



LI

ANNUAL OKLAHOMA CITY
AMERICAN ADVERTISING AWARDS

CELEBRATING
BRILLIANT • IDEAS



CHEVY BRICKTOWN
EVENTS CENTER

2.18.17

OKCADDYS
OKC, OKLAHOMA

WINNERS BOOK

LETTER FROM THE PRESIDENT

51ST ANNUAL AMERICAN ADVERTISING AWARDS

Dear Member of AAF Oklahoma City and Guests,

Welcome to the 51st American Advertising Awards of Oklahoma City!

Tonight we celebrate our local industry's largest and most representative competition which attracts more than 1,000 entries every year from Oklahoma City, Tulsa and Wichita Falls. This gala illuminates and rewards the creative spirit of excellence in the art of advertising.

Every entry in the American Advertising Awards (ADDYs) supports our entire advertising community as AAF Oklahoma City uses the proceeds to enhance advertising through programs such as public service, scholarships, advocacy groups, advertising education and consumer awareness. This awards ceremony educates, empowers and engages our local advertising community and the next generation of creative leaders.

When you have a moment, please recognize and thank the planning committee and volunteers, headed by Kelley Gann and her co-chair Stacy Lane, for countless hours of preparation to bring this event to life.

On behalf of your Board of Directors of AAF Oklahoma City, congratulations to the winners and thank you all for being a part of this special occasion as we celebrate the best in our industry!



Shelly Sanderson
President, AAF Oklahoma City

2016-2017

OFFICERS

WALT DISNEY
Chairman

SHELLY SANDERSON
President

JENNIFER SEATON
1st Vice President

GENTRY MCKEOWN
2nd Vice President

MICHELE BOATMAN
Executive Secretary/Treasurer

JEANIE RUEDY
District 10 Governor

BOARD OF DIRECTORS

Carter Campbell
Corey Dozier
Erick Worrell
Joel Richardson
Kelley Gann
Kristin McNeese
Mark Hill
Quint Anderson
Rachel Bryan
Robyn Healy
Stacy Lane
Tom Searls
Bethany Marshall –
Ad2OKC Representative
Kitt Letcher –
BBB Representative

ADVISORY MEMBER

RANDY KEMP

BECAUSE THE
BUSINESS
WITH THE
BIGGEST
LOGO
DOESN'T ALWAYS
WIN

CONGRATULATIONS TO ALL THE
2017 ADDY AWARD WINNERS



BACK40DESIGN.COM

2017 ENTRANTS & SPONSORS

ENTRANTS

Ackerman McQueen	LifeShare of Oklahoma	Station8 Branding
Allegiant Marketing Group	Lindsey + Asp	Stubble Creative Inc.
Arjaybi's Concepts	liquidfish	studiotwentysix2
Back40 Design	McMahon Marketing	Territory Media
BealsCunningham	Metropolitan Library System	The Chickasaw Nation
BigWing Interactive	Mid-America Christian University	The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
Cameron University	National Cowboy & Western Heritage Museum	The Chickasaw Nation, Health Branding
Campbell & Company Advertising	Newcastle Casino	The Chickasaw Press
City of Edmond	Oklahoma Baptist University	The Oklahoma City-County Health Dept.
Clover Partners	Oklahoma City University	The Samuel Roberts Noble Foundation
Comtech Design, Print & Mail	Oklahoma City University School of Law	The University of Central Oklahoma
Cornerstone Home Lending	Oklahoma Gazette	The University of Central Oklahoma, Dept. of Design
Design & Photography Services -OK Dept. of Human Services	Oklahoma Nutrition Information & Education Project	The University of Oklahoma
Digital DK	Oklahoma State University	The University of Oklahoma Admissions & Recruitment
Express Employment Professionals	Old Hat	The University of Oklahoma College of Liberal Studies
Francis Tuttle Technology Center	OMRF	The University of Oklahoma Housing & Food Services
Freestyle Creative	Paycom	The University of Oklahoma Printing, Mailing & Document Services
Full Metal Muse	Prolific Agency	The University of Tulsa
Fuse40	Retrospec Films	Third Degree
Gooden Group	RK-1 Studios	Toast Design Studio
Greater Oklahoma City Chamber	Robot House Creative	Traction
Heartland Payment Systems	Sarah Leis	Trifecta Communications
High Five Media	Sam Noble Oklahoma Museum of Natural History	True Sky Credit Union
HOEGGER COMMUNICATIONS	Saxum	Tulsa Area United Way
ICG	Schofield Media & Design	VI Marketing and Branding
Ideaship Studios	Scissortail Media	Web Communication
Impressions Printing	shevaun williams & associates	Yeomans Design
John Dewberry	SmallTalk Code	
Jones PR	Southern Nazarene University	
Koch Communications	STAPLEGUN	
Krush Digital		
Legacy Bank		

