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68TH ANNUAL BIRMINGHAM AMERICAN ADVERTISING AWARDS

2026

FEBRUARY 20TH 2026 ♦ THE CLUB



The 2026 American Advertising Awards

68th Annual Birmingham American Advertising Awards
February 20th, 2026

The Club
Birmingham, AL



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J. MARC BODEN

J. Marc Boden is a Bermuda-born developer and application analyst who lives at the intersection of execution and craft. Outside of their professional work, they spend much of their time illustrating and painting in acrylics, bringing a hands-on artist's perspective to a technical background. This blend of logic and creativity shapes how they evaluate work looking not just at how ideas look, but how they function and connect.



BOB EWING

Bob Ewing is an Independent Brand Designer from Indianapolis, IN. He chose this title because he works independently and mostly on branding projects.



CARLY ROMANO

Carly Romano is an art director and designer with over 13 years of experience shaping concept-driven creative across digital, print, and integrated campaigns. She has partnered with national brands across retail, healthcare, lifestyle, and entertainment industries. Her experience spans in-house, agency-side, and freelance roles.

Carly is the founder of Design Latitude, a mentorship program that supports emerging designers through real-world guidance, portfolio development, and community building. She is deeply invested in mentoring the next generation. Carly helps brands show up with purpose and believes the best work always starts with people.



JOSHUA SWEET

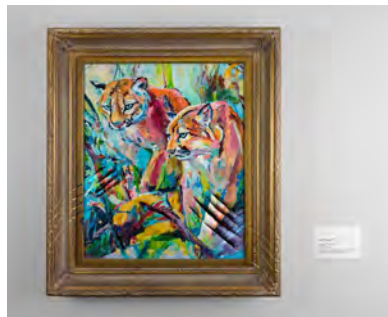
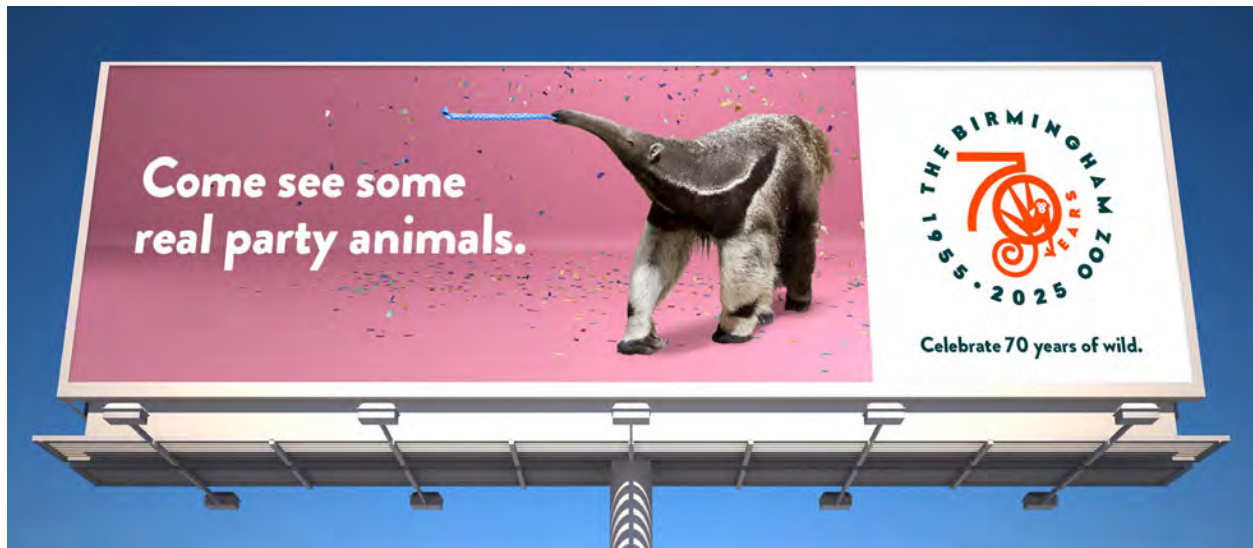
Joshua Sweet is a Senior Brand Designer at the PepsiCo Design & Innovation Center, where he creates bold, culturally driven design across PepsiCo's portfolio of beverage brands. A multidisciplinary designer with over 12 years of experience, Joshua specializes in brand identity, illustration, packaging, and immersive brand experiences. He has helped lead design efforts for iconic brands such as Pepsi, Mountain Dew, Gatorade, and Costa Del Mar. Joshua holds a Bachelor of Fine Arts in Graphic Design from the University of Central Florida.

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**BEST
OF SHOW**

Best of Show



LEWIS COMMUNICATIONS
Birmingham Zoo Cross Platform

CREDITS
Spencer Till, Chief Creative Officer/Artist
Ryan Gernenz, VP/Executive Creative Director
Roy Burns, Design Director
Blake Young, ACD/Art Director
Cedrick Bearss, ACD/Copywriter
Brian Curtin, Creative Director/Production
Andy Cargile, Production Director
Anthony Guin, Production Artist
Lee Little, Production Artist
Sandro Laliashvilli, Illustrator
Joy Honeycutt, VP/Account Service
Caroline McVay, Account Manager



MIA STOWE

"Bedtime" Light Pollution Poster

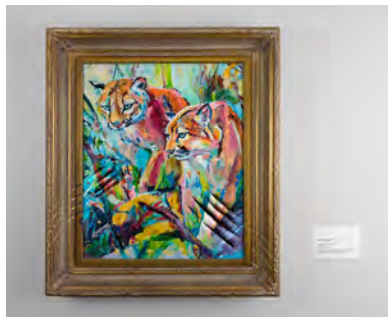
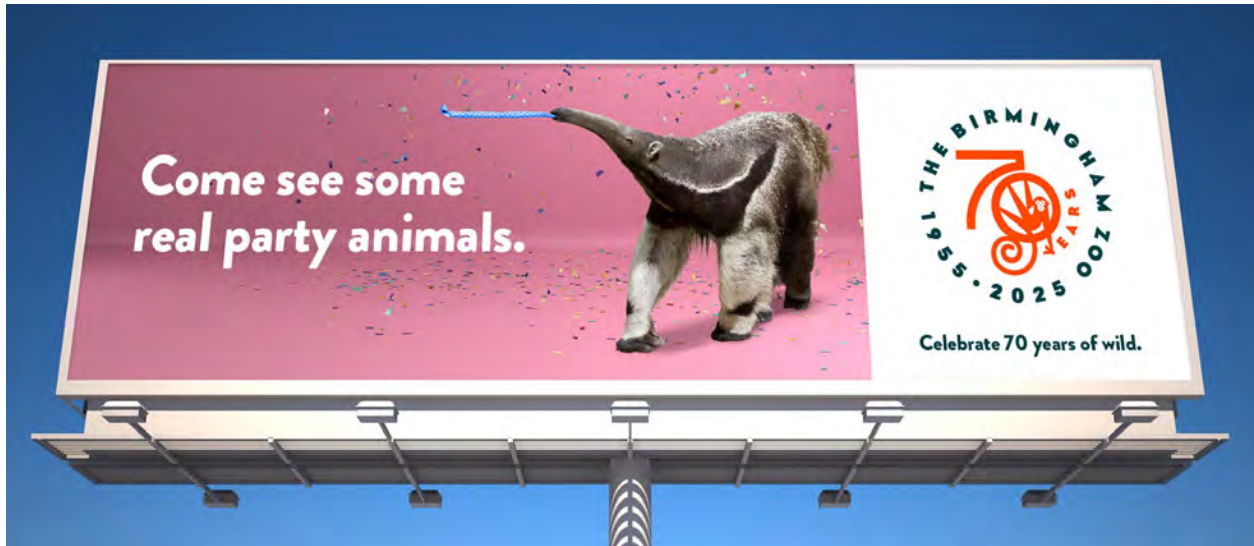
The University of Alabama at Birmingham

Judges Special Award



LEWIS COMMUNICATIONS
Simple Wish

Creative Director of the Year



RYAN GERNENZ
Lewis Communications

Copywriter of the Year



SPECIALISTS NEED SPECIALISTS, TOO.

Open on a woman in her late 50s in a sleek, sunlit kitchen. Her shelves are stacked with breadmaking books and blue ribbons. She kneads a mound of bread dough then lifts it up to the light, stretching it.

WOMAN (impressed and satisfied): Strong fermentation. Great elasticity.

A sourdough loaf sits on a wire rack next to a calculator. Her computer has a spreadsheet open titled "Loaf Tracker v. Life Tracker." She's highlighting columns with one hand while using a kitchen thermometer to stir her coffee.

WOMAN (frustrated): My 7-year-old sourdough starter is paying dividends, but I don't have a recipe for making my retirement savings last.

Camera pans, revealing a financial advisor seated at the kitchen table with notebook open. She clicks a retractable pen.

ADVISOR: That's why I'm here. While you were perfecting that sourdough, I was earning a designation to identify income strategies for you.

WOMAN: So my financial future won't be half-baked?

ADVISOR (smiling): No, I've got your dough covered.

AVO: Specialists need specialists, too. Learn more at YourAdvisorGuide.com.

END CARD: LOGO / Find your financial professional at YourAdvisorGuide.com [Designations]



SPECIALISTS NEED SPECIALISTS, TOO.

Open on a man in his late 50s, wearing full beekeeping gear. He lifts a honeycomb frame with surgical precision, inspects it, and speaks into a mini tape recorder clipped to his suit.

MAN: Hive 4: Morale is high. Ah, Debbie has returned.

Cut to the same man in his work studio with new bee boxes in progress surrounded by tools and jars of honey.

MAN: I can split a colony blindfolded, but taxes are my blindspot.

Cut to a financial advisor seated beside him in his workshop, flipping through a binder. He slides off his glasses.

ADVISOR: That's why I'm here. While you were studying hive behavior, I was earning a designation to build planning strategies for you.

MAN: So I won't get stung come tax season?

ADVISOR (smiling): Not unless you try to claim 20,000 dependents.

AVO: Specialists need specialists, too. Learn more at YourAdvisorGuide.com.

END CARD: LOGO / Find your financial professional at YourAdvisorGuide.com [Designations]

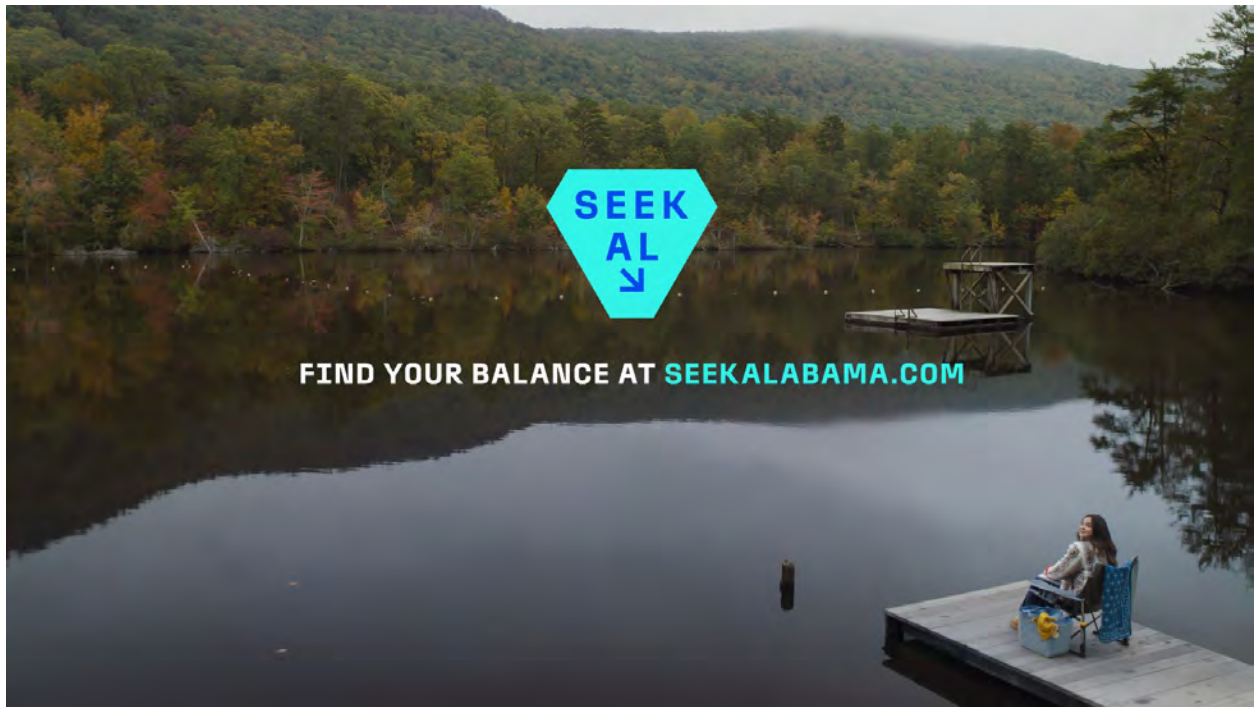


LAURIE HOLLAR
Big Communications



BLAKE YOUNG
Lewis Communications

Photographer of the Year



CALEB ZORN
Big Communications

Designer of the Year



ROY BURNS
Lewis Communications

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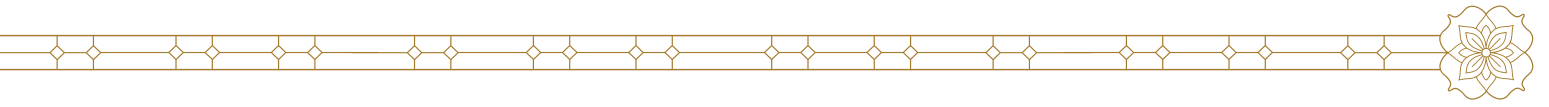


SILVER
MEDAL AWARD

Silver Medal Winner



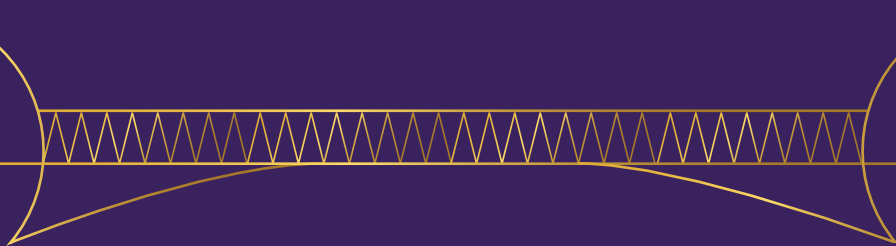
2026 SILVER MEDAL WINNER
STEPHEN CURRY
Lewis Communications



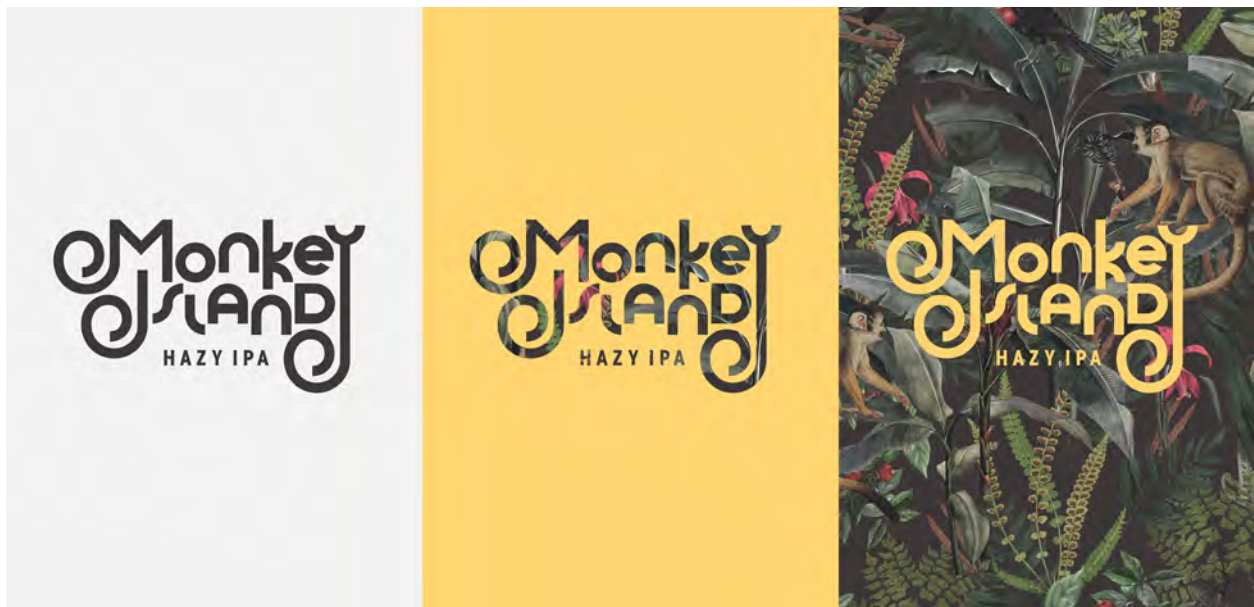
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birmingham



