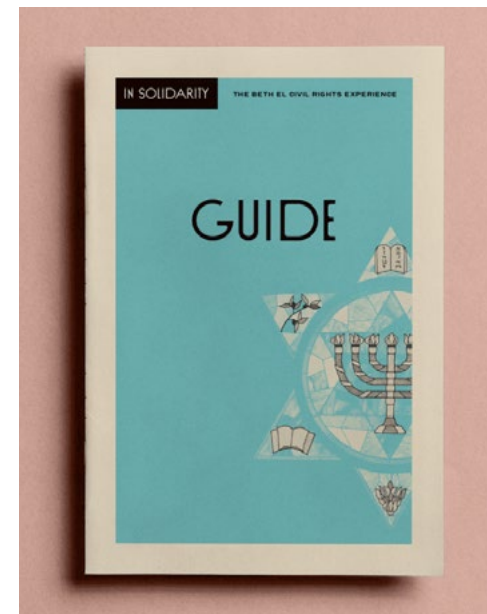
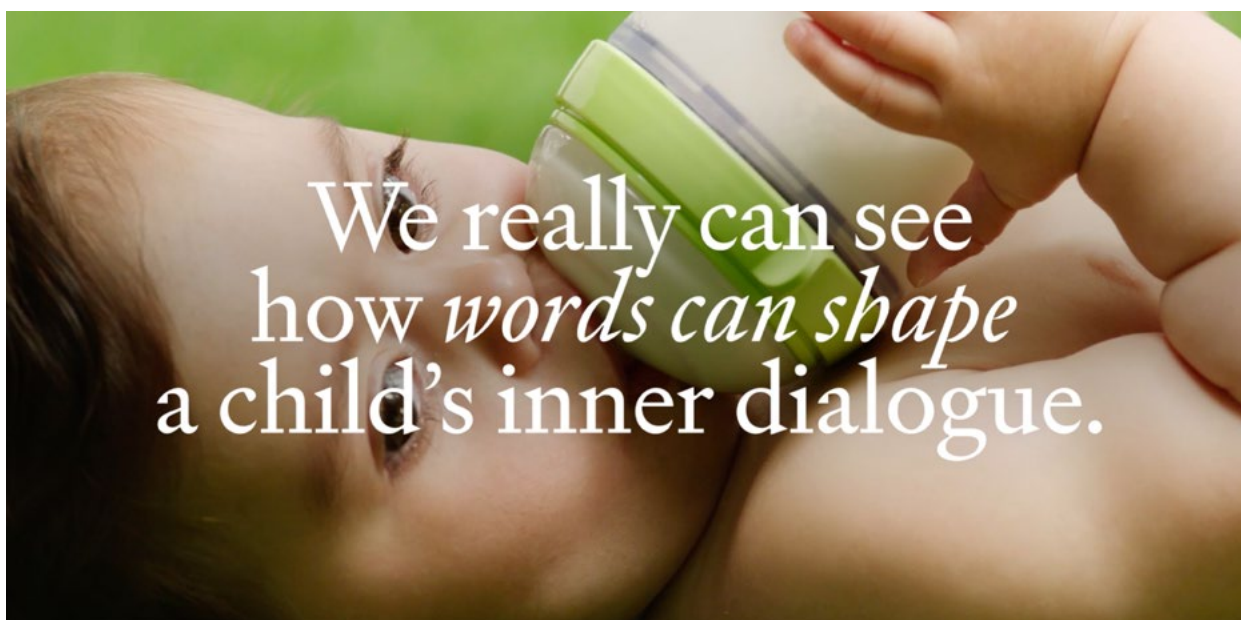


CATEGORY
Non-Broadcast Audio/Visual

TITLE
Bobbie Love

ENTRANT
Home Team Studio

CREDITS
Jake Taylor, Creative Direction, Animation, Editing
Alyssa Hopson, Editing, Animation
Tevis Trollope, Design