ADDY COMMITTEE: ADDY Chair: Kelley Gann, Freestyle Creative | ADDY Co-Chair: Stacy Lane, The Chickasaw Nation | ADDY Contest Chairs: Greta Anglin, VI Marketing and Branding; Melissa Richey, The Children's Center | ADDY Gala Chair: Rachel Bryan, Francis Tuttle Technology Center
ADDY After-Party Chair: Brandon Kobs
ADDY COMMITTEE MEMBERS: Alexis Trammell, Andria Brooke Hise, Ashley Ross, Beth Armstrong, Brandon Kobs, Christina Newcomb, David Derringer, David Witt, Dylan Kelley, Erica Kiesel, Erica Kosemund, Felicia Jones, Greta Anglin, Hannah Landry, Hannah Slater, Jennifer Matthews, Jill Merritt, Katie Roberts, Kelley Gann, Kiley Mathews, Krystal Conner, Lydia Benham, Maci McGregor, Maddie Relyea, Marisol Tracy, Matt Farley, Melissa Richey, Michael Kubilis, Michele Boatman, Nathan Hatcher, Princess Mangiliman, Rachel Bryan, Rebecca Dill, Shelly Sanderson, Stacy Lane, Tasha Davis, Vahid Farzaneh, Walt Disney
ADDY VOLUNTEERS: Andrew Burnett, Bethany Marshall, Brittany Eddins, Carter Campbell, Chelsey McKnight, Chloe Cumbie, Emily Farris, Jordan Horn, Kaydee King, Kylie Hagmier, Lauren Lewis, Lucky Coffey, Misty Jordan, Tyler Young
CALL FOR ENTRIES/GALA: Creative Sponsors: The Chickasaw Nation, Freestyle Creative
 Poster Sponsor: S&S Promotions | T-shirt Sponsor: Oklahoma Shirt Company
 Call for Entries Postcard Sponsor: Comtech | Billboards Sponsor: Lamar | Website Sponsor: Freestyle Creative | Call to Entry/Judging Location Sponsor: Fine Arts Engraving
 Judging Weekend Dinner/Entertainment Sponsor: Tyler Media | Gala Invitation Printing Sponsor: Impressions Printing | Show Program Printing Sponsor: Heritage | Gala Décor Sponsor: 110 Events | Gala Décor Sponsor: Francis Tuttle Technology Center | Medals and Trophies: MTM Recognition | Medal Packaging: Gromer English, Green Bay Packaging | Catering: Abbey Road Catering | Reservations & Seating: Scott Munz, Oklahoma State Fair