GOLD



Sales & Marketing



CATEGORY

Packaging

TITLE

Monkey Island Hazy IPA

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/ Executive Creative Director

Roy Burns, Design Director

Blake Young, ACD/Art Director

Andy Cargile, Production Director

Joy Honeycutt, VP/Account Service

Caroline McVay, Account Manager

Out-of-Home & Ambient Media



CATEGORY
Guerrilla Marketing

TITLE
Birthday Present

ENTRANT
Lewis Communications

CREDITS
Ryan Gernenz, VP/ Executive Creative Director



Out-of-Home & Ambient Media



CATEGORY

Out-Of-Home Installation

TITLE

Seek Alabama: INC 5000

ENTRANT

Big Communications

CREDITS

- Shannon Harris, Executive Creative Director
- Jake Odom, Creative Director
- Chris Seagle, Senior Art Director
- Ashton Jah, Copywriter
- Cecilia Wood, Social Media and Content Curator
- Shaydah Schaff, Media Supervisor
- Janey Diuguid, Senior Integrated Strategic Planner
- Dan Gavin, Digital Experience Engineer
- JaneAnne Yager, Account Director

Out-of-Home & Ambient Media



CATEGORY

Event

TITLE

Lemonade Stand

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/Executive Creative Director

Jason Bickell, ACD/Art Director

Scott Shalles, ACD/Copywriter

Geoff Johnson, Senior Designer

Jacob Garner, Senior Producer

Andy Cargile, Production Director

Brian Curtin, Creative Director/Production

Jeff Williams, Photographer/Videographer

Kyle Daniel, Video Production Director

Rhonda Wilkinson, Account Director

Alice Helms, Account Manager

Avery Chappell, Account Manager

Online/Interactive



CATEGORY

Consumer Website

TITLE

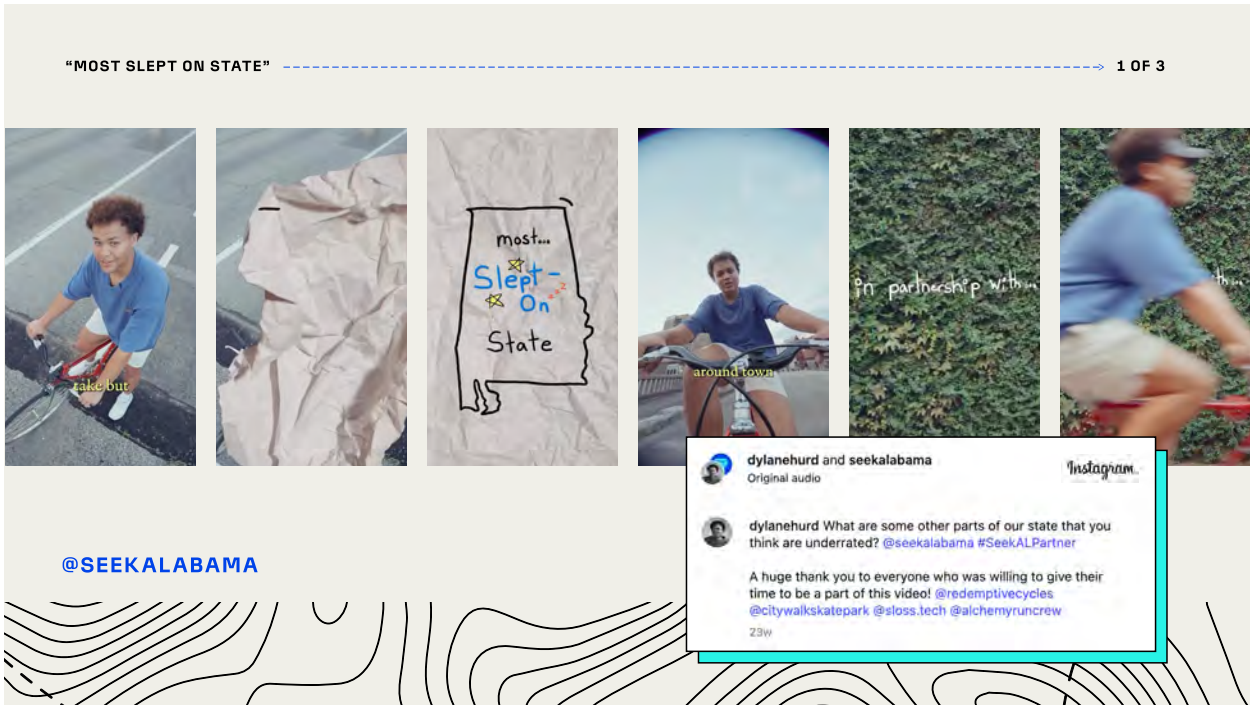
Porch Beer Website

ENTRANT

Infomedia

CREDITS

Andrew Thomson, Art Direction
Cana Grooms, Website Design
Caleb Chancey, Creative Director
Jennifer Tucker, Project Manager
Danielle Castille, Copy Writer



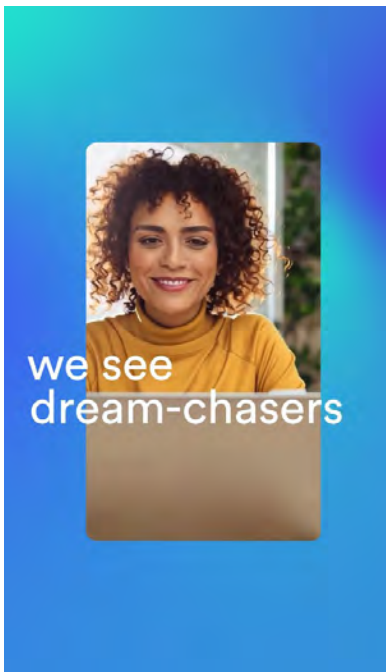
CATEGORY
Social Media, Campaign

TITLE
Seek Alabama

ENTRANT
Big Communications

CREDITS
 Shannon Harris, Executive Creative Director
 Jake Odom, Creative Director
 Chris Seagle, Senior Art Director
 Ashton Jah, Copywriter
 Cecilia Wood, Social Media and Content Curator
 Dylane Hurd, Content Creator
 Janey Diuguid, Senior Integrated Strategic Planner
 JaneAnne Yager, Account Director
 Mary Cate O'Neil, Senior Client Engagement Manager

Online/Interactive



CATEGORY

Social Media, Campaign

TITLE

Always.Bank Social Campaign

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/Executive Creative Director

Jason Bickell, ACD/Art Director

Scott Shalles, ACD/Copywriter

Geoff Johnson, Senior Designer

Brian Curtin, Creative Director/Production

Andy Stewart, Content Specialist

Rhonda Wilkinson, Account Director

Alice Helms, Account Manager

Avery Chappell, Account Manager



CATEGORY

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

TITLE

JCCHS Football Hype Video

ENTRANT

Cedar Creative

CREDITS

Preston Little, Director
Preston Little, Camera
Preston Little, Editor
Chris Todd, 1st AC
Jori Parson, Gaffer

Film, Video, & Sound



CATEGORY

Branded Content & Entertainment -
Non-Broadcast

TITLE

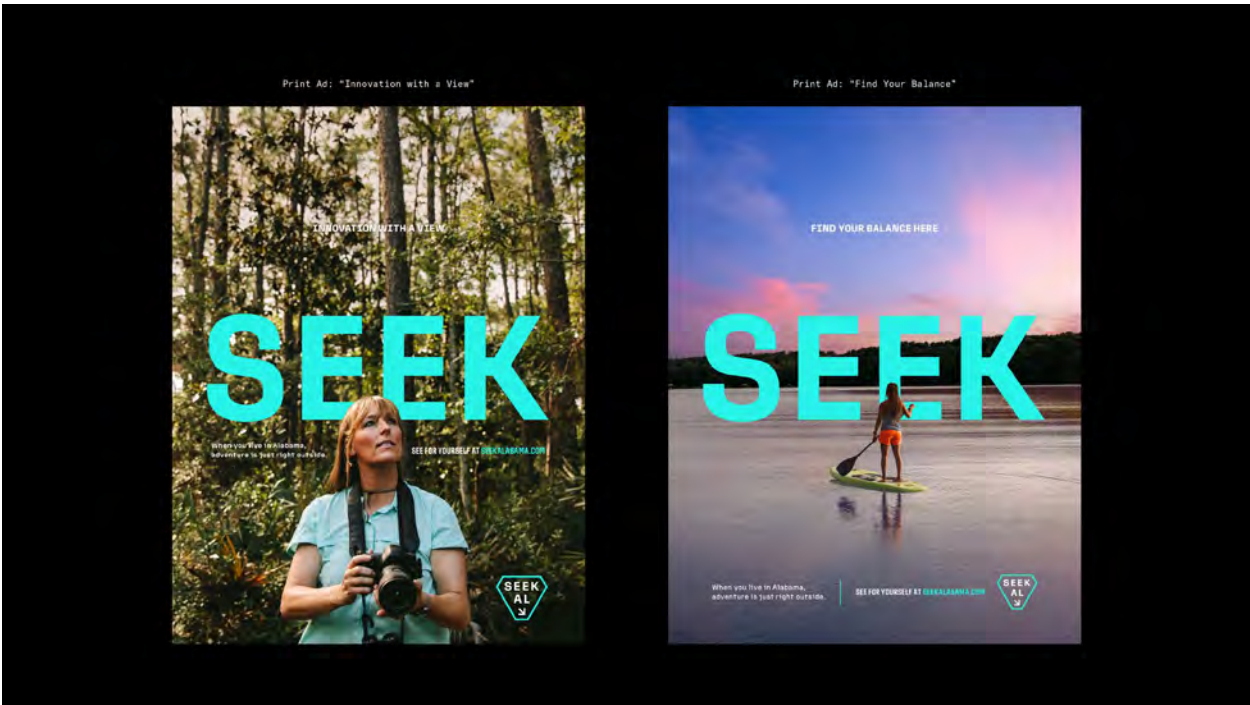
UAB Football Intro Video

ENTRANT

Champ Creative

CREDITS

Sam Miller, Creative Director, Copywriter, Editor
Dustin Gunter, DP, Champion Lighting and Grip, Gaffer
Jesse Kelley, PA
Heather Jeffcoat, Producer



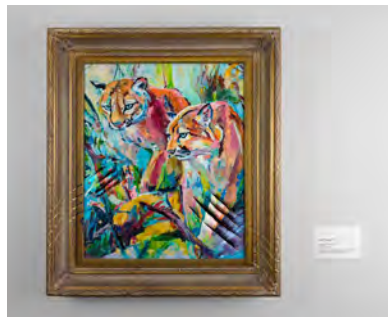
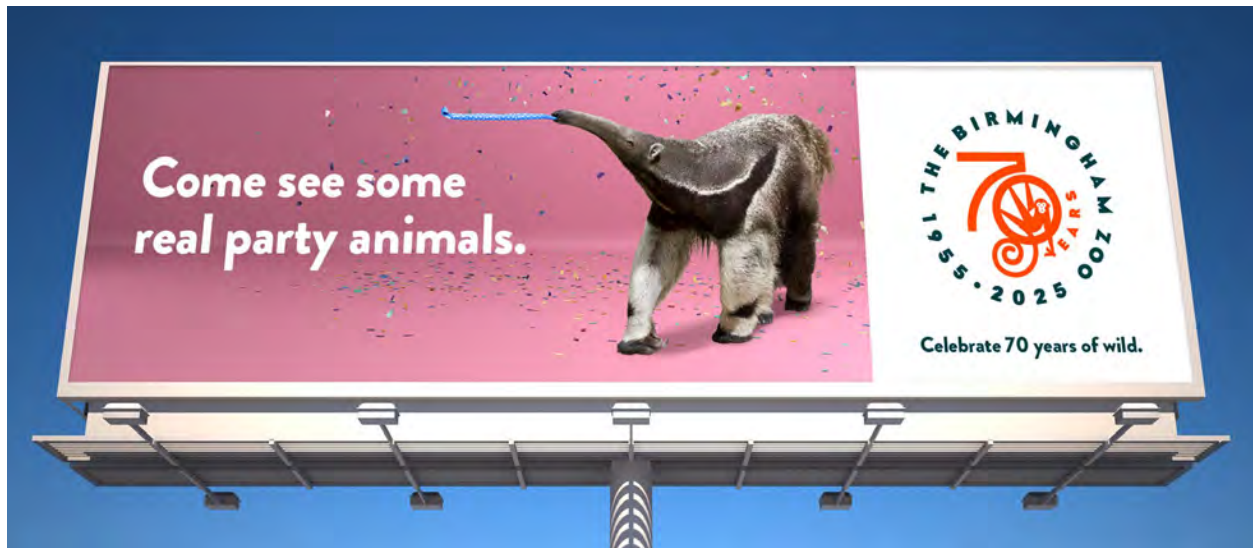
CATEGORY
Integrated Branded
Content Campaign

TITLE
Seek Alabama

ENTRANT
Big Communications

CREDITS
Shannon Harris, Executive Creative Director
Jake Odom, Creative Director
Chris Seagle, Senior Art Director
Ashton Jah, Copywriter
Cecilia Wood, Social Media and Content Curator
Kristin Dober, Senior Producer
Janey Diuguid, Senior Integrated Strategic Planner
Henry Busby, Director/Editor
Caleb Zorn, Director of Photography
Shaydah Schaff, Media Supervisor
JaneAnne Yager, Account Director
Mary Cate O'Neil, Senior Client Engagement Manager

Cross Platform



CATEGORY

Integrated Brand Identity Campaign

TITLE

Birmingham Zoo Cross Platform

ENTRANT

Lewis Communications

CREDITS

Spencer Till, Chief Creative Officer/Artist
Ryan Gernenz, VP/Executive Creative Director
Roy Burns, Design Director
Blake Young, ACD/Art Director
Cedrick Bearss, ACD/Copywriter
Brian Curtin, Creative Director/Production
Andy Cargile, Production Director
Anthony Guin, Production Artist
Lee Little, Production Artist
Sandro Laliashvilli, Illustrator
Joy Honeycutt, VP/Account Service
Caroline McVay, Account Manager

Elements of Advertising



CATEGORY
Logo Design

TITLE
Birmingham Zoo logo

ENTRANT
Lewis Communications

CREDITS
Ryan Gernenz, VP/ ExecutiveCreative Director
Roy Burns, Design Director
Blake Young, ACD/Art Director
Andy Cargile, Production Director
Sandro Laliashvilli, Illustrator
Joy Honeycutt, VP/Account Service
Caroline McVay, Account Manager

Elements of Advertising



CATEGORY

Art Direction—Campaign

TITLE

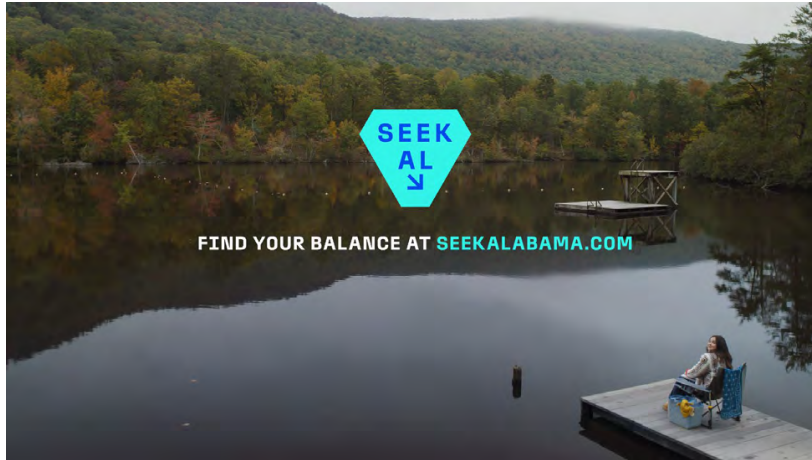
No Second Guessing

ENTRANT

Luckie & Co.