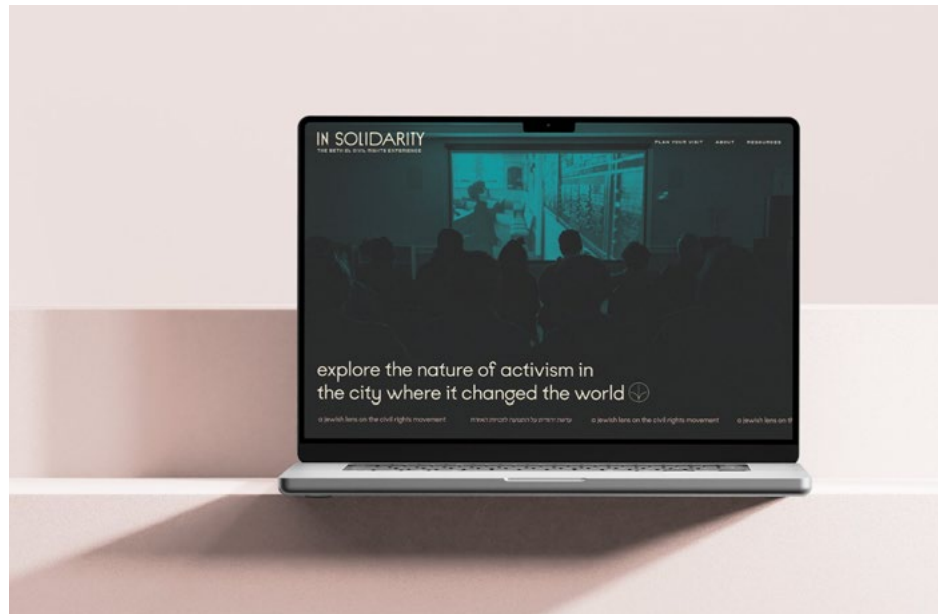


CATEGORY
Brochure/Sales Kit

TITLE
In Solidarity

ENTRANT
1504

CREDITS
Samantha Richardson, Designer
Tyler Jones, Producer
Margaret Norman, Editor



CATEGORY
Online/Interactive

ENTRANT
1504

TITLE
In Solidarity

CREDITS
Samantha Richardson, Designer
Tyler Jones, Director & Editor
Cary Norton, Photography



CATEGORY
Non-Broadcast Audio/Visual

ENTRANT
1504

TITLE
In Solidarity

CREDITS
Tyler Jones, Director
Mark Slagle, Producer
Mollie Schaefer-Thompson, Studio Manager
Bob Miller, Director of Photography

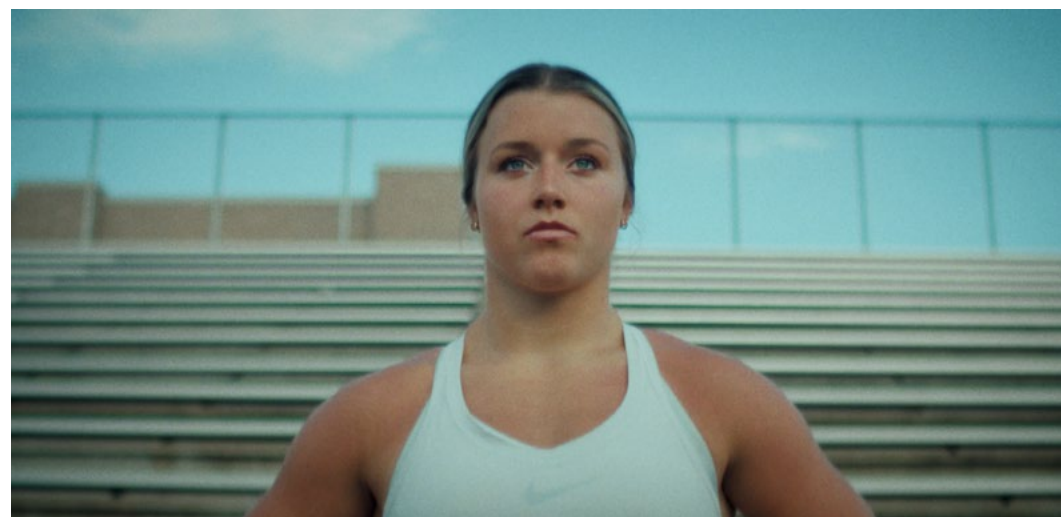


CATEGORY
Self-Promotion Film, Video & Sound

ENTRANT
Eleven Productions

TITLE
Eleven Productions 2023 Mo-Co Reel

CREDITS
Stephen DeVries, Director
Blake Benton, Editor
Katie Busler, Editor



CATEGORY
Self-Promotion Film, Video & Sound

ENTRANT
Cedar Avenue

TITLE
never enough

CREDITS
Preston Little, Director & Editor
Alex Kiker, Producer & 1st AC
Sydney Smith, Talent