SHOW PROGRAM: Creative Sponsors: The Chickasaw Nation, Freestyle Creative
 Show Production: PDC Productions | Audio Production: RK-1 Productions
 Animation: Camp Pixel
VIDEO PRODUCTION & SHOW PRODUCER: Freestyle Creative, Camp Pixel, Chickasaw Nation, Producers Playhouse and PDC Productions
VIDEO CAST: Collin Place, Raychelle McDonald, Rob Neville, Pam Bell, Josh Bivens, Kyle Jacob Henry, Kim Martin, Bruce Davis
CREW: Kyle Roberts, Director/SFX; Vahid Farzaneh, Producer; Matt Farley, Creative Director; Rob Johnson, Director of Photography; Josh Bivens, 1st AC; Andrew Smith, Gaffer; Brian Gilliland, Sound
SPECIAL THANKS: STAPLEGUN, Erick Worrell, Blair Sims, Christopher Sommer, Armand McCoy, Katie Roberts, Alexis Trammell, Misty Jordan, Rachel Bryan, Drew Cockrell, Ashley Ross, Erica Keisel, Maci McGregor, Tyler Young, Sonni Adams
AUDIO PRODUCTION & SHOW VOICEOVER CAST: RK-1 Productions | Andie Schwab - Pre-show announcements, show countdown, intermission. | Andie Schwab - Sales & Marketing, Print Advertising | Alexi Smith - Out of Home & Ambient Media, Online/Interactive | Susan Riley - Film, Video, & Sound, Cross Platform | Matt Kemp - Elements of Advertising | Amy Newton - Student Awards
WINNER'S BOOK: Creative: The Chickasaw Nation
 Paper Supplier: Clampitt Paper
 Embossing: Fine Arts Engraving
 Printing: Southwestern

SPONSORS

GOLD:



BRONZE:

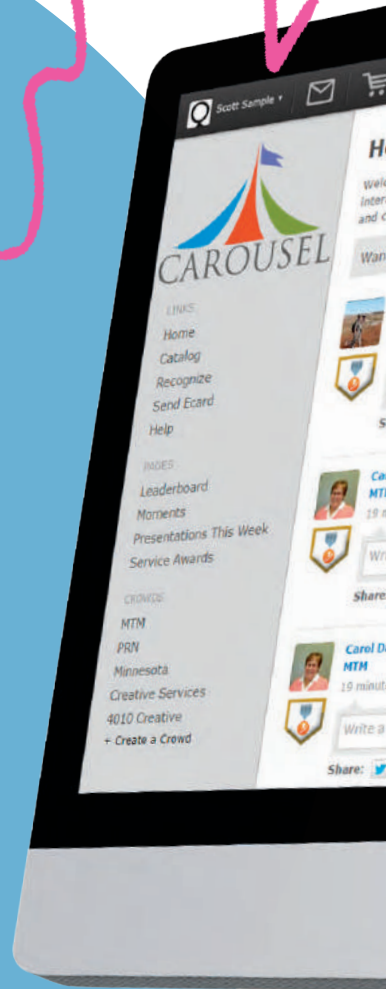


CREATIVE:





The **Fast,**
Fun and
Frequent
Way to
Engage Your
Entire Workforce.



Carousel[®]

The social and points-based recognition solution.
405.609.6900 or mtmrecognition.com



MTM RECOGNITION[®]

2017 ADDY JUDGES

MARY OLIVIERI

SVP, Executive Creative Director, CBD Marketing

Mary Olivieri is a marketing veteran with over 25 years of experience. She came up through the copy side at agencies like Queue, Moveo and G2 (currently Geometry). She has creatively influenced many B2B and Consumer brands – giving voice to Dos Equis' Most Interesting Man, accelerating sales for Harley Davidson, and delivering game-changing ideas for Coca-Cola and Heineken. Mary has a stellar track record and the awards to prove it – including a Silver P&G award for Pringles FMOT, and helping to earn her client, Kraft, the "Supplier of the World" award from Walmart. Add to that, multiple accolades from Hermes, National B2s, SIAAs, BMA Towers, AVA Digitals, and Summits – primarily for her work with CBD Marketing. Mary is a firm believer in the "Yes, and..." philosophy due to her background in improvisation, and relies on that thinking for truly big ideas. Look for her book, "Yes, and...!" *The Improvisational Approach to Inspired Ideas*, coming in 2016.