CREDITS

Stephanie Naman, Executive Creative Director
Susan Elliott Reach, Associate Creative Director / Copywriter
Allison Corbin, Associate Creative Director / Art Director
Ben/Dave (Community Films), Directors
Munn Powel, DP
Danica Walker, Agency Producer
Jeff Jay (Hero Post), Editor
John Roberts (Soundbyte), -Audio



CATEGORY

Cinematography—Single

TITLE

Seek Alabama: Closer Than You Think

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
Jake Odom, Creative Director
Chris Seagle, Senior Art Director
Ashton Jah, Copywriter
Kristin Dober, Senior Producer
JaneAnne Yager, Account Director
Mary Cate O'Neil, Senior Client Engagement Manager
Henry Busby, Director/Editor
Caleb Zorn, Director of Photography
Lane McGiboney, Sound Design

Elements of Advertising



CATEGORY
Cinematography—Single

TITLE
PhaseOne

ENTRANT
MAITAI FILMS

CREDITS
Randy Arnold, Cinematography
Chace Strickland, Director
PC Strickland, Editor



CATEGORY

Animation, Special Effects or Motion
Graphics

TITLE

Zoo logo Animations

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/ Executive Creative Director
Roy Burns, Design Director
Blake Young, ACD/Art Director
Brian Curtin, Creative Director/Production
Sandro Laliashvilli, Illustrator
Joy Honeycutt, VP/Account Service
Caroline McVay, Account Manager

Elements of Advertising



CATEGORY

Animation, Special Effects or Motion Graphics

CREDITS

Ryan Gernenz, VP/ Executive Creative Director
Scott Shalles, ACD/Copywriter
Brian Curtin, Creative Director/Production

TITLE

Simple Wish

ENTRANT

Lewis Communications



CATEGORY

Video Editing

TITLE

Seek Alabama: Closer Than
You Think

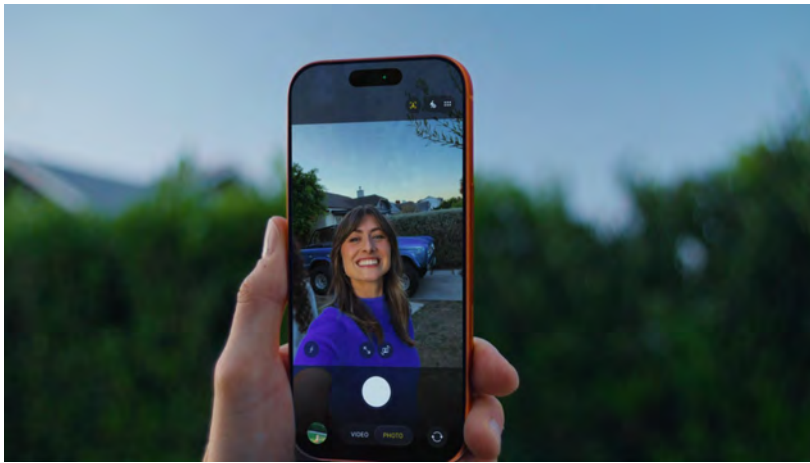
ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
Jake Odom, Creative Director
Chris Seagle, Senior Art Director
Ashton Jah, Copywriter
Kristin Dober, Senior Producer
JaneAnne Yager, Account Director
Mary Cate O'Neil, Senior Client Engagement Manager
Henry Busby, Director/Editor
Caleb Zorn, Director of Photography
Lane McGiboney, Sound Design

Elements of Advertising



CATEGORY

Video Editing

TITLE

More, More, More

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/ ExecutiveCreative Director

Jason Headrickl, ACD/Art Director

Cedrick Bearss, ACD/Copywriter

Jacob Garner, Senior Producer

Kyle Daniel, Video Production Director/Editor

Matt Underwood, Director

Joy Mijms, VP/Account Service

Gillian Lake, Account Director



CATEGORY

Video Editing

TITLE

PhaseOne

ENTRANT

MAITAI FILMS

CREDITS

Randy Arnold , Cinematography

Chace Strickland, Director

PC Strickland, Editor

Advertising/Media Industry Self-Promotion



CATEGORY

Advertising Industry Self-Promotion
Film, Video & Sound

TITLE

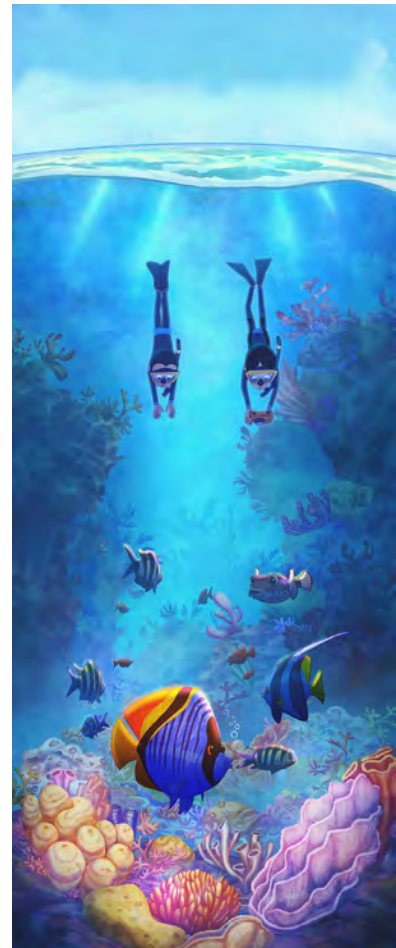
Simple Wish

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/Executive Creative Director
Scott Shalles, ACD/Copywriter
Brian Curtin, Creative Director/Production



CATEGORY

Advertising Industry Self-Promotion
Film, Video & Sound

CREDITS

Wink Winkler, Producer
Travis Blaise, Director

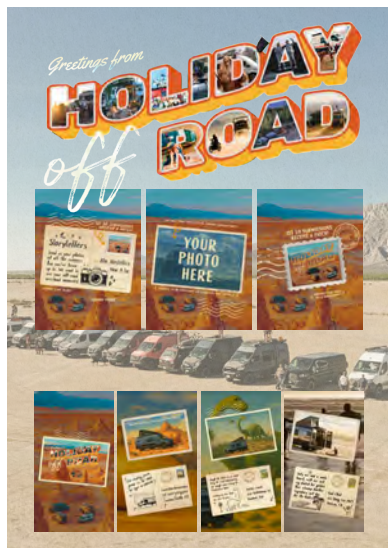
TITLE

Red Sea Film Festival Ident

ENTRANT

SketchToAnimate

Advertising/Media Industry Self-Promotion



CATEGORY

Integrated Media Campaign

TITLE

Holiday "Off" Road

ENTRANT

Storyteller Overland

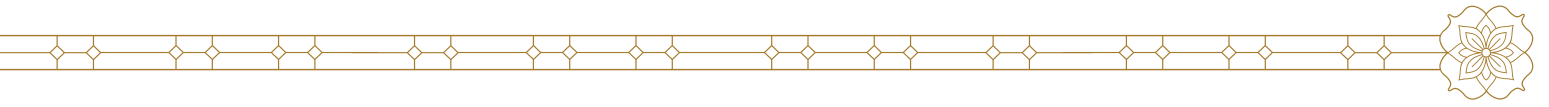
CREDITS

Tori Riddle, Art Director

Tiera Salitros, Marketing Manager

Emma Walsmith, Copy Writer

Kenny McCause, Video Animator



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SILVER

Sales & Marketing



CATEGORY

Product or Service Sales
Promotion Campaign

TITLE

Vulcan Integrated Sales
Campaign

ENTRANT

Bash Agency

CREDITS

Ben Fineburg, Chief Executive Officer & Strategy
Stacy Harris, Chief Creative Officer
Taylor Guess, Video Producer
Jenny Funk, Senior Art Director
Julie Freeman, Director of Client Services



CATEGORY

Packaging

TITLE

Party Animal Blonde Ale

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/ Executive Creative Director

Roy Burns, Design Director

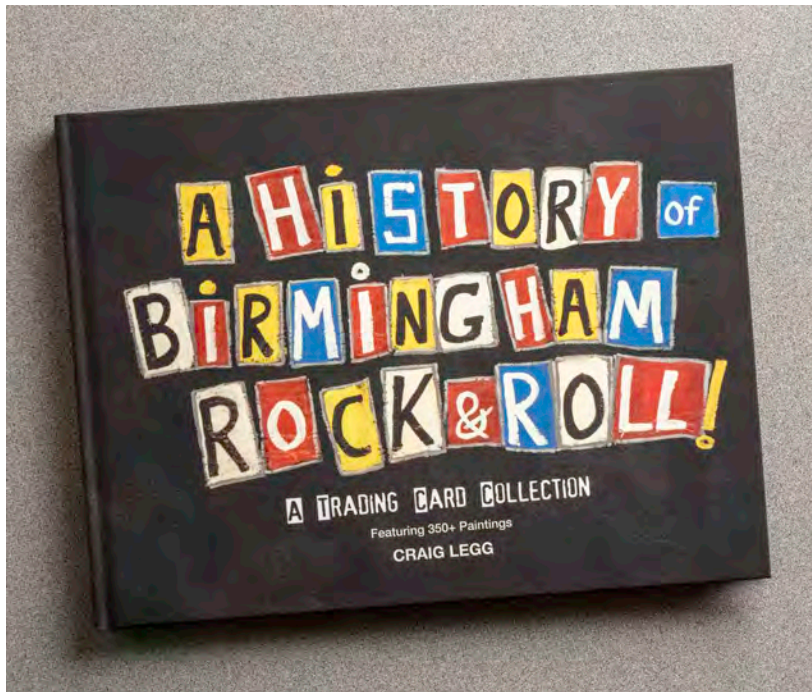
Blake Young, ACD/Art Director

Andy Cargile, Production Director

Joy Honeycutt, VP/Account Service

Caroline McVay, Account Manager

Sales & Marketing



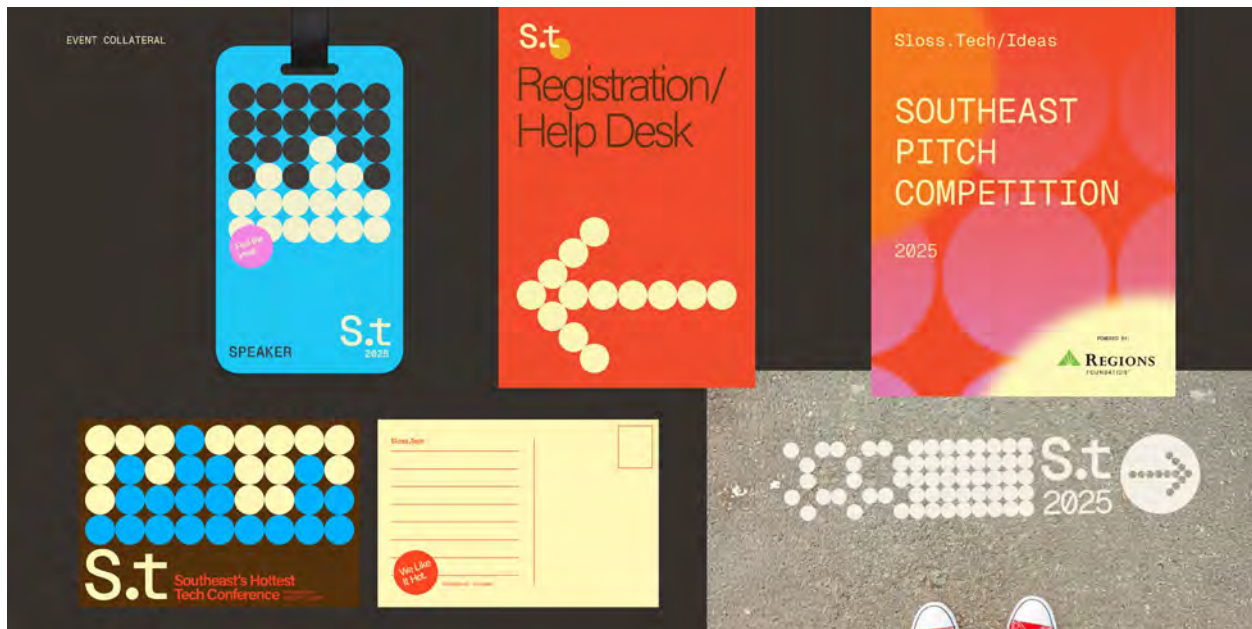
CATEGORY
Book Design

TITLE
A History of Birmingham Rock & Roll

ENTRANT
Hood Creative

CREDITS
Lilla Hood, Art Director
Craig Legg, Artist/Creator
Travis Morgan, Project Manager
Mark Harrelson, Executive Editor & Copy Editor
Belhum Illustrator - Cover
Ben Buford, Graphic Designer
Andi Rice, Photographer
Lee Harrelson, Additional Photography
Burgin Mathews, Copy Editor





CATEGORY

Card, Invitation or Announcement - Campaign

TITLE

Sloss.Tech

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
 Jake Odom, Creative Director
 Heather Garner, Senior Art Director
 Chris Seagle, Senior Art Director
 Claire Norris, Art Director
 Ashton Jah, Copywriter
 Kristin Dober, Senior Producer
 JaneAnne Yager, Account Director
 Julia Meyer, Senior Account Executive

Sales & Marketing



CATEGORY

Specialty Advertising Campaign

TITLE

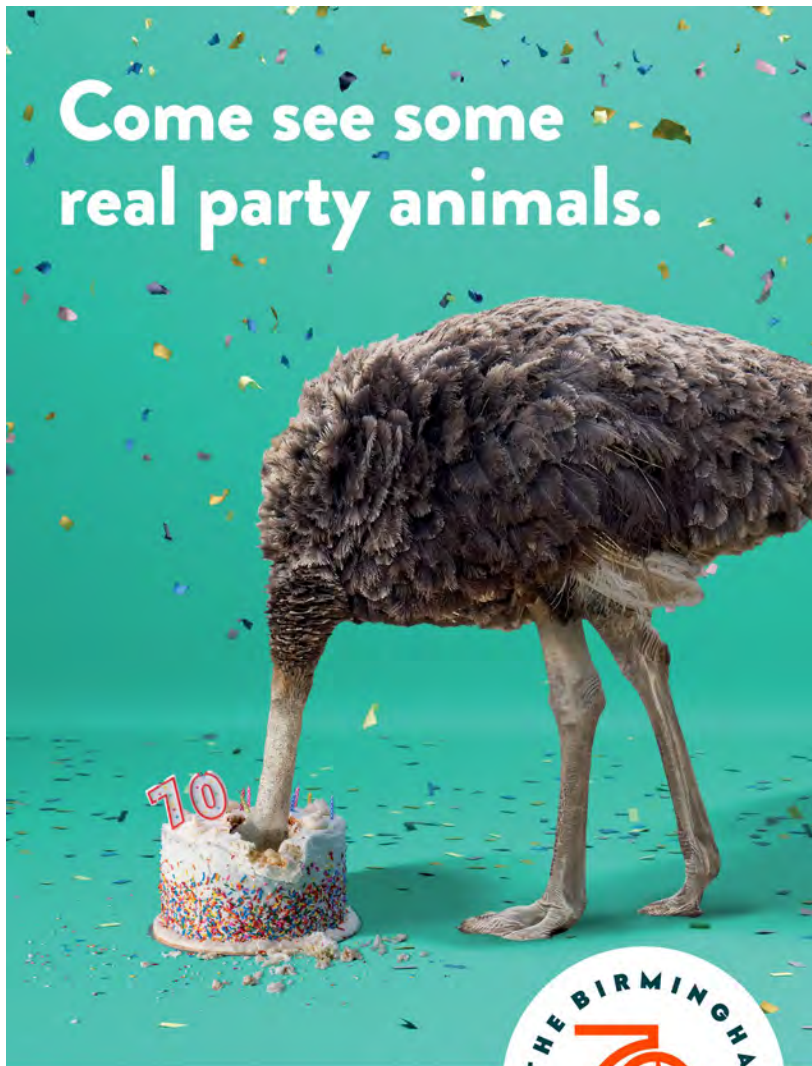
ACCS Regional Events

ENTRANT

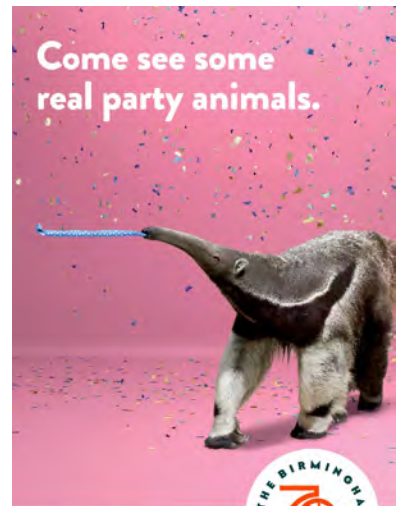
Telegraph Creative

CREDITS

Matt Hardiman, Sr. Creative Director
 Christine Choi, Graphic Designer
 Lexie Dillard-Williams, Project Manager
 Abby Zajac, Sr. Account Executive



Celebrate 70 years of wild.



Celebrate 70 years of wild.



Celebrate 70 years of wild.