CATEGORY

Self-Promotion Film, Video & Sound

TITLE

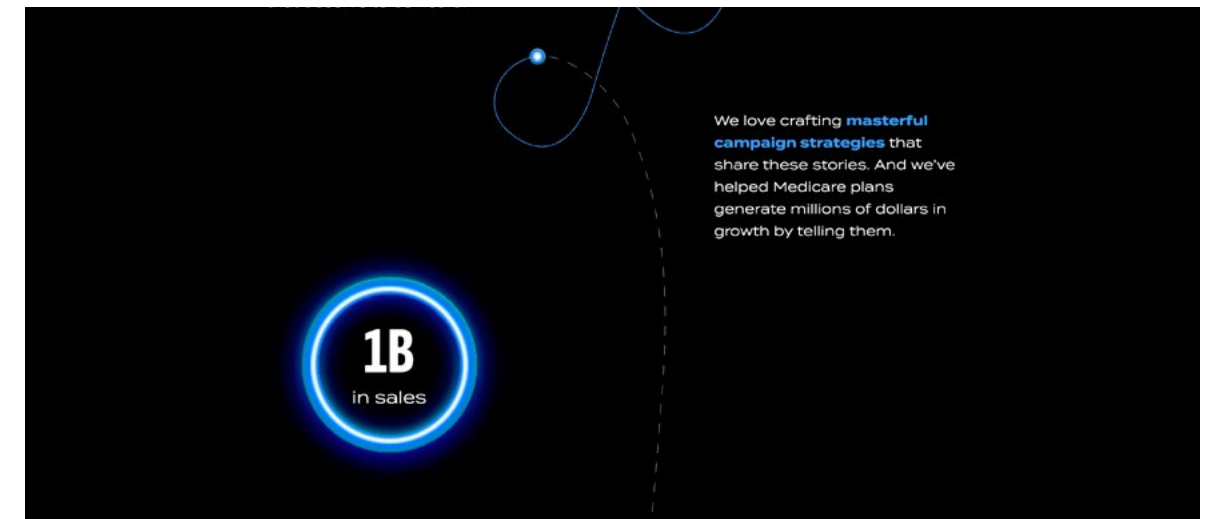
The GXV Hilt

ENTRANT

Storyteller Overland

CREDITS

Jeffrey Hunter, CEO and Founder
 Nadia Gill, Executive Producer
 Amy Audiss, Creative Director
 Michael Fearon, Producer
 Tucker Adams, Field Producer, AC, Stills
 Photography
 Domnic Gill, Nick Cahill, Cinematography
 Dominic Gill, Adam Tiller, Editors
 Tori Riddle, Logo Design



CATEGORY

Self-Promotion Online/Interactive/
 Virtual Reality

TITLE

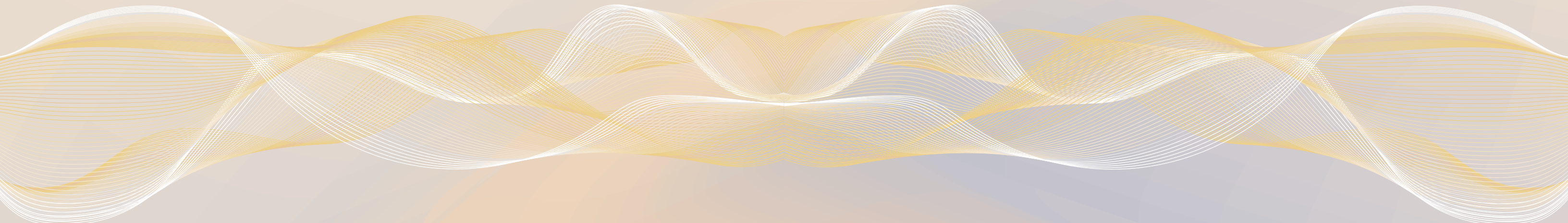
The Medicare Stories Company

ENTRANT

Cummings Creative Group

CREDITS

Marc Engel, Creative Director, Copywriter
 Samantha Humphries, Digital Creative Director
 Garrett Cummings, UX Strategist
 Nathan Owens, Senior Web Developer
 Corey DeLoach, Web Developer
 Tori Riddle, Sr. Art Director