TERRY L. PIERCE

Owner, Bianca e Nero, A Creative Agency

Terry L Pierce serves as the creative director, strategist and primary client contact at Bianca e Nero in Denver, Colorado. An Advertising Art Institute of Colorado graduate, he worked as a graphic designer, building his skill base and eventually accomplished his goal to direct strategy and creative as principal of his own unique concept agency in 1999. His mantra has always been – make it smart, make it relevant and make it unexpected. Since its inception, the client roster has grown and diversified.

Terry's 20-plus years of experience in San Francisco and Denver include: The California Lottery, Clorox, Oakland Healthy Start, Nissan, Mobil Oil, CU Denver Business School, United Way, Denver Health, Colorado Department of Human Services and a wide range of technology and business companies and local and overseas nonprofit agencies.

CLAIRE TARNACKI

Starting at J. Walter Thompson as an art director, Claire went on to become a Group Creative Director at Geometry Global in Chicago. Geometry, a part of WPP Group, relied on Claire for her extensive expertise in shopper marketing and ability to be a highly effective team leader.

While there, she spearheaded shopper activation, including POS, Print, Digital and TV, on big brands such as Procter & Gamble, Coca-Cola, Kraft Heinz, Mondelez and Waste Management. She also worked in close conjunction with retailers—Walmart, Target and Safeway, to name a few.

She recently left Geometry to pursue her first love—painting. Upon her departure, numerous colleagues from over the years cited her as the #1 most positive influence in their careers. While she has earned several awards for her work over the years, Claire cites her mentorship accolades as the most meaningful.

VALTER KLUG

Chief Creative Officer / Principal, Samba Rock

Valter Klug started his career 18 years ago in Brazil. After working for AgenciaClick/Isobar and Euro RSCG 4D and receiving international awards including two Cannes Lions, Clio, One Show, London Festival, NY Art Directors and NY Festival, Klug joined Sapient London to help develop its digital advertising capabilities. Two years later, in 2009, Valter was transferred to Miami, Sapient's global creative hub. In 2013 he became Digital Creative Director for AT&T at Y&R Miami. And in 2015 Valter decided to start his own shop: Samba Rock. Today Samba Rock helps clients like Iberia Foods, Brooklyn Beverage, Bauducco Foods, Itau Bank and Grendene Shoes.

He has worked for more than a decade with interactive design and advertising, managing and mentoring creative teams. He has been a senior creative director on three continents (South America, Europe and North America), in three of the most internationally awarded countries in the advertising world (Brazil, UK and US), in three of the largest advertising groups in the industry (Isobar, Euro RSCG/HAVAS and SapientNitro).

Klug has worked on some of the most important brands in the industry such as Coca Cola, Microsoft, Nokia, Intel, Sony, Citi Group, Reckitt Benckiser.

JUSTIN STRIEBEL

Art Director, HLK Agency

Justin is an art director that believes in the power of design to reveal and enhance compelling stories. He's worked across mediums and with a wide range of clients to help create new, unique, and meaningful experiences. He further believes that the tone of this bio is far too serious.

When not designing (or even when), Justin can probably be found in his hometown of Saint Louis watching sports and/or tweeting passionately about them.