CATEGORY

Campaign

TITLE

Party Animals

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/ Executive Creative Director
 Roy Burns, Design Director
 Blake Young, ACD/Art Director
 Cedrick Bearss, ACD/Copywriter
 Andy Cargile, Production Director
 Anthony Guin, Production Artist
 Lee Little, Production Artist
 Sandro Laliashvilli, Illustrator
 Joy Honeycutt, VP/Account Service
 Caroline McVay, Account Manager

Out-of-Home & Ambient Media



CATEGORY

Guerrilla Marketing

TITLE

Lemonade Stand

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/ ExecutiveCreative Director

Geoff Johnson, Senior Designer

Jason Bickell, ACD/Art Director

Scott Shalles, ACD/Copywriter

Jacob Garner, Senior Producer

Andy Cargile, Director of Production

Rhonda Wilkinson, Account Director

Alice Helms, Account Manager

Avery Chappell, Account Manager



CATEGORY

Poster - Single Unit

CREDITS

Geoff Sciacca, Designer

Geoff Sciacca, Screen Printer

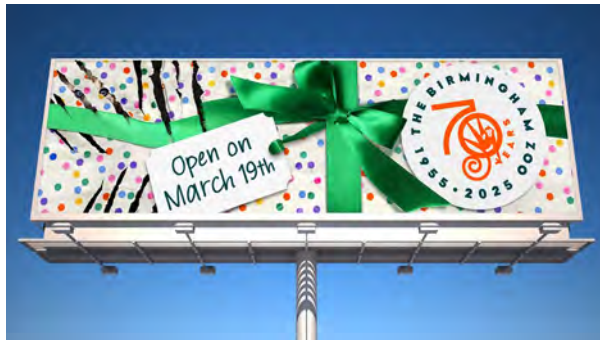
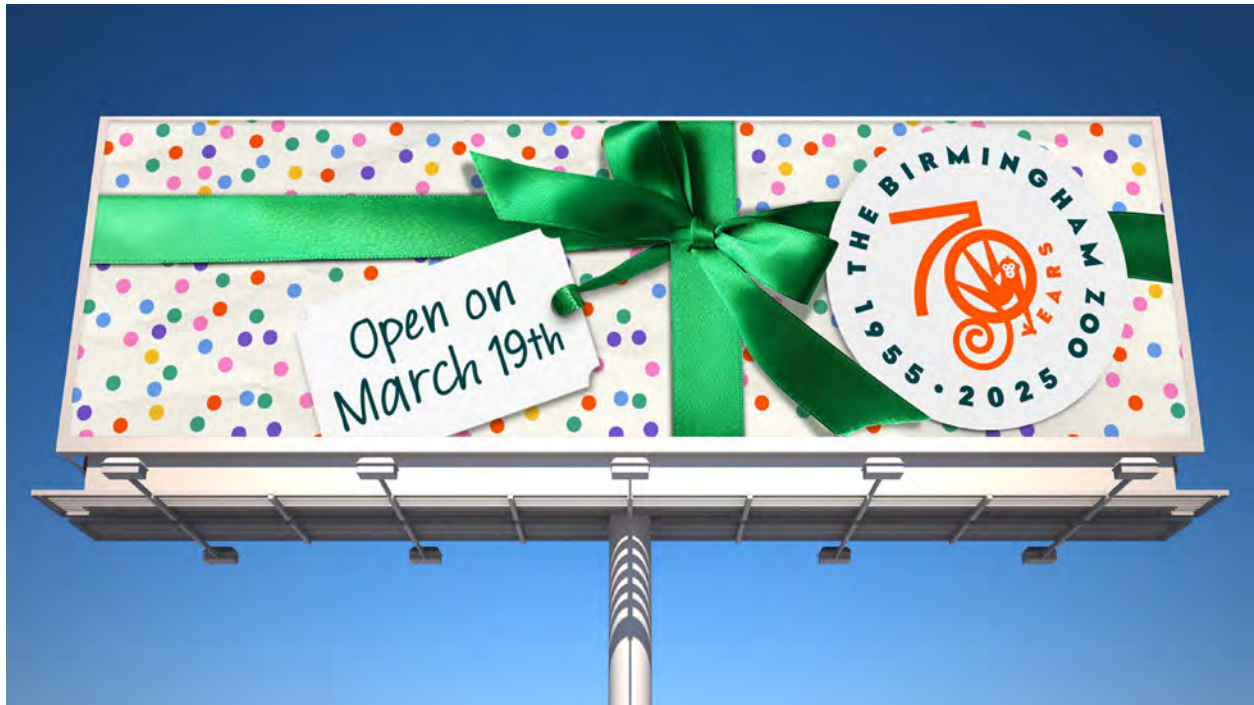
TITLE

Ellen Lupton Lecture Screen Print

ENTRANT

Samford University

Out-of-Home & Ambient Media



CATEGORY

Multiple Boards

TITLE

Cougar Crossing

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/Executive Creative Director

Roy Burns, Design Director

Blake Young, ACD/Art Director

Cedrick Bearss, ACD/Copywriter

Brian Curtin, Creative Director/Production

Andy Cargile, Production Director

Anthony Guin, Production Artist

Lee Little, Production Artist

Sandro Laliashvilli, Illustrator

Joy Honeycutt, VP/Account Service

Caroline McVay, Account Manager



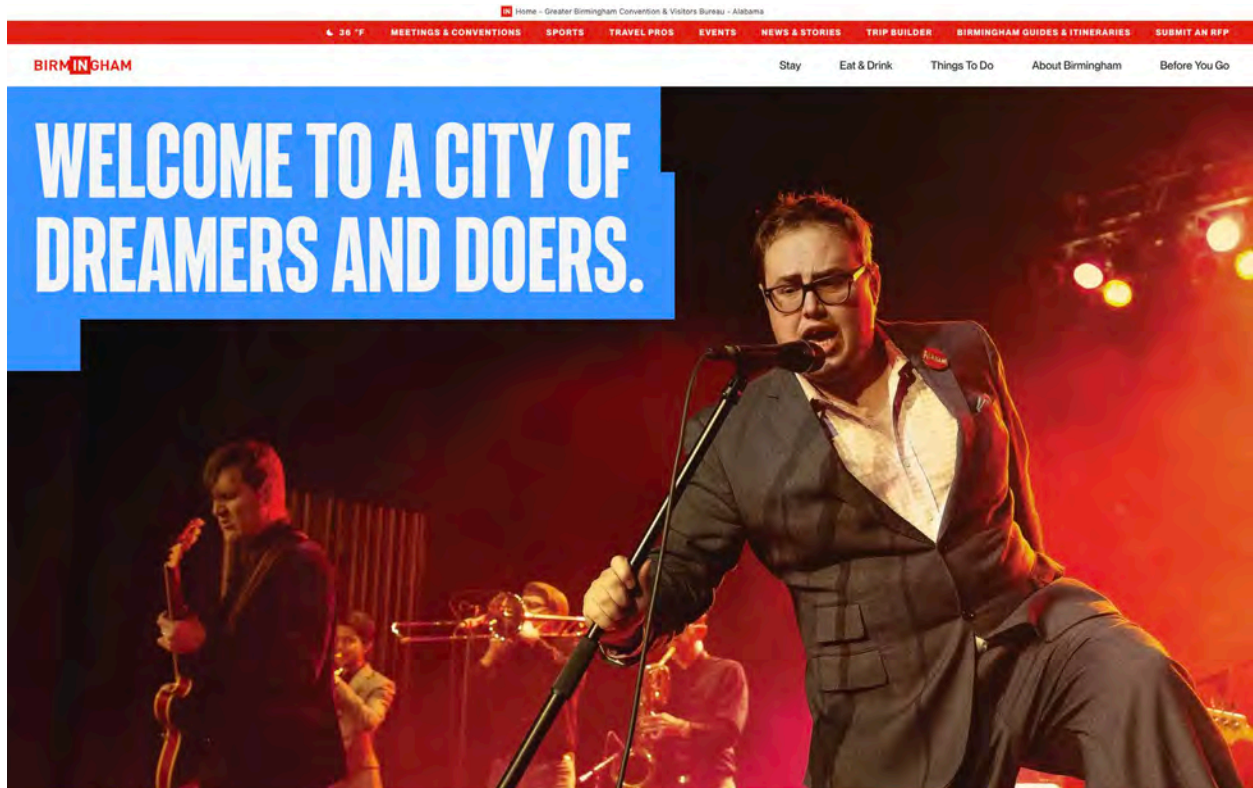
CATEGORY
Consumer Website

TITLE
Sloss.Tech

ENTRANT
Big Communications

CREDITS
Shannon Harris, Executive Creative Director
Jake Odom, Creative Director
Heather Garner, Senior Art Director
Chris Seagle, Senior Art Director
Claire Norris, Art Director
Ashton Jah, Copywriter
Cecilia Wood, Social Media and Content Curator
Robert Brodrecht, Digital Director
Dan Gavin, Digital Experience Engineer
Janey Diuguid, Senior Integrated Strategic Planner
JaneAnne Yager, Account Director
Julia Meyer, Senior Account Executive

Online/Interactive



CATEGORY

Consumer Website

TITLE

GBCVB Website

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/ Executive Creative Director

Stephen Curry, ECD/Copywriter

Geoff Johnson, Senior Designer

Rachel Carney, Designer

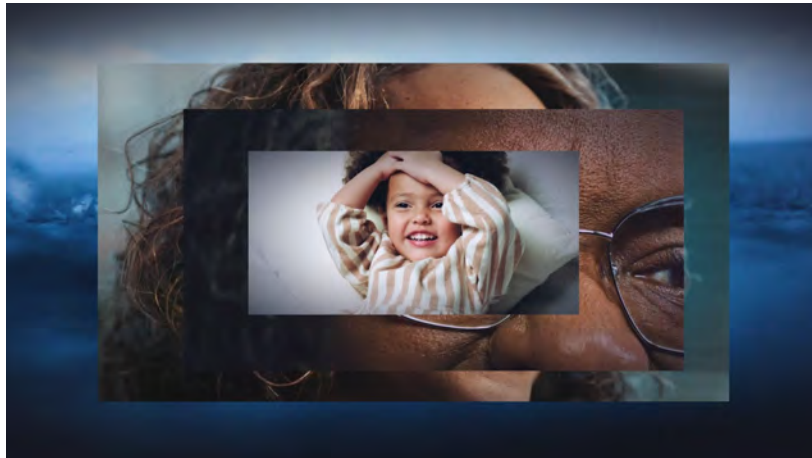
Ben Blackburn, Designer

Brian Curtin, Creative Director/Production

Bailey Lockhart, Digital Production Manager

Katie Peninger, VP/Account Service

Whitney Satterwhite, Account Service



CATEGORY

Local Television Commercial
:30 Seconds

TITLE

History in Every Hue

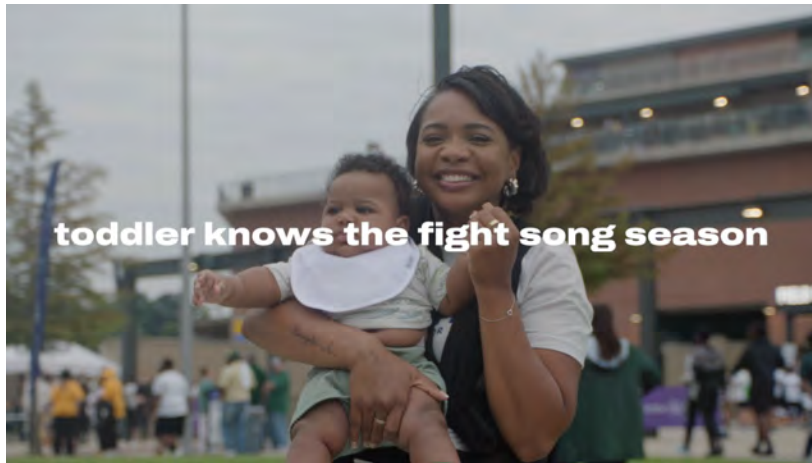
ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
Jake Odom, Creative Director
Ali Clark, Associate Creative Director/Copywriter
Heather Garner, Senior Art Director
Lauren Saravanja, Art Director
Alejandra Vecchini, Account Director
Ali Clark Director/Editor
Eley, Still Photographer
Caleb Zorn, Director of Photography

Film, Video, & Sound



CATEGORY

Local Television Commercial
Campaign

CREDITS

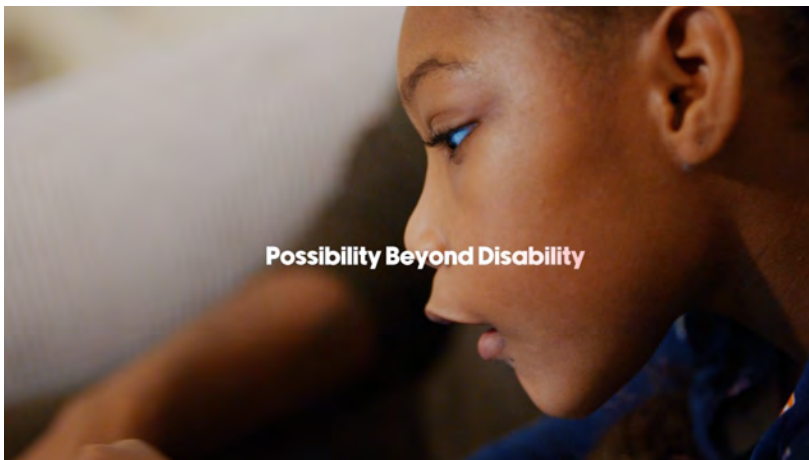
Sam Miller, Creative Director, Copywriter
Dustin Gunter, DP, Editor

TITLE

UAB Football - Not Just Football

ENTRANT

Champ Creative



CATEGORY

Local Television Commercial
Campaign

TITLE

United Ability - Possibility

ENTRANT

Champ Creative

CREDITS

Sam Miller, Creative Director, Copywriter, Editor
Dustin Gunter, DP, Editor
Tyler Daniels, Motion Graphics
Heather Jeffcoat, Producer

Film, Video, & Sound



CATEGORY

Regional/National Television
Commercial

TITLE

UnPlan Your Trip | North Alabama

ENTRANT

Luckie & Co.

CREDITS

Stephanie Naman, Executive Creative Director
Mat Powell, Senior Art Director
Joe Whitlock, Senior Copywriter
John Hunter, Director/DP/Editor
Bob Harrison, Creative Director
Karen Kizzire, Head of Production
Lizzie Holt, Director of Production
David Rowe, Ryan Hayslip, Photography
David Rowe, 2nd Unit DP
Mike Lagattuta, Producer
Ruth Akin Mann, Line Producer
Kristi Walker, Production Coordinator
Ben Greer, Gaffer
Drew Gaines, Key Grip
Ed Mizzell, Managing Director
Jack Luckie, Account Supervisor
Lexi Theo, Project Manager
The Brook & The Bluff Music, The Brook & The Bluff
FAME Studios, Music Production/Mix
Boutwell Studios, Sound Design/Mix



CATEGORY

Regional/National Television
Commercial Campaign

TITLE

Specialists Need Specialists, Too

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
Jake Odom, Creative Director
Laurie Hollar, Copywriter
Kristin Dober, Senior Producer
Janey Diuguid, Senior Integrated Strategic Planner
Alejandra Vecchini, Account Director
Bella, Production Company
Sean Davé, Director
Caleb Zorn, Director of Photography

Film, Video, & Sound



CATEGORY

Regional/National Television
Commercial Campaign

TITLE

No Second Guessing

ENTRANT

Luckie & Co.

CREDITS

Stephanie Naman, Executive Creative Director
Susan Elliott Reach, Associate Creative Director / Copywriter
Allison Corbin, Associate Creative Director / Art Director
Ben/Dave (Community Films), Directors
Munn Powel, DP
Danica Walker, Agency Producer
Jeff Jay (Hero Post), Editor
John Roberts (Soundbyte), Audio

**CATEGORY**

Internet Commercial

TITLE

I Started with Singer

ENTRANT

Eleven Productions

CREDITS

Stephen DeVries, Director
Katie DeLoach, Producer
Max Soto, 1st AD
DJ Dittenhoefer, Director of Photography
Jay Galloway, 1st AC
Seth Newell, Gaffer
Thomas Trollope, Key Grip
Ande Fanning, Production Design
Marilyn Locke, Wardrobe Stylist
Kerri Bunn, HMU Stylist
Blake Benton, Editor
Asa Fox, Colorist
Boutwell Studios, Sound Mix
Maximos Tatum, VFX Artist

Film, Video, & Sound



CATEGORY

Internet Commercial

TITLE

LaGrange College | You Are More

ENTRANT

Ninety Nine Natives

CREDITS

Grant Watson, Director
Brody Burgess, Director
Grant Watson, Producer
Brody Burgess, Director of Photography
Brivel Bariki, Gaffer
Spencer Dunn, Grip
Morgon Dickerson, Colorist
Grant Watson, Editor
Alex Hershey, Voice Over
5 Degrees Branding, Creative Direction

**CATEGORY**

Internet Commercial

TITLE

Seek Alabama: Closer Than You Think

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director

Jake Odom, Creative Director

Chris Seagle, Senior Art Director

Ashton Jah, Copywriter

Kristin Dober, Senior Producer

JaneAnne Yager, Account Director

Mary Cate O'Neil, Senior Client Engagement Manager

Henry Busby, Director/Editor

Caleb Zorn, Director of Photography

Lane McGiboney, Sound Design

Film, Video, & Sound



CATEGORY

Internet Commercial

TITLE

Nelson Brothers | Spec Chem Promo

ENTRANT

Cedar Creative

CREDITS

Preston Little, Director

Morgon Dickerson, Director of Photography

Morgon Dickerson, Ethan Milner, Chris Todd, Camera

Preston Little, Drone

Wes Abeln, Client Producer

Preston Little, Edit

Preston Little, Sound

**CATEGORY**

Internet Commercial

TITLE

No Second Guessing (Group Admin)

ENTRANT

Luckie & Co.