student
GOLD



CATEGORY

Stationery Package - Single

SCHOOL

University of Alabama at Birmingham

TITLE

House of Bread • Business Cards

CREDIT

Rachel Doyle, Designer

ENTRANT

Rachel Doyle



CATEGORY

Cover/Editorial Spread or Feature - Series

SCHOOL

Jacksonville State University

TITLE

View Finder Editorial Spreads

CREDIT

Riley Abston, Designer, Animator

ENTRANT

Riley Abston



CATEGORY

Book Design

SCHOOL

University of Alabama at Birmingham

TITLE

Everything Pesto Book

CREDIT

Abby Henderson, Designer

ENTRANT

Abby Henderson

CATEGORY

Packaging

SCHOOL

University of Alabama at Birmingham

TITLE

Jasmine Hills Organic Tea

CREDIT

Pelatiah Ishmael Morgan, BFA, Graphic Designer

ENTRANT

Pelatiah Ishmael Morgan



CATEGORY
Packaging

SCHOOL
University of Alabama at Birmingham

TITLE
Wine Label - The Chaos

CREDIT
Ala Fedorova

ENTRANT
Ala Fedorova



CATEGORY
Consumer Campaign

SCHOOL
Samford University

TITLE
UseLess Anti-Plastic Campaign

CREDIT
Sarah Gentry, Photographer, Art Director

ENTRANT
Sarah Gentry



special event, film co.

fall twenty-twenty three



Emma FERRANTE

special event, film co.

fall twenty-twenty three



CATEGORY
Campaign

TITLE
Era Film Co. Creation & Branding

ENTRANT
Emma Ferrante

SCHOOL
Samford University

CREDIT
Emma Ferrante, Graphic Designer



CATEGORY
Campaign

TITLE
Meros Collectible Toys

ENTRANT
Alba Conejero I Gutierrez

SCHOOL
Jacksonville State University

CREDIT
Alba Conejero I Gutierrez, Designer, Toy Maker



CATEGORY

Illustration Campaign

SCHOOL

Jacksonville State University

TITLE

USPS World Tour Switzerland Stamps

CREDIT

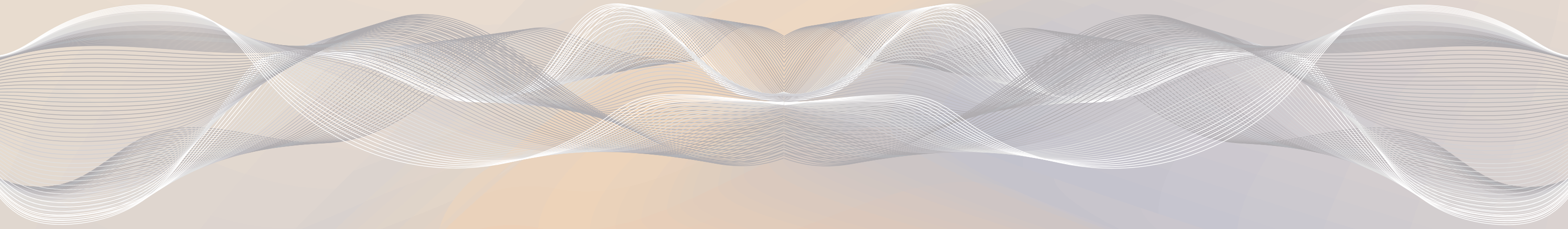
Riley Abston, Designer

ENTRANT

Riley Abston

“Learn the rules like a pro, so you can break them like an artist.”