SPECIAL JUDGES AWARDS

SPECIAL JUDGES AWARDS

**Student*

BEST CRAFTSMANSHIP

John Salame
University of Central Oklahoma
Burger Blast

BEST IN BROADCAST

Madisyn Bowen
University of Central
Oklahoma
Annoying Radio Ad

BEST INTEGRATED CAMPAIGN

Madisyn Bowen
University of Central Oklahoma
Sue Z's Sleep Shop

BEST OF SHOW

Terry Whitmore
University of Central
Oklahoma
Burning Man Invitational

SPECIAL JUDGES AWARDS

**Professional*

PEOPLES CHOICE AWARD

Ackerman McQueen // Defend Your Legacy
OU Admissions & Recruitment // OU Admission Box
Retrospec Films // "Why I Climb"
Robot House Creative // DEKORA! - Brand Identity Campaign
STAPLEGUN // General Electric STEM Gene Video
VI Marketing and Branding // 2016 Outdoor Recreation Guide

EXCELLENCE IN DESIGN

Traction
Title // Lyric Responsive Logo

BEST OF PRINT

City of Edmond
Title // See Edmond
Travel Posters

BEST OF SHOW

Robot House Creative
Title // Box From God -
Radio Campaign

2017 YOUNG PROFESSIONAL OF THE YEAR

Bobbie Earles
Exec. Dir., ICG



BEST OF FILM, VIDEO & SOUND

ICG
Title // Greater. Together. Campaign

BEST OF INTERACTIVE

VI Marketing and Branding
Title // MustardSeed
Interactive Campaign

JEFF FONTANA HUMOR AWARD

Robot House Creative
Title // Renaissance -
"Bucket of Gravy"

2017 SILVER MEDAL AWARD WINNER

Tim Berney
President // Brand Strategy,
VI Marketing and Branding

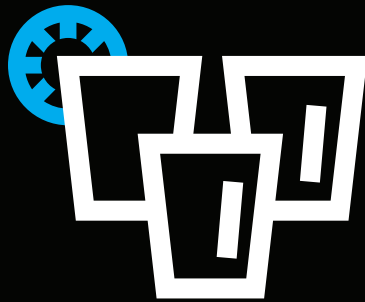


2017 SILVER MEDAL AWARD WINNER

Steve Sturges
Partner // Executive
Creative Director,
VI Marketing and Branding



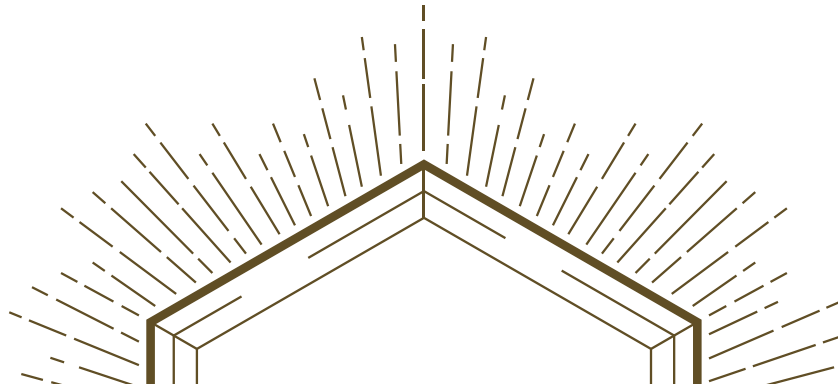
The
AD20KC
Afterparty



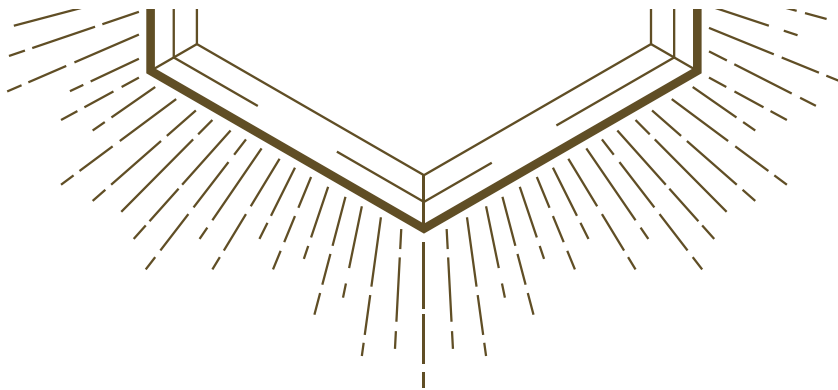
Sponsored by:

STAPLEGUN>>





**PROFESSIONAL
AWARD WINNERS**



**51ST
ANNUAL AMERICAN
ADVERTISING AWARDS**



PRODUCT OR SERVICE SALES PROMOTION

*Catalog

AWARD Silver Award
ENTRANT Mid-America Christian University
ADVERTISER Mid-America Christian University
TITLE MACU "No Longer a Secret" Booklet
CREDITS Mike Wilkinson
 Kristen McGregor
 Leah Dees

AWARD Bronze Award
ENTRANT The Chickasaw Press
ADVERTISER The Chickasaw Press
TITLE 2017 Chickasaw Press Catalog
CREDITS Gentry Fisher
 Hannah Waggoner

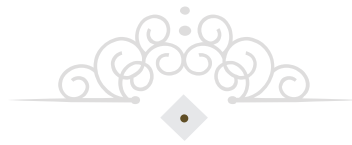


PACKAGING

*Single Unit

AWARD Silver Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER Artesian Hotel Casino & Spa
TITLE Artesian Candy Bar Packaging
CREDITS Nicholas Jurik
 Jill McDonald

AWARD Silver Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: Welcome Kit
CREDITS Jason Perry
 Thom Hulbutta
 Todd Parker
 Nick Robinson
 Shannon Sipes
 Lorie Davis
 Kelley Isom
 Robbie Blair
 Michael Riden
 Priscilla Stevens



PACKAGING

*Campaign

AWARD Silver Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Coach and Informational Cards
CREDITS Jason Perry
 Thom Hulbutta
 Todd Parker
 Lorie Davis
 Kelley Isom
 Robbie Blair

AWARD Silver Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER Bedre Fine Chocolate
TITLE Bedre Holiday Packaging
CREDITS Nicholas Jurik
 Jill McDonald

AWARD Silver Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER Bedre Fine Chocolate
TITLE Bedre Valentine Packaging
CREDITS Nicholas Jurik
 Jill McDonald



POINT OF PURCHASE

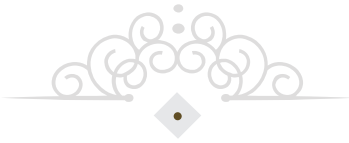
*Free Standing

AWARD Silver Award
ENTRANT Ackerman McQueen
ADVERTISER WinStar World Casino & Resort
TITLE Eddie Izzard Concert Signage
CREDITS Cait Gamble
Ashley Ball
Kyle Martin
Chelsea Simmons
Thomas Reprographics

AWARD Bronze Award
ENTRANT Ackerman McQueen
ADVERTISER WinStar World Casino & Resort
TITLE Alice in Chains Local Market Poster
CREDITS Ed Russell
Ashley Ball
Kyle Martin
Chelsea Simmons
Thomas Reprographics



SALE & MARKETING - COLLATERAL MATERIAL



STATIONERY PACKAGE

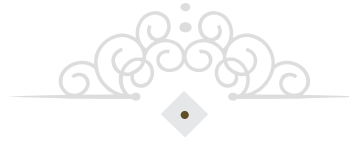
*Single or Multiple Pieces

AWARD Silver Award
ENTRANT Robot House Creative
ADVERTISER Viking Minerals
TITLE Viking Minerals Stationery
CREDITS Adam LeNaire
Brett Grimes
Brian Winkler

AWARD Silver Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: Business Cards
CREDITS Todd Parker
Jason Perry
Thom Hulbutta
Lorie Davis
Kelley Isom
Robbie Blair

AWARD Bronze Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
TITLE CNCDE Stationery
CREDITS Nicholas Jurik
Jill McDonald

AWARD Silver Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER Goodnight & Associates
TITLE Goodnight & Associates Stationery
CREDITS Nicholas Jurik
Jill McDonald