CREDITS

Stephanie Naman, Executive Creative Director
Susan Elliott Reach, Associate Creative Director / Copywriter
Allison Corbin, Associate Creative Director / Art Director
Ben/Dave (Community Films), Directors
Munn Powell, DP
Danica Walker, Agency Producer
Jeff Jay (Hero Post), Editor
John Roberts (Soundbyte), Audio

Film, Video, & Sound



CATEGORY

Internet Commercial

TITLE

PhaseOne

ENTRANT

MAITAI FILMS

CREDITS

Randy Arnold , Cinematography

Chace Strickland, Director

PC Strickland, Editor



We brought the classic
lemonade stand back to life.

CATEGORY

Internet Commercial

TITLE

Lemonade Stand

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/Executive Creative Director

Jason Bickell, ACD/Art Director

Scott Shalles, ACD/Copywriter

Geoff Johnson, Senior Designer

Jacob Garner, Senior Producer

Brian Curtin, Creative Director/Production

Andy Cargile, Director of Production

Kyle Daniel, Video Production Director

Jeff Williams, Videographer

Rhonda Wilkinson, Account Director

Alice Helms, Account Manager

Avery Chappell, Account Manager

Film, Video, & Sound



CATEGORY

Internet Commercial

TITLE

UAB Institutional Rebrand Reveal

ENTRANT

Champ Creative

CREDITS

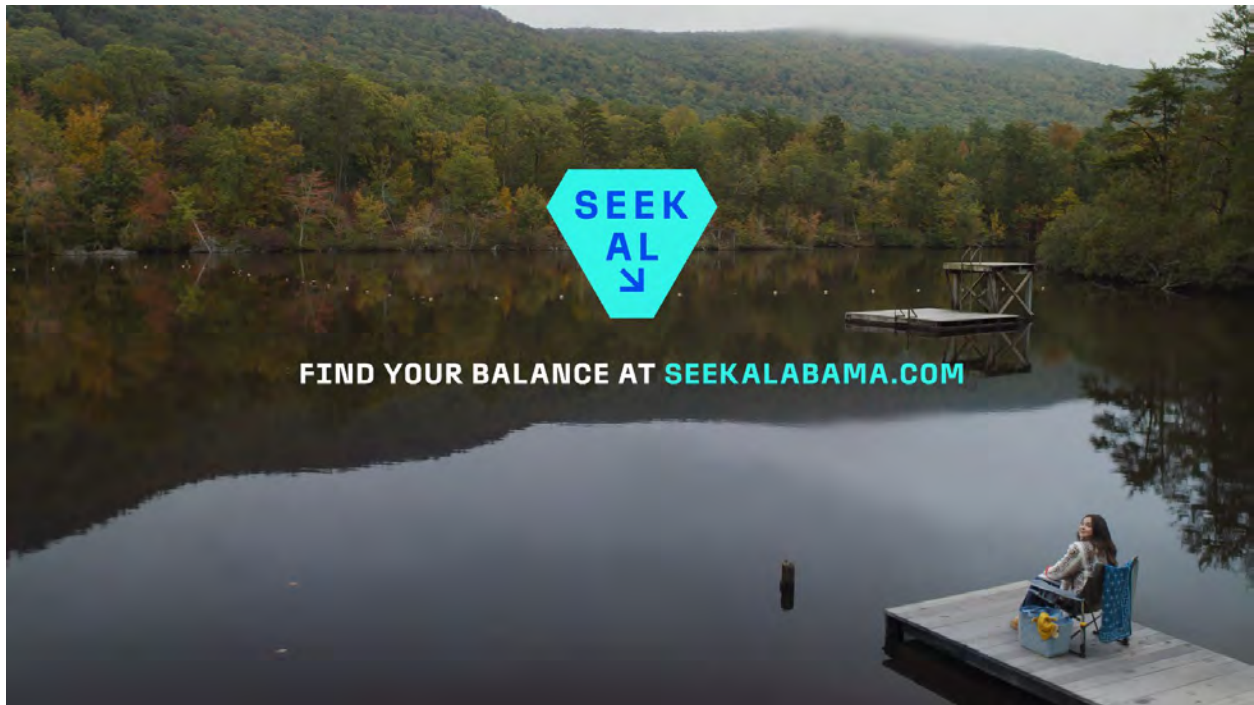
Sam Miller, Creative Director, Copywriter, Editor

Heather Jeffcoat, Producer

Dustin Gunter, DP

Mika Martinizad, DP

Champion Lighting and Grip, Gaffer

**CATEGORY**

Internet Commercial Campaign

TITLE

Seek Alabama: Closer Than You Think

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
Jake Odom, Creative Director
Chris Seagle, Senior Art Director
Ashton Jah, Copywriter
Kristin Dober, Senior Producer
JaneAnne Yager, Account Director
Mary Cate O'Neil, Senior Client Engagement Manager
Henry Busby, Director/Editor
Caleb Zorn, Director of Photography
Lane McGiboney, Sound Design

Film, Video, & Sound



CATEGORY

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

TITLE

LaGrange College | You Are More

ENTRANT

Ninety Nine Natives

CREDITS

Grant Watson, Director
Brody Burgess, Director
Grant Watson, Producer
Brody Burgess, Director of Photography
Brivel Bariki, Gaffer
Spencer Dunn, Grip
Morgon Dickerson, Colorist
Grant Watson, Editor
Alex Hershey, Voice Over
5 Degrees Branding, Creative Direction

**CATEGORY**

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

TITLE

What's Next? | Samford University

ENTRANT

Cedar Creative

CREDITS

Ethan Milner, Director
Ethan Milner, Writer
Ethan Milner, Editor
Ethan Milner, Director of Photography
Kevin Johnson, Meredith Jackson, Producers
Ellison Chadwick, Talent
Greyson Welch, Assistant Director
John Champion, Grip
Preston Little, Gaffer
Morgon Dickerson, 1st AC
Chris Todd, 2nd AC
Chris Todd, BTS
Tristan Dickerson, Set PA

Film, Video, & Sound



CATEGORY

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

TITLE

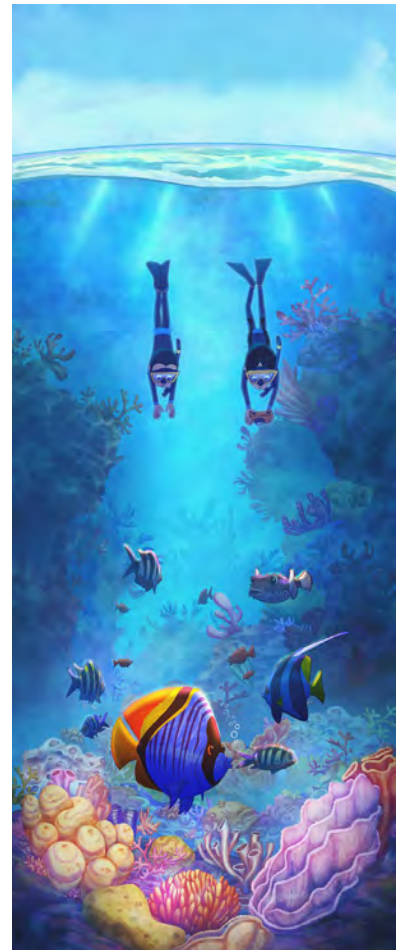
Wyatt Builds: The Future is Bright

ENTRANT

Infomedia

CREDITS

Paul Bryant, Director of Photography
Katey Beck, Producer
Caleb Chancey, Creative Director
Aaron Duncan, Editor



CATEGORY

In-Theater Commercial or Slide

CREDITS

Wink Winkler, Producer
Travis Blaise, Director

TITLE

Red Sea Film Festival Ident

ENTRANT

SketchToAnimate

Cross Platform



CATEGORY

Integrated Advertising Campaign - Regional/National - Consumer

TITLE

Specialists Need Specialists, Too

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
 Jake Odom, Creative Director
 Laurie Hollar, Copywriter
 Janey Diuguid, Senior Integrated Strategic Planner
 Kristin Dober, Senior Producer
 Alejandra Vecchini, Account Director
 Bella, Production Company
 Sean Davé, Director/Editor
 Caleb Zorn, Director of Photography



Launched into space. Discovered down-to-earth wonders.

UnPLAN YOUR TRIP

Lift off at the U.S. Space & Rocket Center, then let curiosity guide you toward cascading waterfalls, scenic trails, and hidden retreats between scheduled stops. One small step can lead to big discoveries in Sweet Home Alabama. UnPlan and explore the unexpected. UnPlanYourTrip.com



Top: U.S. Space & Rocket Center. Bottom: DeSoto Falls, Shady Grove Horse Ranch, Retreat Resort & Spa.

Sweet Home Alabama

CATEGORY

Integrated Advertising Campaign - Regional/National - Consumer

TITLE

UnPlan Your Trip | Alabama Tourism

ENTRANT

Luckie & Co.

CREDITS

- Stephanie Naman, Executive Creative Director
- Mat Powell, Senior Art Director
- Joe Whitlock, Copywriter
- Bob Harrison, Creative Director
- John Hunter, Director/DP/Editor
- Karen Kizzire, Head of Production
- Lizzie Holt, Director of Production
- Ryan Hayslip, Photography
- David Rowe, 2nd Unit DP
- Mike Lagattuta, Producer
- Ruth Akin Mann, Line Producer
- Kristi Walker, Production Coordinator
- Ben Greer, Gaffer
- Drew Gaines, Key Grip
- Ed Mizzell, Managing Director
- Jack Luckie, Account Supervisor
- Lexi Theo, Project Manager
- The Brook & The Bluff, Music
- FAME Studios, Music/Production/Mix
- Boutwell Studios, Sound Design/Mix



Unpacked a great deal. Uncovered a flavor-packed meal.

Small text describing the offer and website.



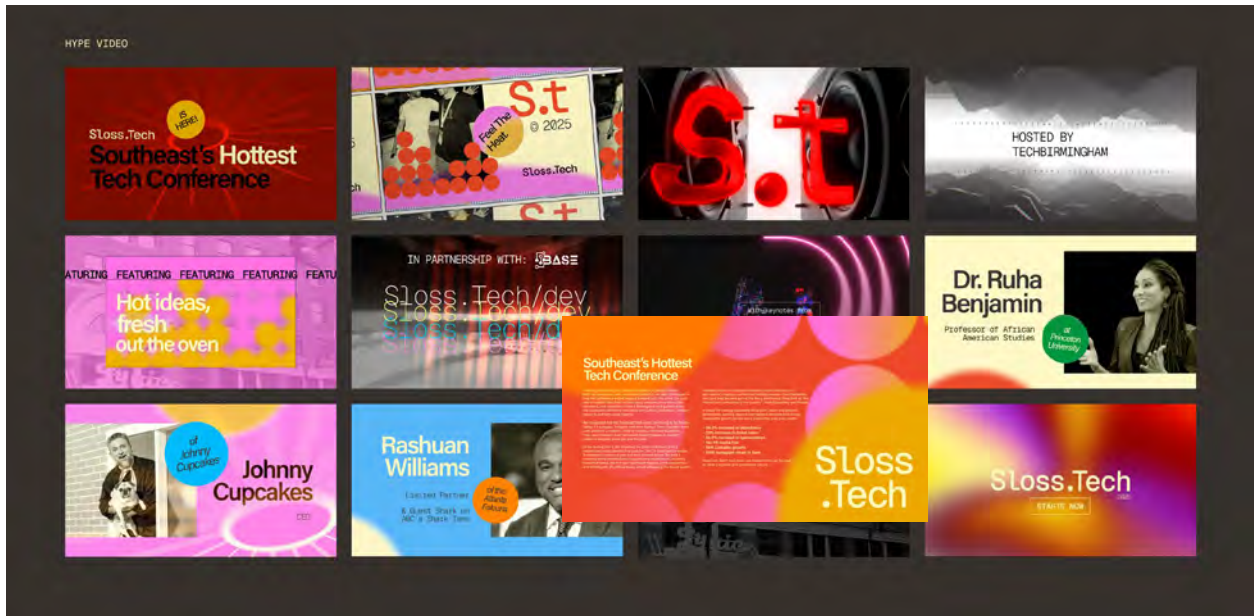
Sweet Home Alabama



UnPLAN YOUR TRIP Sweet Home Alabama

Alabama Travel / UnPlanYourTrip

Cross Platform



CATEGORY

Integrated Brand Identity Campaign

TITLE

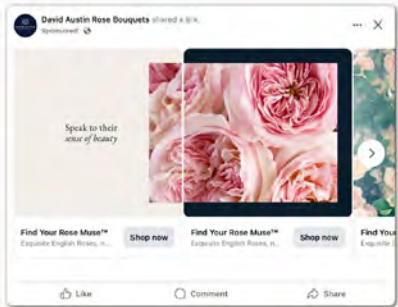
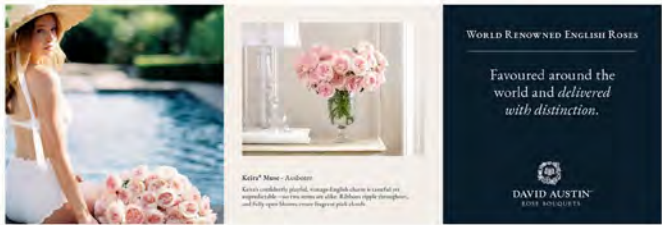
Sloss.Tech

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
 Jake Odom, Creative Director
 Heather Garner, Senior Art Director
 Chris Seagle, Senior Art Director
 Claire Norris, Art Director
 Ashton Jah, Copywriter
 Cecilia Wood, Social Media and Content Curator
 Robert Brodrecht, Digital Director
 Dan Gavin, Digital Experience Engineer
 Janey Diuguid, Senior Integrated Strategic Planner
 Kristin Dober, Senior Producer
 JaneAnne Yager, Account Director
 Julia Meyer, Senior Account Executive
 Ginnard Archibald, Director of Photography/Editor



CATEGORY
Online/Interactive Campaign

TITLE
Deliver Distinction

ENTRANT
Big Communications

CREDITS
Shannon Harris, Executive Creative Director
Ali Clark Creative, Director/Editor
Jake Odom, Creative Director
Jo Bird, Brand Director
Heather Garner, Senior Art Director
Larissa Kirschner, Copywriter
Janna Brown, Photographer
Cecilia Wood, Social Media and Content Curator
Janey Diuguid, Senior Integrated Strategic Planner
Mary Jane Cleage, VP, Client Engagement
Alejandra Vecchini, Account Director

Elements of Advertising



SPECIALISTS NEED SPECIALISTS, TOO.

Open on a woman in her late 50s in a sleek, sunlit kitchen. Her shelves are stacked with breadmaking books and blue ribbons. She kneads a mound of bread dough then lifts it up to the light, stretching it.

WOMAN (impressed and satisfied): Strong fermentation. Great elasticity.

A sourdough loaf sits on a wire rack next to a calculator. Her computer has a spreadsheet open titled "Loaf Tracker v. Life Tracker." She's highlighting columns with one hand while using a kitchen thermometer to stir her coffee.

WOMAN (frustrated): My 7-year-old sourdough starter is paying dividends, but I don't have a recipe for making my retirement savings last.

Camera pans, revealing a financial advisor seated at the kitchen table with notebook open. She clicks a retractable pen.

ADVISOR: That's why I'm here. While you were perfecting that sourdough, I was earning a designation to identify income strategies for you.

WOMAN: So my financial future won't be half-baked?

ADVISOR (smiling): No, I've got your dough covered.

AVO: Specialists need specialists, too. Learn more at YourAdvisorGuide.com.

END CARD: LOGO / Find your financial professional at YourAdvisorGuide.com [Designations]



SPECIALISTS NEED SPECIALISTS, TOO.

Open on a man in his late 50s, wearing full beekeeping gear. He lifts a honeycomb frame with surgical precision, inspects it, and speaks into a mini tape recorder clipped to his suit.

MAN: Hive 4: Morale is high. Ah, Debbie has returned.

Cut to the same man in his work studio with new bee boxes in progress surrounded by tools and jars of honey.

MAN: I can split a colony blindfolded, but taxes are my blindspot.

Cut to a financial advisor seated beside him in his workshop, flipping through a binder. He slides off his glasses.

ADVISOR: That's why I'm here. While you were studying hive behavior, I was earning a designation to build planning strategies for you.

MAN: So I won't get stung come tax season?

ADVISOR (smiling): Not unless you try to claim 20,000 dependents.

AVO: Specialists need specialists, too. Learn more at YourAdvisorGuide.com.

END CARD: LOGO / Find your financial professional at YourAdvisorGuide.com [Designations]



CATEGORY

Copywriting

TITLE

Specialists Need Specialists, Too

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director

Jake Odom, Creative Director

Laurie Hollar, Copywriter

Janey Diuguid, Senior Integrated Strategic Planner

Kristin Dober, Senior Producer

Alejandra Vecchini, Account Director

Bella, Production Company

Sean Davé, Director/Editor

Caleb Zorn, Director of Photography



UAB Callahan Eye | Visionary Care for Generations Campaign | "History in Every Hue" :30



History in Every Hue :30

Dark as night,
a stormy hue,
a universe of ocean blue.

Amber flecks and fields of green,
so much beauty yet unseen.

And when I look into your eyes,
I see the echoes of my own.