– Pablo Picasso



student
SILVER



CATEGORY
Packaging

SCHOOL
Jacksonville State University

TITLE
Winery Menagerie Bottles

CREDIT
Conner Gayda, Designer & Illustrator

ENTRANT
Conner Gayda



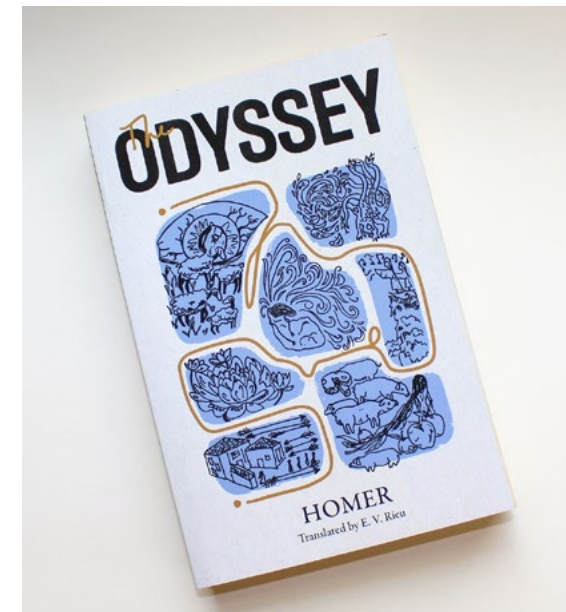
CATEGORY
Packaging

ENTRANT
Cole Armistead

TITLE
Santo Soaps + Balms

SCHOOL
Samford University

CREDIT
Cole Armistead



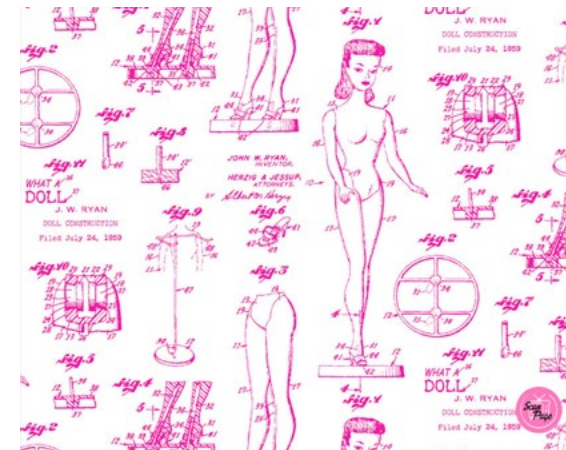
CATEGORY
Cover

SCHOOL
Samford University

TITLE
The Odyssey Cover

CREDIT
Sarah Gentry, Photographer, Art Director

ENTRANT
Sarah Gentry



CATEGORY
Book Design

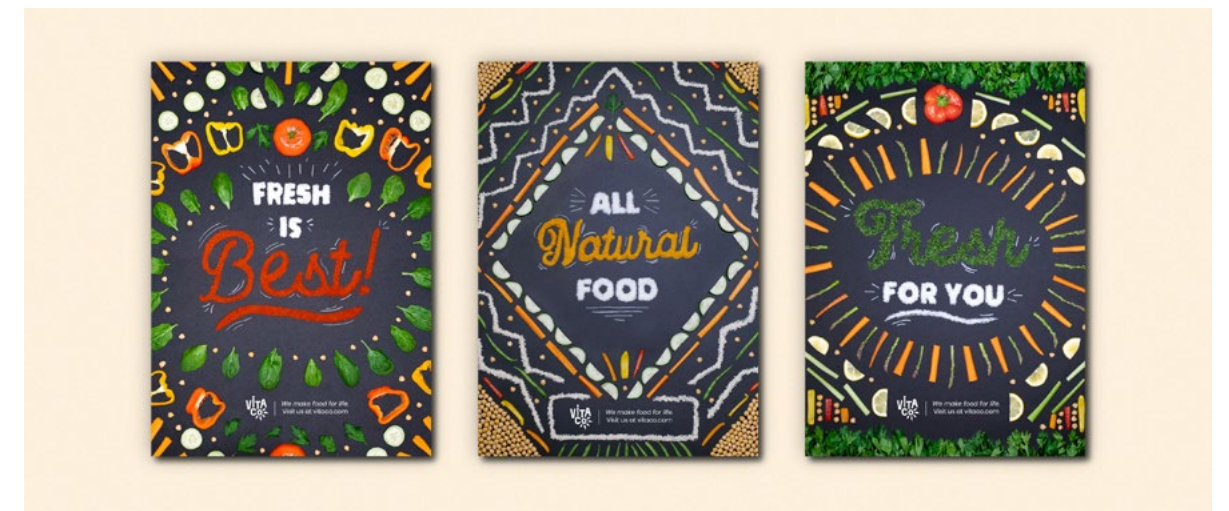
SCHOOL
Auburn University

TITLE
The History of Pink

CREDIT
Hallie Anne Jones, Creative Director, Designer, & Copywriter

ENTRANT
Hallie Anne Jones





Brandon Smith Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&

Futura PT Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&

Futura PT Heavy Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&

Futura PT Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&



CATEGORY
Direct Marketing

TITLE
Ridgeline Coffee Subscription Box

ENTRANT
Claire Phegley

SCHOOL
Samford University

CREDIT
Claire Phegley