PRINTED ANNUAL REPORT



The

CHICKASAW NATION

UNITED WE THRIVE



THE ARTESIAN HOTEL
SULPHUR, OK



BEDRÉ CAFE
SULPHUR, OK



EXHIBIT C
OKLAHOMA CITY, OK

BILL ANOATUBBY, GOVERNOR

www.CHICKASAW.net



DIGITAL COLOR | OFFSET PRINTING | LARGE FORMAT

BRING YOUR DESIGNS TO LIFE



 IMPRESSIONS
PRINTING

WWW.IMPRESSIONSPRINTING.COM

SALES & MARKETING

AWARD Silver Award
ENTRANT OMRF
ADVERTISER OMRF
TITLE Going Places
CREDITS Jenny Lee
 Shari Hawkins
 Adam Cohen

AWARD Silver Award
ENTRANT The Samuel Roberts Noble Foundation
ADVERTISER The Samuel Roberts Noble Foundation
TITLE Celebrating 70 Years
CREDITS J. Adam Calaway
 Rachael Davis
 Rob Mattson
 Courtney Leeper
 Shane Porter



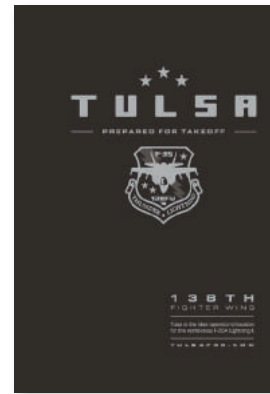
BROCHURE

*Single Unit

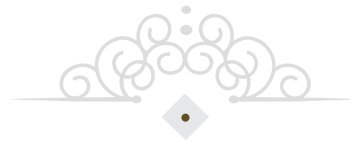
AWARD ADDY® Award
ENTRANT STAPLEGUN
ADVERTISER Oklahoma Dept. of Commerce
TITLE ODOC Quality of Life Brochure
CREDITS Team STAPLEGUN



AWARD ADDY® Award
ENTRANT STAPLEGUN
ADVERTISER Oklahoma Dept. of Commerce
TITLE ODOC F-35 Brochure
CREDITS Team STAPLEGUN



AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER Oklahoma Tourism & Recreation Dept.
TITLE 2016 Outdoor Recreation Guide
CREDITS Aaron Cahill
 Clay Miller
 Kyle Ramsey
 Steve Sturges
 Brooke Ouzts
 Claire Douthitt
 Vince St. John



BROCHURE

*Campaign

AWARD ADDY® Award
ENTRANT Full Metal Muse
ADVERTISER UCO Design, Amy Johnson's Classes
TITLE The Syllabi, Fall 2016, Spring 2017



PUBLICATION DESIGN

*Cover

AWARD ADDY® Award
ENTRANT The Chickasaw Press
ADVERTISER The Chickasaw Press
TITLE Chickasaw Women Artisans
CREDITS Hannah Waggoner



AWARD ADDY® Award
ENTRANT The Chickasaw Press
ADVERTISER The Chickasaw Press
TITLE Toli Chickasaw Stickball Then & Now
CREDITS Corey Fetters



Ad Sponsorship // Producers Playhouse

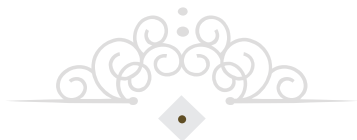
AWARD Silver Award
ENTRANT Territory Media
ADVERTISER Territory Media
TITLE Territory: OKC Fall Issue 2016
CREDITS Courtney Ann
 Anthony Chiang
 L.J. Hill
 Andrea Lemonds
 Veronica Pasfield
 Koon Vega