What will they look like
when they are grown?

I see my mother and hers before—
old and new combined in you.

Visionary care for generations.
UAB Callahan Eye

CATEGORY

Copywriting

TITLE

History in Every Hue

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director

Jake Odom, Creative Director

Ali Clark, Associate Creative Director/Copywriter

Heather Garner, Senior Art Director

Lauren Saravanja, Art Director

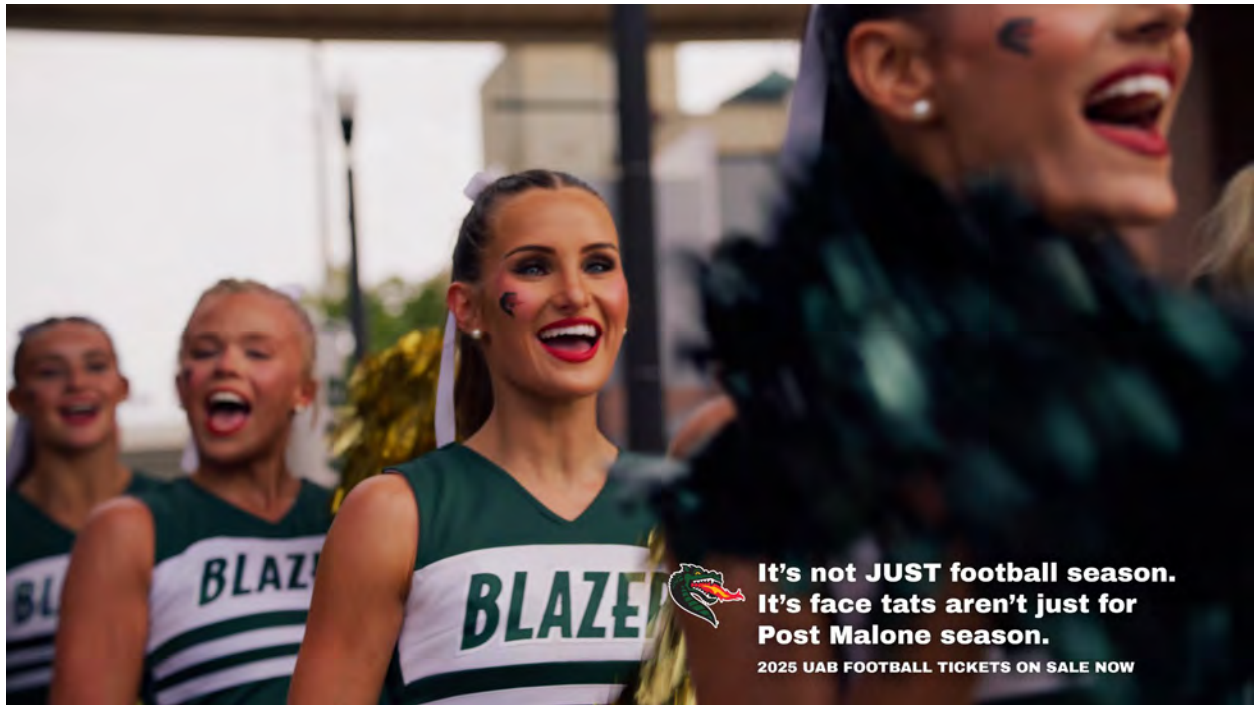
Alejandra Vecchini, Account Director

Ali Clark, Director/Editor

Eley, Still Photographer

Caleb Zorn, Director of Photography

Elements of Advertising



CATEGORY

Copywriting

TITLE

UAB Football - Not Just Football

ENTRANT

Champ Creative

CREDITS

Sam Miller, Creative Director, Copywriter

Dustin Gunter, DP, Editor



CATEGORY

Copywriting

CREDITS

Sam Miller, Creative Director, Copywriter, Editor

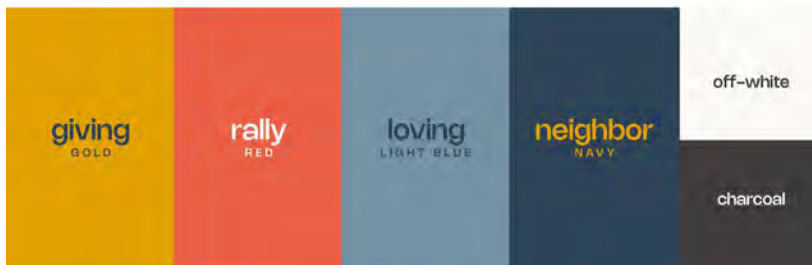
TITLE

Smile-A-Mile Anniversary Anthem

ENTRANT

Champ Creative

Elements of Advertising



HEADLINES

Nohemi

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

BODY COPY

DM Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Pray. Serve. Give.



CATEGORY

Logo Design

TITLE

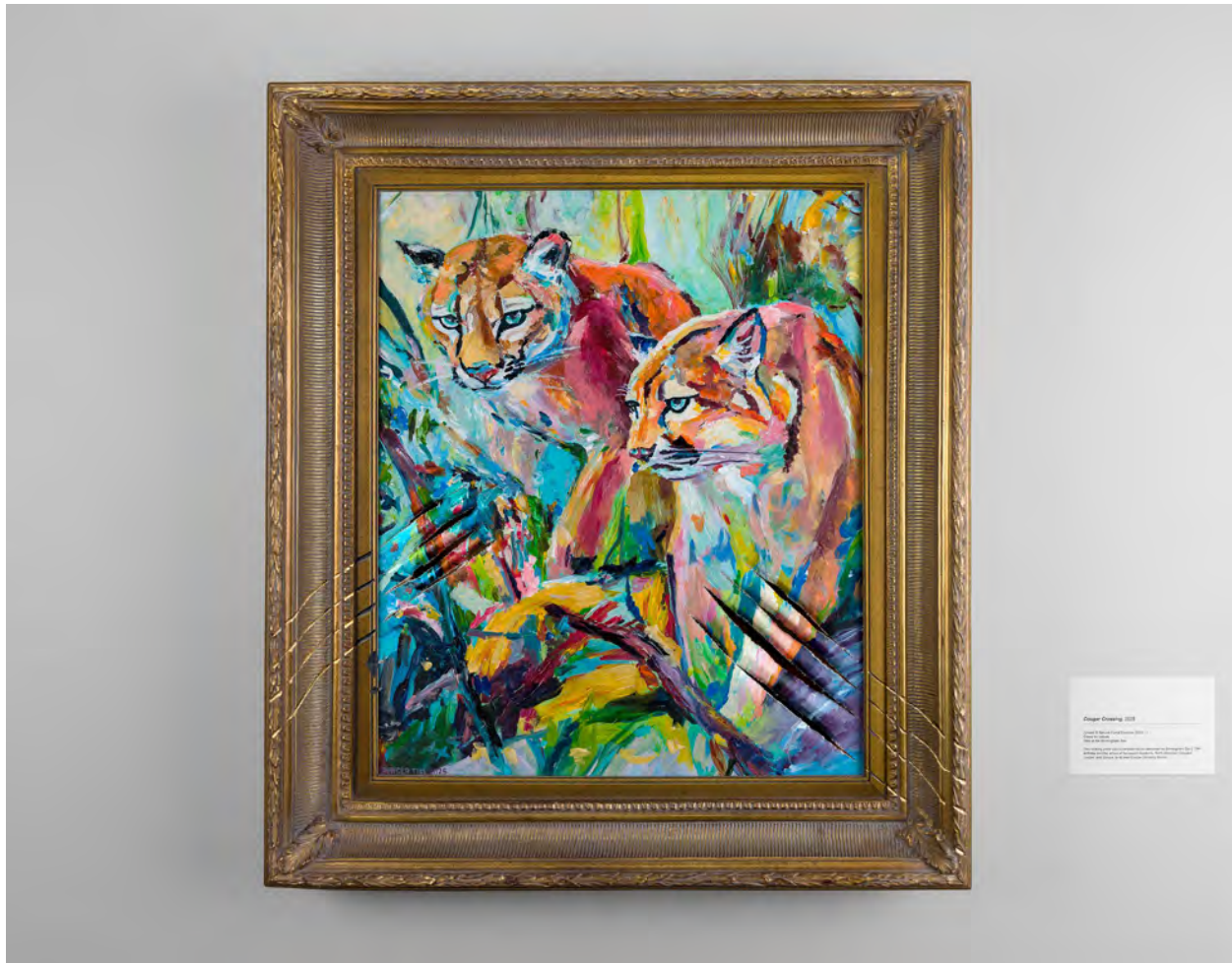
Neighbor9 Visual Identity

ENTRANT

Telegraph Creative

CREDITS

Jason Martin, Vice President of Creative
Rebekah Odle, Senior Designer
Abby Zajac, Senior Account Executive
Britney Baker, Senior Project Manager



CATEGORY

Illustration

TITLE

Cougar Painting

ENTRANT

Lewis Communications

CREDITS

Spencer Till, Chief Creative Officer/Artist

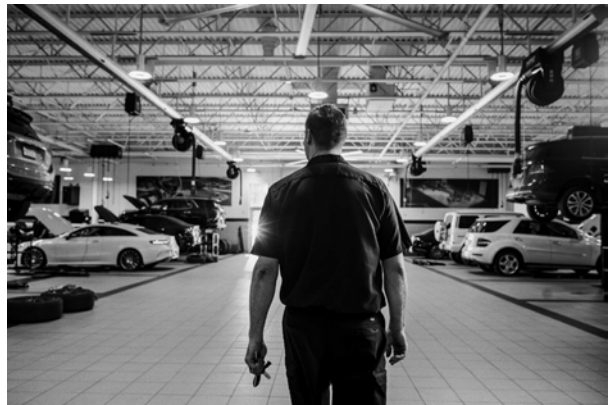
Blake Young, ACD/Art Director

Andy Cargile, Production Director

Joy Honeycutt, VP/Account Service

Caroline McVay, Account Manager

Elements of Advertising



CATEGORY

Black & White/Color/ Digitally Enhanced—Campaign

TITLE

Mercedes-Benz of Birmingham

ENTRANT

Brand Neue Co.

CREDITS

Aaron Gresham, Executive Creative Director
Bob Miller, Photographer
Daniel Lawson, Camera Assist
Lane Mullins, Art Director
Alex Kistler, Account Director



CATEGORY

Black & White/Color/ Digitally
Enhanced—Campaign

CREDITS

Bryan Johnson, -Photographer

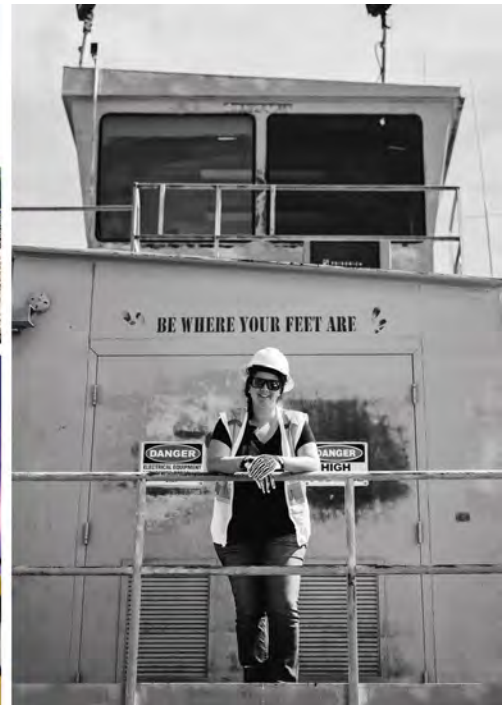
TITLE

Hope Heals Camp

ENTRANT

Bryan Johnson Studio

Elements of Advertising



CATEGORY

Black & White/Color/ Digitally Enhanced—Campaign

TITLE

Vulcan - Beneath the Surface

ENTRANT

Telegraph Creative

CREDITS

Matt Hardiman, Sr Creative Director
Josh Weichman, Director of Photography
Will Holland, Photographer
Craig Godwin, Photographer
Celeste Laborde, Project Manager
Brian Conley, Chief Strategy Officer



CATEGORY

Art Direction—Single

TITLE

Birmingham Zoo Birthday Present

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/Executive Creative Director

Roy Burns, Design Director

Blake Young, ACD/Art Director

Cedrick Bearss, ACD/Copywriter

Andy Cargile, Production Director

Anthony Guin, Production Artist

Lee Little, Production Artist

Sandro Laliashvilli, Illustrator

Joy Honeycutt, VP/Account Service

Caroline McVay, Account Manager

Elements of Advertising



CATEGORY

Art Direction—Single

TITLE

MBCV Dollhouse

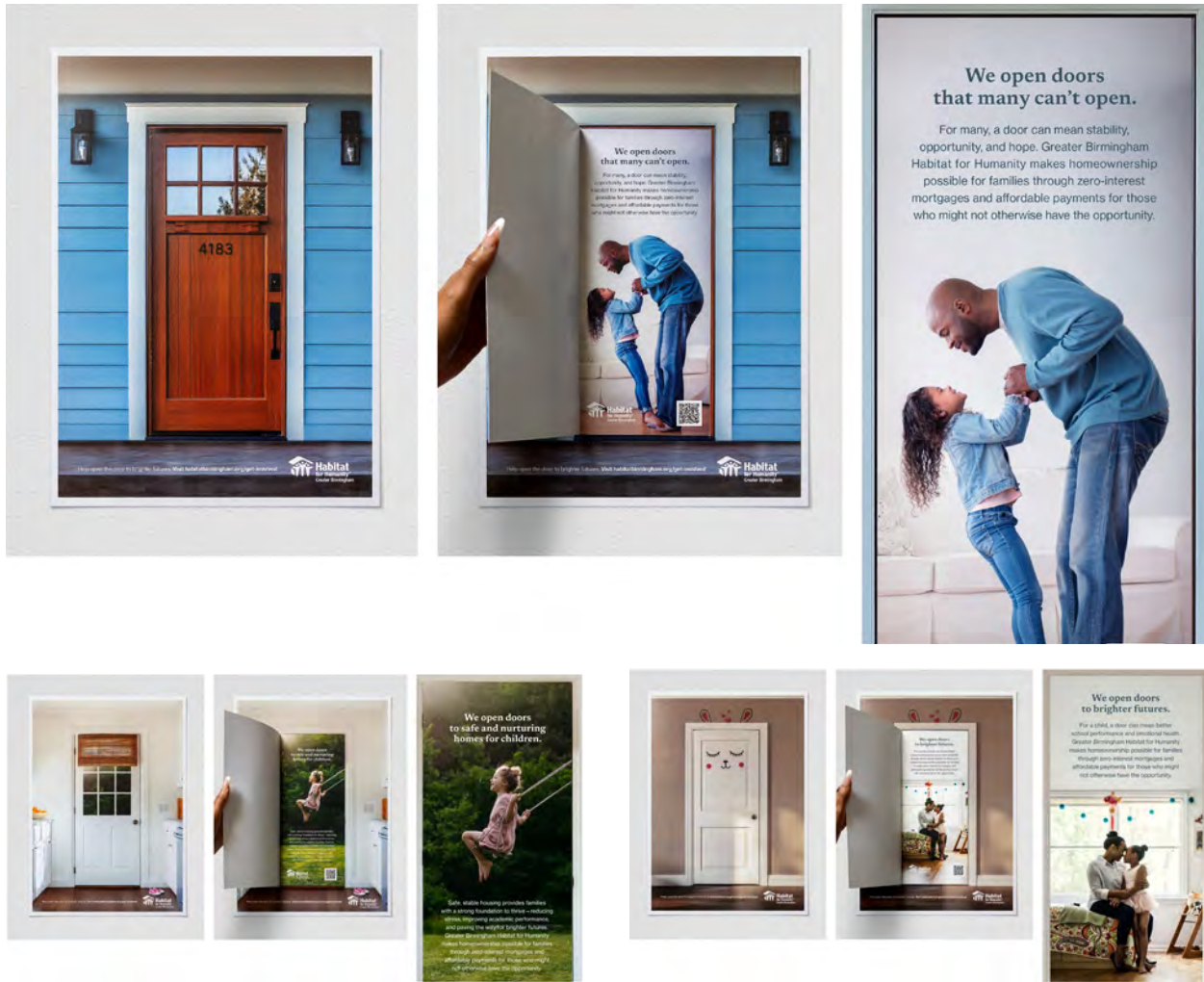
ENTRANT

Cedar Creative

CREDITS

Ethan Milner, Writer
Ethan Milner, Director
Ethan Milner, Editor
Kevin Johnson, Meredith Jackson, Producers
Davis Haines, Talent
Kevin Johnson, Art Director
Greyson Welch, Camera Operator
Preston Little, Gaffer
Morgon Dickerson, 1st AC
Morgon Dickerson, Colorist
J. Adam Wesley, On Set Sound
Chris Todd, Grip
Chris Todd, BTS

Elements of Advertising



CATEGORY

Art Direction—Campaign

TITLE

Open Doors

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/ ExecutiveCreative Director
 Jason Bickell, ACD/Art Director
 Scott Shalles, ACD/Copywriter
 Geoff Johnson, Senior Designer
 Andy Cargile, Production Director
 Anthony Guin, Production Artist
 Lee Little, Production Artist
 Bailey Lockhart, wAccount Manager