CATEGORY
Campaign

TITLE
Vitaco Magazine Advertisements

ENTRANT
Conner Gayda

SCHOOL
Jacksonville State University

CREDIT
Conner Gayda, Designer & Illustrator



CATEGORY
Poster, Single

TITLE
America Has Room for Everyone

ENTRANT
Conner Gayda

SCHOOL
Jacksonville State University

CREDIT
Conner Gayda, Designer & Illustrator



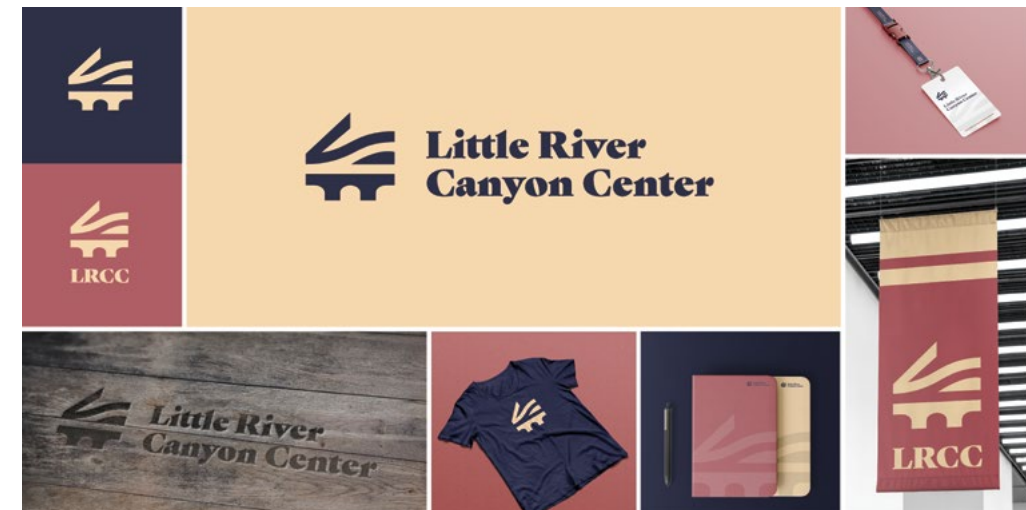
CATEGORY
Campaign

TITLE
Paper Jam Art Collective Branding

ENTRANT
Riley Abston

SCHOOL
Jacksonville State University

CREDIT
Riley Abston



CATEGORY
Campaign

TITLE
Little River Canyon Center Branding

ENTRANT
Riley Abston

SCHOOL
Jacksonville State University

CREDIT
Riley Abston



CATEGORY
Campaign

SCHOOL
Jacksonville State University

TITLE
Paper Jam Brand Identity

CREDIT
Sydney Wetzel, Graphic Designer

ENTRANT
Sydney Wetzel



CATEGORY
Campaign

SCHOOL
Jacksonville State University

TITLE
Wild West Music Fest

CREDIT
Brianna Bailey

ENTRANT
Brianna Bailey



CATEGORY
Logo Design

SCHOOL
Jacksonville State University

TITLE
Tiny Things

CREDIT
Laney Oneal, Art Director

ENTRANT
Laney Oneal



CATEGORY
Logo Design

SCHOOL
Samford University

TITLE
Lido Properties

CREDIT
Katelyn McCoy