Elements of Advertising



CATEGORY

Art Direction—Campaign

TITLE

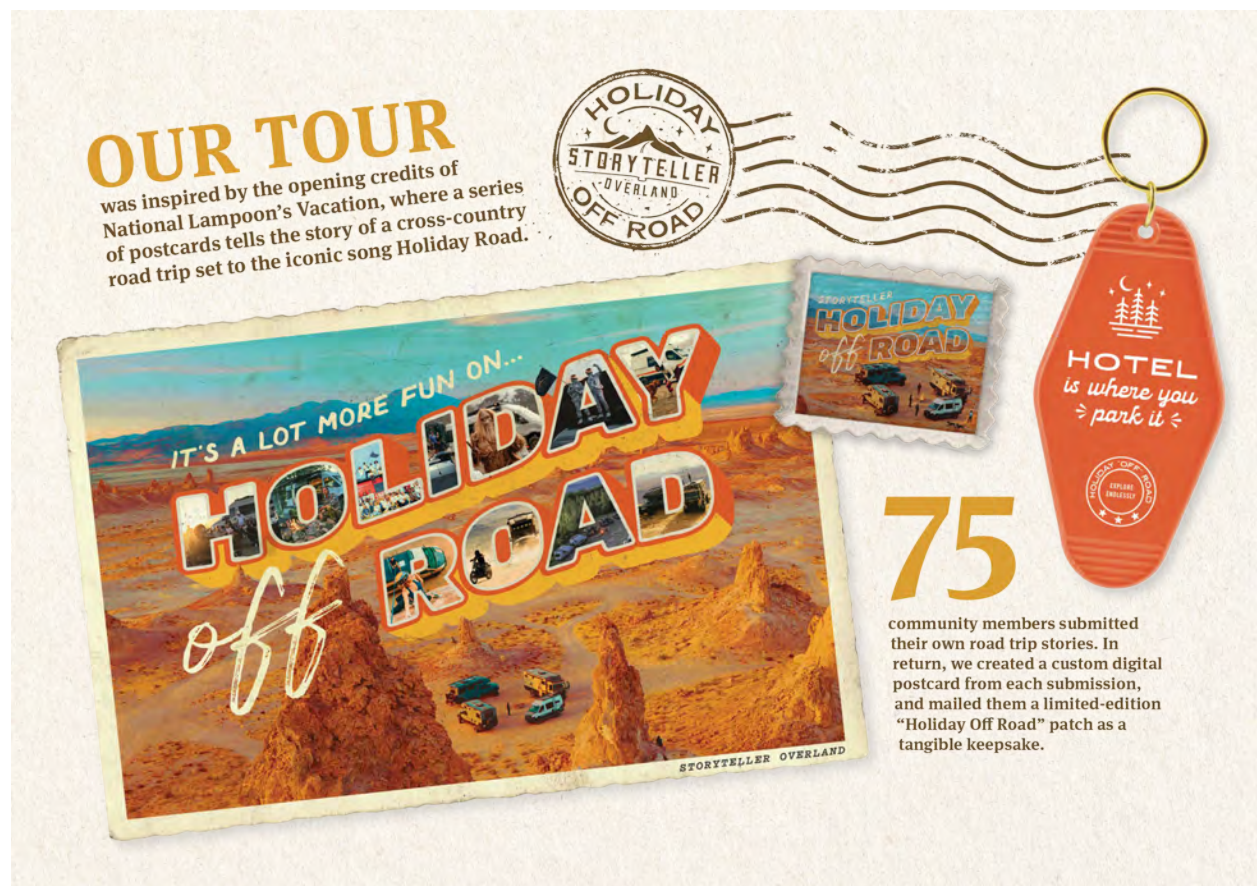
Sloss.Tech

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director
 Jake Odom, Creative Director
 Heather Garner, Senior Art Director
 Chris Seagle, Senior Art Director
 Claire Norris, Art Director
 Ashton Jah, Copywriter
 Cecilia Wood, Social Media and Content Curator
 Robert Brodrecht, Digital Director
 Dan Gavin, Digital Experience Engineer
 Janey Diuguid, Senior Integrated Strategic Planner
 Kristin Dober, Senior Producer
 JaneAnne Yager, Account Director
 Julia Meyer, Senior Account Executive



CATEGORY

Art Direction—Campaign

TITLE

Holiday “Off” Road

ENTRANT

Storyteller Overland

CREDITS

Tori Riddle, Art Director
Tiera Salitros, Marketing Manager
Emma Walsmith, Copy Writer
Kenny McCause, Video Animator

Elements of Advertising



CATEGORY

Cinematography—Single

TITLE

I Started with Singer

ENTRANT

Eleven Productions

CREDITS

Stephen DeVries, Director
Katie DeLoach, Producer
Max Soto, 1st AD
DJ Dittenhoefer, Director of Photography
Jay Galloway, 1st AC
Seth Newell, Gaffer
Thomas Trollope, Key Grip
Ande Fanning, Production Design
Marilyn Locke, Wardrobe Stylist
Kerri Bunn, HMU Stylist
Blake Benton, Editor
Asa Fox, Colorist
Boutwell Studios, Sound Mix
Maximos Tatum, VFX Artist



CATEGORY

Cinematography—Single

TITLE

Nelson Brothers | Spec Chem Promo

ENTRANT

Cedar Creative

CREDITS

Preston Little, Director
Morgon Dickerson, Director of Photography
Morgon Dickerson, Ethan Milner, Chris Todd, Camera
Preston Little, Drone
Wes Abeln, Client Producer
Preston Little, Edit
Preston Little, Sound

Elements of Advertising



CATEGORY

Cinematography—Single

TITLE

What's Next? | Samford University

ENTRANT

Cedar Creative

CREDITS

Ethan Milner, Director
Ethan Milner, Writer
Ethan Milner, Editor
Ethan Milner, Director of Photography
Kevin Johnson, Meredith Jackson, Producers
Ellison Chadwick, Talent
Greyson Welch, Assistant Director
John Champion, Grip
Preston Little, Gaffer
Morgon Dickerson, 1st AC
Chris Todd, 2nd AC
Chris Todd, BTS
Tristan Dickerson, Set PA



CATEGORY

Cinematography—Single

TITLE

PCI - Perdido River Farms Why

ENTRANT

Telegraph Creative

CREDITS

Matt Hardiman, Sr Creative Director
Johnna McDonald, Director of Production
Jensen Thomas, Cinematographer
McKenzie Callaway, Video Editor/Producer
Lexie Dillard-Williams, Project Manager
Abby Zajac, Sr Account Executive

Elements of Advertising



CATEGORY

Cinematography—Single

TITLE

David Scott Lee: "What Moves You"

ENTRANT

Martin Advertising, Inc

CREDITS

Chace Strickland, Director

Randy Arnold, Director of Photography

Paula Ross, Producer

Clay Morrison, Executive Producer



CATEGORY

Cinematography—Campaign

TITLE

Specialists Need Specialists, Too

ENTRANT

Big Communications

CREDITS

Shannon Harris, Executive Creative Director

Jake Odom, Creative Director

Laurie Hollar, Copywriter

Kristin Dober, Senior Producer

Janey Diuguid, Senior Integrated Strategic Planner

Alejandra Vecchini, Account Director

Bella, Production Company

Sean Davé, Director

Caleb Zorn, Director of Photography

Elements of Advertising



CATEGORY
Cinematography—Campaign

TITLE
ART30A

ENTRANT
MAITAI FILMS

CREDITS
Randy Arnold, Cinematography
Chace Strickland, Director
PC Strickland, Editor

**CATEGORY**

Animation, Special Effects or
Motion Graphics

TITLE

Holiday "Off" Road

ENTRANT

Storyteller Overland

CREDITS

Tori Riddle, Art Director
Tiera Salitros, Marketing Manager
Emma Walsmith, Copy Writer
Kenny McCause, Video Animator

Elements of Advertising



CATEGORY

Video Editing

TITLE

I Started with Singer

ENTRANT

Eleven Productions

CREDITS

Stephen DeVries, Director
Katie DeLoach, Producer
Max Soto, 1st AD
DJ Dittenhoefer, Director of Photography
Jay Galloway, 1st AC
Seth Newell, Gaffer
Thomas Trollope, Key Grip
Ande Fanning, Production Design
Marilyn Locke, Wardrobe Stylist
Kerri Bunn, HMU Stylist
Blake Benton, Editor
Asa Fox, Colorist
Boutwell Studios, Sound Mix
Maximos Tatum, VFX Artist



CATEGORY
Video Editing

TITLE
EP 2025 Cinematic Reel

ENTRANT
Eleven Productions

CREDITS
Stephen DeVries, Director
Blake Benton, Editor

Elements of Advertising



CATEGORY

Video Editing

CREDITS

Blake Benton, Editor
Katie DeLoach, Producer

TITLE

No Turning Back
Documentary Trailer

ENTRANT

Eleven Productions



CATEGORY

Video Editing

TITLE

Breakneck | Fujifilm Frame x Frame

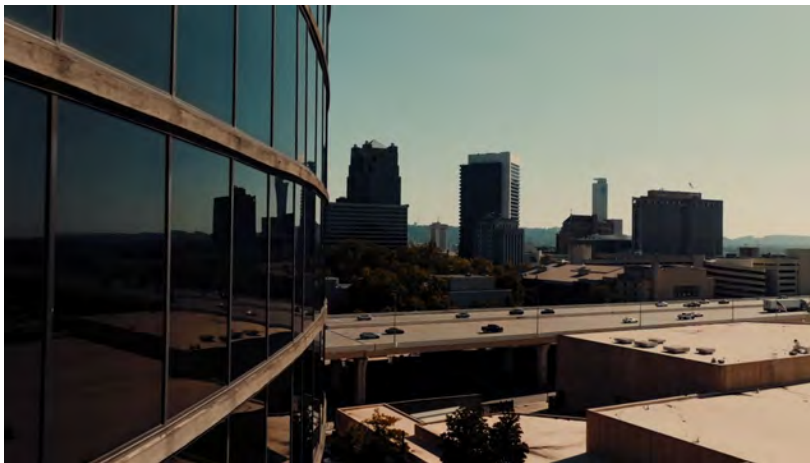
ENTRANT

Cedar Creative

CREDITS

Greyson Welch, Director
Kevin Johnson, Producer
Ethan Milner, Greyson Welch, Editors
Chris Todd, Director of Photography
Preston Little, Morgon Dickerson, Camera and Lighting

Elements of Advertising



CATEGORY

Video Editing

TITLE

ACCS Regional Meetings
Recap Video

ENTRANT

Telegraph Creative

CREDITS

Matt Hardiman, Sr Creative Director
Ginnard Archibald, Cinematographer / Editor
Lexie Dillard-Williams, Project Manager
Abby Zajac, Sr Account Executive
Christine Choi, Graphic Designer



CATEGORY

Video Editing

TITLE

ART30A

ENTRANT

MAITAI FILMS

CREDITS

Randy Arnold, Cinematography

Chace Strickland, Director

PC Strickland, Editor

Elements of Advertising



CATEGORY

Music With/Without
Lyrics—Campaign

TITLE

UnPlan Your Trip | Alabama Tourism

ENTRANT

Luckie & Co.

CREDITS

Stephanie Naman, Executive Creative Director
Bob Harrison, Creative Director
Mat Powell, Senior Art Director
Joe Whitlock, Senior Copywriter
Karen Kizzire, Head of Production
The Brook & The Bluff, Music
FAME Studios, Music Production/Mix

Corporate Social Responsibility



CATEGORY

Corporate Social Responsibility
Film, Video & Sound

TITLE

Dear Children's | CHOA

ENTRANT

Cedar Creative

CREDITS

Ethan Milner, Director
Kevin Johnson, Meredith Jackson, Producers
J. Adam Wesley, Composer
Morgon Dickerson, Preston Little, Chris Todd, Camera

Corporate Social Responsibility



Jean Sullivan
Program Co-Founder



CATEGORY

Corporate Social Responsibility
Film, Video & Sound

TITLE

UAB | Sullivan Survivorship Program

ENTRANT

Cedar Creative

CREDITS

Greyson Welch, Director
Kevin Johnson, Producer
Ethan Milner, John David Wright, Editors
Brody Burgess, Assistant Editor
Ethan Milner, Preston Little, Chris Todd, Morgon Dickerson, Camera and Lighting



CATEGORY

Corporate Social Responsibility
Film, Video & Sound

TITLE

MBCV Dollhouse

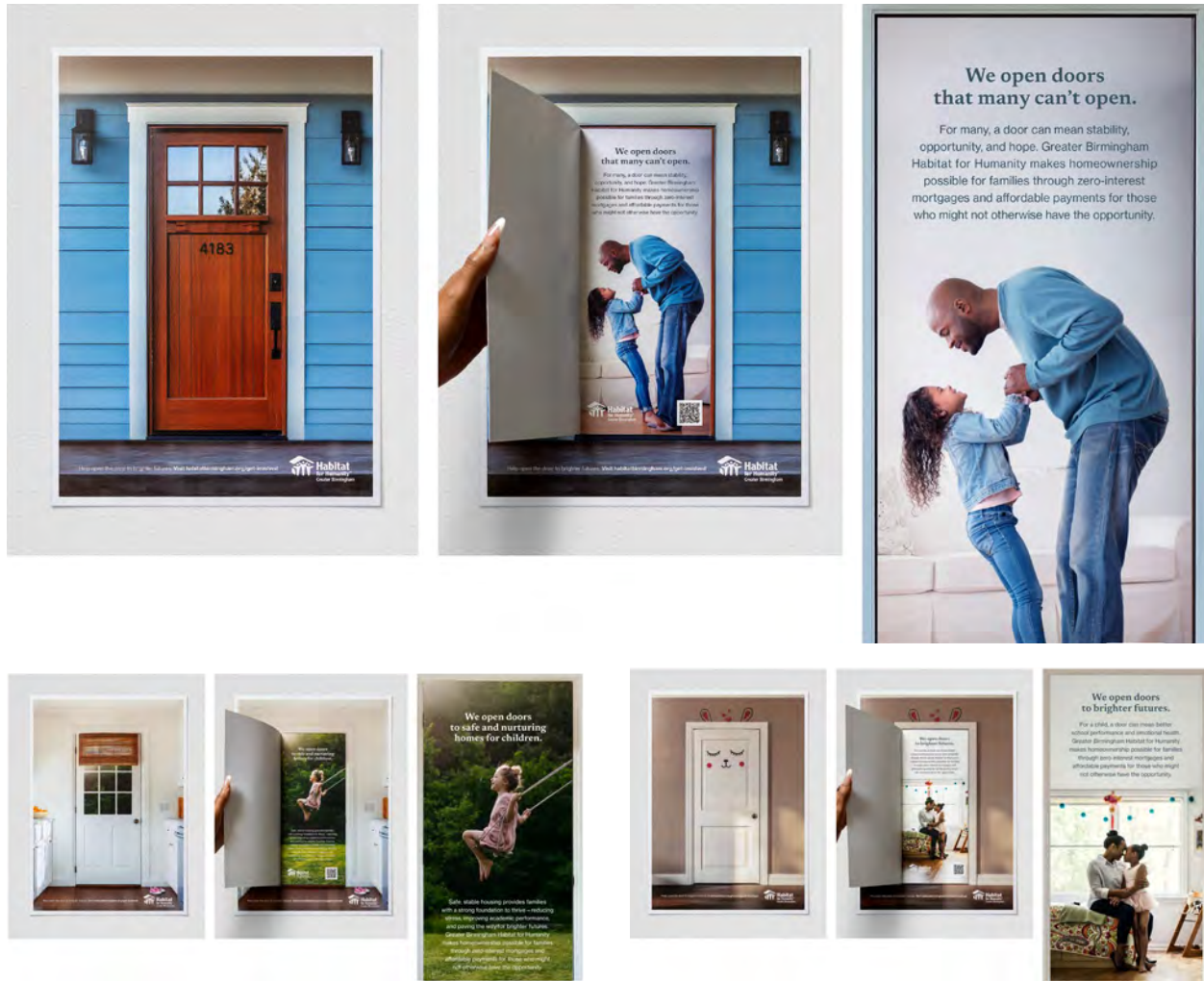
ENTRANT

Cedar Creative

CREDITS

Ethan Milner, Writer
Ethan Milner, Director
Ethan Milner, Editor
Kevin Johnson, Meredith Jackson, Producers
Davis Haines, Talent
Kevin Johnson, Art Director
Greyson Welch, Camera Operator
Preston Little, Gaffer
Morgon Dickerson, 1st AC
Morgon Dickerson, Colorist
J. Adam Wesley, On Set Sound
Chris Todd, Grip
Chris Todd, BTS

Public Service



CATEGORY

Poster

TITLE

Open Doors

ENTRANT

Lewis Communications

CREDITS

Ryan Gernenz, VP/Executive Creative Director

Jason Bickell, ACD/Art Director

Scott Shalles, ACD/Copywriter

Andy Cargile, Production Director

Anthony Guin, Production Artist

Lee Little, Production Artist

Bailey Lockhart, Account Manager



CATEGORY
Public Service Television

TITLE
Open Doors

ENTRANT
Lewis Communications

CREDITS
Ryan Gernenz, VP/Executive Creative Director
Jason Bickell, ACD/Art Director
Scott Shalles, ACD/Copywriter
Jacob Garner, Senior Producer
Kyle Daniel, Video Production Director
Bailey Lockhart, Account Manager

Public Service



CATEGORY

Public Service Online Film,
Video & Sound

TITLE

Smile-A-Mile Anniversary Anthem

ENTRANT

Champ Creative

CREDITS

Sam Miller, Creative Director, Copywriter, Editor
Dustin Gunter, DP
Heather Jeffcoat, Producer
Jesse Kelley, PA
Mary Timmons Cross, PA
Jon Champion, Gaffer



CATEGORY

Advertising Industry Self-Promotion
Out-Of-Home

CREDITS

Ryan Meyer, Graphic Designer

TITLE

Bladerunner Typographic Poster

ENTRANT

Ryan Meyer Design

Advertising/Media Industry Self-Promotion



CATEGORY

Advertising Industry Self-Promotion
Ambient Media

TITLE

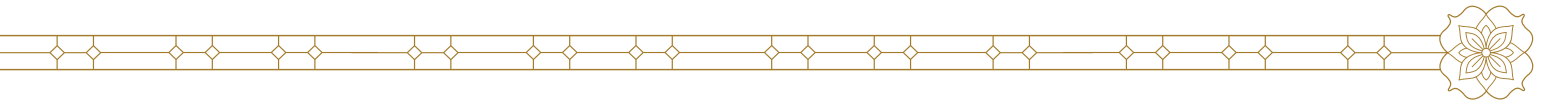
Modern Brand Mural

ENTRANT

The Modern Brand Co.