René Zimny, Professor

ENTRANT
Katelyn McCoy





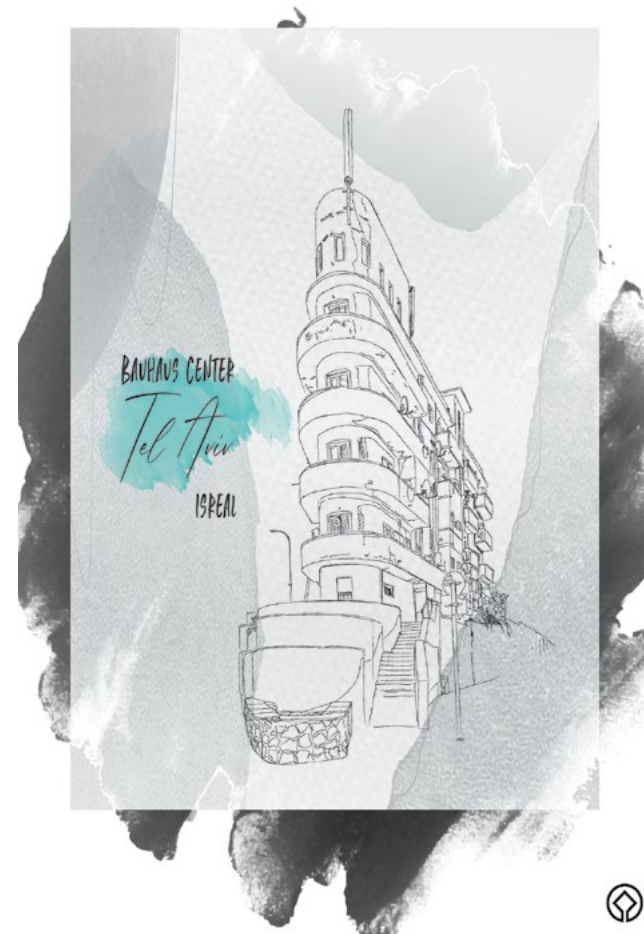
CATEGORY
Logo Design

SCHOOL
Samford University

TITLE
Willow Oaks

CREDIT
Jaden Arnold, Student

ENTRANT
Jaden Arnold



CATEGORY
Illustration

TITLE
Tel Aviv Israel Poster Design

ENTRANT
Pelatiah Ishmael Morgan

SCHOOL
University of Alabama at Birmingham

CREDIT
Pelatiah Ishmael Morgan, BFA
Graphic Designer



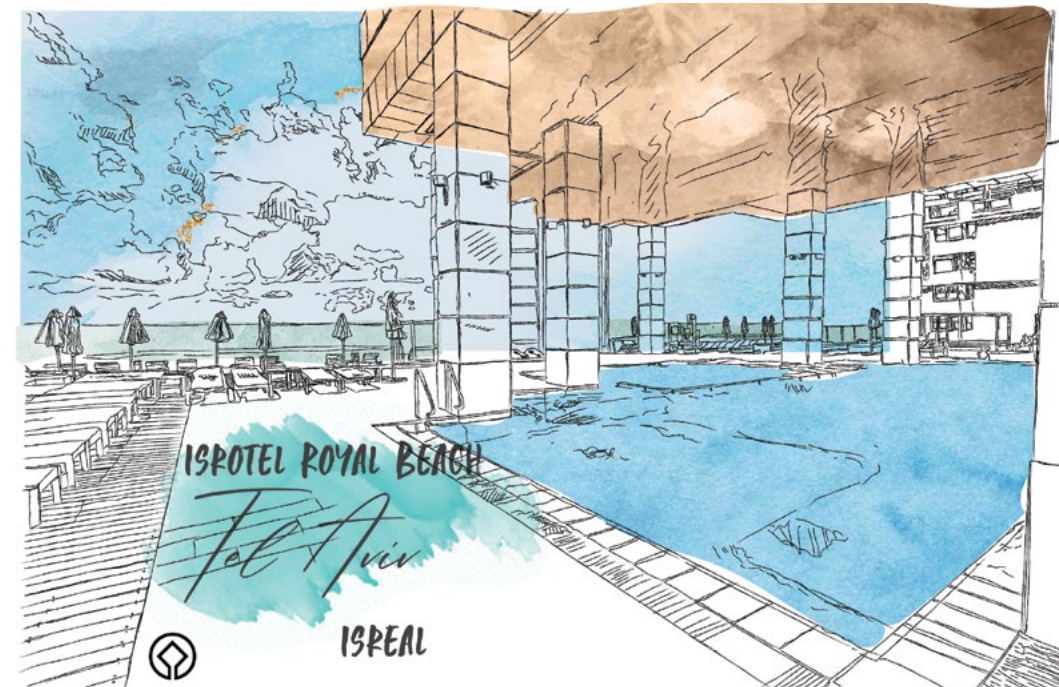
CATEGORY
Typeface Design

SCHOOL
Jacksonville State University

TITLE
Fable Typeface and Pattern

CREDIT
Caycie Trotter, Type Designer & Illustrator

ENTRANT
Caycie Trotter



Thank you!



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Business dreams really do come true. At least, they did for Kristy Keiffer. Since 1993, Kristy has trusted AmFirst with her personal financial needs. So when she dreamed of franchising a Frio's Gourmet Pops in 2018, she knew where to go for great rates on equipment loans and reliable business checking. We helped Kristy make her business dreams a reality. Because Frio's Gourmet Pops is more than just a business. **It's personal.**

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