CREDITS

Bendy Knees Design,
WWMural Artists



aaf
birmingham



Student
GOLD

Sales & Marketing



CATEGORY
Packaging

CREDITS
Valeria Gutierrez

TITLE
Talavera Spirits Cocktails

ENTRANT
University of Alabama at Birmingham





CATEGORY
Packaging

CREDITS
Samuel Musgrove

TITLE
La Strada - Italian Diner

ENTRANT
Jacksonville State University

Sales & Marketing



CATEGORY

Stationery Package - Single or Multiple pieces

CREDITS

Hope Presley

TITLE

Zeedog Pet Accessories

ENTRANT

Samford University



CATEGORY

Cover/Editorial Spread or Feature - Series

CREDITS

Erin Elliott

TITLE

Volume Magazine for David Bowie

ENTRANT

Samford University

Out Of Home & Ambient Media



CATEGORY
Poster - Single

CREDITS
Mia Stowe

TITLE
"Bedtime" Light Pollution Poster

ENTRANT
The University of Alabama
at Birmingham



**Start it off...
APPETIZERS**

NO RETURNS OR EXCHANGES

HUSH PUPPIES <i>Try this southern classic, cornmeal dough fried to perfection</i>	\$4	FRIED CALAMARI <i>Try this southern classic, cornmeal dough fried to perfection</i>	\$8
FRIED CHEESESTICKS <i>Rich mozzarella cheese with a crunchy fried coating</i>	\$6	POPCORN SHRIMP <i>Rich mozzarella cheese with a crunchy fried coating</i>	\$9
FRIED PICKLES <i>Tangy pickles with a crunchy fried coating</i>	\$6	PICK 3 PLATTER <i>Cheese Sticks, Hush Puppies, Onion Rings, Calamari, Shrimp, or Wings</i>	\$15
ONION RINGS <i>Fresh Vidalia Onions with a crunchy fried coating</i>	\$7	CHICKEN WINGS <i>Breaded, BBQ, Buffalo, Cajun, or Lemon Pepper</i>	\$15
JALAPENO POPPERS <i>Hot jalapeno peppers stuffed with cream cheese fried to perfection</i>	\$7	RAW OR STEAMED OYSTERS <i>Hot jalapeno peppers stuffed with cream cheese fried to perfection</i>	\$23

Our Classic
LOUISIANA SEAFOOD BOIL

1

CHOOSE YOUR SEAFOOD

2

FIND YOUR SPICE LEVEL

3

PICK YOUR SEASONINGS

1 Choose any Seafood Combo up to 1LB
Served with Corn, Potatoes, and Sausage

	1/2 LB	1LB
CLAMS	\$7	\$13
CRAWFISH	\$8	\$15
BLACK MUSSELS	\$9	\$15
GREEN MUSSELS	\$9	\$15
SHRIMP (HEAD ON)	\$10	\$18
BLUE CRAB	\$10	\$19
SHRIMP (NO HEADS)	\$11	\$21
SNOW CRAB LEGS	\$17	\$32
DUNGNESS	\$16	\$31
LOBSTER TAIL	MP	

2 PICK YOUR SPICE LEVEL
Mild | Medium | Hot | Extra Hot
Add Extra Seasoning for \$4.50

3 PICK YOUR SEASONINGS
Cajun | Lemon Pepper | Garlic Butter | All
Add Extra Seasoning for \$4.50

FRIED Baskets

*Served with Cajun Fries
(Fried Olena, Onion Rings, or Sweet Potato Fries available for \$1 up charge)*

WHITING FILLET BASKET	\$12
FRIED SHRIMP BASKET	\$12
FRIED TILAPIA BASKET	\$12
FRIED CATFISH BASKET	\$12
CHICKEN TENDER BASKET	\$12
FRIED SHRIMP COMBO <i>Fried Shrimp with Tilapia, Catfish, Chicken tenders, or Whiting Fillet</i>	\$12
FRIED GATOR BITES	\$14
FRIED OYSTER BASKET	\$14

SIDES

BOILED EGG	\$1
COLESLAW	\$1
STEAMED RICE	\$2
STEAMED BROCCOLI	\$2
POTATOES	\$3
RAMEN	\$3
FRENCH FRIES	\$3
SWEET POTATO FRIES	\$4
CORN ON THE COB	\$4
FRIED OKRA	\$4
CAJUN FRIES	\$4
SAUSAGE	\$4
CUMBO RICE	\$6
SIDE BAG	\$14

\$5 Dine in Only
Served with Cajun Fries

Kid's

CORN DOG

CHICKEN TENDERS

CATFISH

POPCORN SHRIMP

\$27 Holy Crab!
1/2 LB of Snow Crab, 1/2 LB of Shrimp with no heads, 1 Corn, 2 Potatoes, 3 Sausages, 3 Eggs

Lunch time DEALS
Monday-Friday
12:00-3:00

3/4 LB of Seafood Served with Corn, a Potato, and Sausage	\$10
CLAMS	\$10
BLACK MUSSELS	\$13
GREEN MUSSELS	\$13
SHRIMP (HEAD ON)	\$13
SHRIMP (NO HEADS)	\$14

*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH, OR EGGS MAY INCREASE YOUR RISK OF FOOD BORNE ILLNESS, ESPECIALLY IF YOU HAVE CERTAIN MEDICAL CONDITIONS.

CATEGORY
Integrated Brand Identity
Campaign – Single

TITLE
Crab Barrack

ENTRANT
Jacksonville State University

CREDITS
Isabella Riddle



Cross-Platform

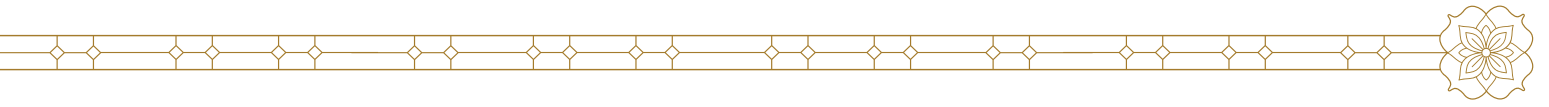


CATEGORY
 Integrated Brand Identity
 Campaign – Campaign

CREDITS
 Ellie Usdan

TITLE
 Ever Green Goods

ENTRANT
 The University of Alabama
 at Birmingham



aaf
birmingham



Student
SILVER

Sales & Marketing



CATEGORY

Packaging

CREDITS

Madeline Walters

TITLE

Papier Holiday Rebrand Packaging

ENTRANT

Samford University



CATEGORY
Packaging

CREDITS
Kendal Lane

TITLE
"The Porch" CD design

ENTRANT
Samford University



CATEGORY
Packaging

CREDITS
Isabella Riddle

TITLE
Texas

ENTRANT
Jacksonville State University



CATEGORY
Packaging

TITLE
TrueHue Packaging Series

ENTRANT
Samford University

CREDITS
Emily Coburn



Sales & Marketing



CATEGORY
Packaging

CREDITS
Aliyah Harris

TITLE
Sweet Tangerine - Yogi Tea

ENTRANT
University of Alabama at Birmingham



CATEGORY

Cover/Editorial Spread or Feature - Series

CREDITS

Angelina Robinson

TITLE

An Ode to Black Hair

ENTRANT

The University of Alabama at Birmingham

Many in the Black community see Black hair as an art medium. But what is art without an artist?

HOT COMB TRAUMA BONDING

"Growing up and watching my mom do my sister's hair is a core memory," says Kerry Riley, an African American studies professor at the University of the District of Columbia. "I can recall the smell of the hot comb on the stove's open flame and hearing quiet yelps from my sister because my mom may have burned her scalp trying to straighten her hair. But it was something they bonded over—the touch, the care, the patience and time it took."

Stories like Riley's—really expressions of love—have been passed down for generations. In their tenderness, they reveal how central hair is to Black identity. They also illustrate the personal and social situations that can lead to the development of new hairstyles, a source of continuous artistic inspiration to the Black community. After all, a critical part of moving forward is reflecting on history and the people who made it and why.

HAIR CARE HISTORY

Two women born in the 1860s, both to parents who had been enslaved, are known for pioneering the African American beauty industry. With an understanding that hair health could improve the lives of African American women, Annie Malone developed products like scalp preparations and hair-

growth formulas. With her success, she founded Poro College in 1902 in Missouri, training other Black women to treat and style Black hair. One of her students was Sarah Breedlove, who rose to prominence under the name Madam C.J. Walker, for her own line of hair-care products and hair school, Lelia College in Indianapolis.

Although Walker is often mistaken for inventing the straightening "hot comb," she heavily promoted it, and many of her products helped with the straightening process. The hot comb offered a much wider range of styles for Black hair. In the early 1900s, this proved a significant asset for Black women, allowing them easier assimilation into professional

perceived as straighter and softer, while kinky and coarse is regarded as bad hair," Riley explains. With "good hair" came more access to jobs and advancements that would influence social and economic status. "Bad hair" is natural, meaning no chemicals are used to alter texture and curl. Perms, relaxers, and texturizers all contain chemicals that are used to loosen natural curl patterns. In October 2022, the National Institutes of Health released a research study showing that some of these texture-altering products, those especially marketed to Black women, are directly linked to uterine cancer.

Throughout his life, Riley has worn his hair in various natural styles ranging from thick curly Afros to short-cut fades. He learned about his natural hair at an early age, growing up in the 1960s and 70s. From childhood, his hair was thick and coarse.

"Advertisements for Afro Sheen were everywhere," he says. "It was a product used by many in the Black community to make hair much



"I CAN RECALL THE SMELL OF THE HOT COMB ON THE STOVE'S OPEN FLAME AND HEARING QUIET YELPS FROM MY SISTER BECAUSE MY MOM MAY HAVE BURNED HER SCALP TRYING TO STRAIGHTEN HER HAIR. BUT IT WAS SOMETHING THEY BONDED OVER—THE TOUCH, THE CARE, THE PATIENCE AND TIME IT TOOK." ✦

society; straight hair was seen as orderly. Walker's work drastically reshaped the hair-care industry. Despite this, some African Americans debated whether the use of the hot comb pandered to Eurocentric beauty standards, a debate that continues today.

GOOD HAIR VS. BAD HAIR

With the growing popularity of these straightened styles, definitions for what was deemed "good Black hair" and "bad Black hair" emerged. "Within the African American community, good hair is

Sales & Marketing



CATEGORY
Book Design

TITLE
The Gift of More

ENTRANT
Samford University

CREDITS
Anna Baldwin



CATEGORY
Campaign

TITLE
Nosferatu Editorial Spreads

ENTRANT
The University of Alabama at Birmingham

CREDITS
Mia Stowe

Print Advertising



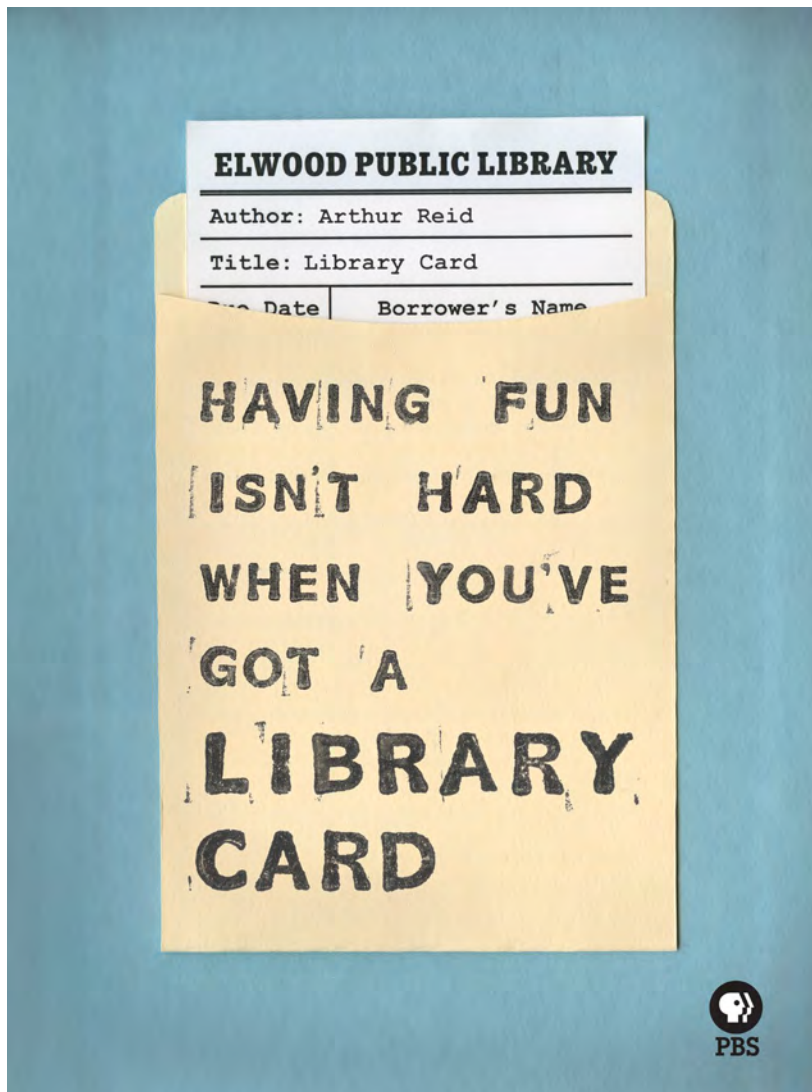
CATEGORY
Campaign

CREDITS
Lilly Preciado

TITLE
Chapstick Ad Campaign

ENTRANT
Jacksonville State University





CATEGORY

Poster – Single

CREDITS

Kathryn Lancaster

TITLE

PBS Library Support Poster

ENTRANT

Samford University

Out Of Home & Ambient Media



CATEGORY
Poster – Campaign

CREDITS
Ellie Usdan

TITLE
Color Your Horizons

ENTRANT
The University of Alabama at Birmingham



Out Of Home & Ambient Media



CATEGORY

Outdoor & Transit
Advertising – Site

CREDITS

Natalie Nguyen

TITLE

Baseball's Biggest Distraction

ENTRANT

The University of Alabama at
Birmingham

Out Of Home & Ambient Media



CATEGORY

Outdoor & Transit
Advertising - Campaign

CREDITS

Klarke Campbell

TITLE

Holbein Acrylics Campaign

ENTRANT

The University of Alabama at
Birmingham



CATEGORY

Outdoor & Transit
Advertising - Campaign

TITLE

Waitress Campaign

ENTRANT

Samford University

CREDITS

Jorja Haddox

Elements Of Advertising



CATEGORY
Logo Design

CREDITS
Kathryn Lancaster

TITLE
Kaleidoscope Branding

ENTRANT
Samford University



CATEGORY

Illustration – Single

CREDITS

Seth Stalcup

TITLE

A Quiet Place graphic design poster

ENTRANT

Samford University

Elements Of Advertising



CATEGORY
Campaign

CREDITS
Samuel Musgrove

TITLE
La Strada - Italian Diner

ENTRANT
Jacksonville State University



CATEGORY

Animation or Special Effects

CREDITS

Khaled Mahmud

TITLE

The Unvers Phenomenon

ENTRANT

Jacksonville State University

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