PUBLICATION DESIGN

*Editorial Spread or Feature

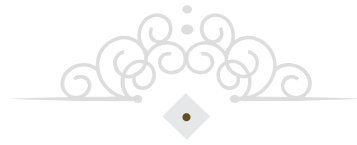
AWARD Bronze Award
ENTRANT Territory Media
ADVERTISER Territory Media
TITLE Territory: OKC 2016 "Boxing Pulpit"
CREDITS James Corley
 Kelly O'Roke
 Veronica Pasfield
 Koon Vega
 Josh Welch



PUBLICATION DESIGN

*Magazine Design

AWARD Bronze Award
ENTRANT Territory Media
ADVERTISER Territory Media
TITLE Territory: OKC Winter Issue 2016
CREDITS Kelly O'Roke
 Veronica Pasfield
 Koon Vega



PUBLICATION DESIGN

*Book Design

AWARD ADDY® Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE UCO Design Annual



AWARD Silver Award
ENTRANT The Chickasaw Press
ADVERTISER The Chickasaw Press
TITLE Chickasaw Women Artisans
CREDITS Hannah Waggoner

AWARD Silver Award
ENTRANT The University of Oklahoma,
 Gaylord College
ADVERTISER American Honda Motor Co., Inc.
TITLE Honda - The Essence of Dreams
CREDITS Alyssa Gaddis
 Ryan Mahon
 Scott Hiney
 Breck Bunch
 Garrett Finnegan
 Adleigh Liebman

AWARD Bronze Award
ENTRANT The Chickasaw Press
ADVERTISER The Chickasaw Press
TITLE Toli Chickasaw Stickball Then & Now
CREDITS Hannah Waggoner

AWARD Bronze Award
ENTRANT The University of Oklahoma,
 Gaylord College
ADVERTISER Victoria's Secret
TITLE Victoria's Secret Pitch Book
CREDITS Claire Cowman
 Sydney Brynn



SPECIAL EVENT MATERIAL

*Card, Invitation & Announcement - Single Unit

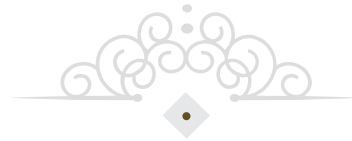
AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER Oklahoma Tourism & Recreation Dept.
TITLE Oklahoma Film + Music Holiday eCard
CREDITS Mike Anderson
 Beau Leland
 Preston Herring
 Matt Lowery
 Clay Miller
 Claire Douthitt
 Jennifer Blevins
 Greta Anglin
 Vince St. John
 Brooke Ouzts



AWARD Silver Award
ENTRANT Station8 Branding
ADVERTISER Matrix Service Company
TITLE Matrix Service Company Holiday Card
CREDITS Morgan Middleton
 David Clark
 Laura Crouch
 Sarah Alsdorf
 Marty Darnell // Western Printing
 Carla Hammer // Clampitt Paper
 Masood Khaleeli // Fine Arts Engraving

AWARD Silver Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: Invitation
CREDITS Todd Parker
 Thom Hulbutta
 Jason Perry
 Kelley Isom
 Lorie Davis
 Shannon Sipes

AWARD Silver Award
ENTRANT Paycom
ADVERTISER Paycom
TITLE Paycom Open House Invitation
CREDITS Brock Lay
 Ginny Bourke
 Amy Double
 Rob Lott



SPECIAL EVENT MATERIAL

*Card, Invitation & Announcement - Campaign

AWARD Bronze Award
ENTRANT Old Hat
ADVERTISER Texas A&M
TITLE Texas A&M Football Tickets
CREDITS Hannah Deutsch
 Justin Wollard

AWARD Bronze Award
ENTRANT Third Degree Advertising
ADVERTISER Tinker Federal Credit Union
TITLE Tinker FCU Business Luncheon
CREDITS Laura Slipsky



DIRECT MARKETING DIRECT MAIL

*3D/Mixed Media - Single

AWARD ADDY® Award
ENTRANT The University of Oklahoma Admissions & Recruitment
ADVERTISER The University of Oklahoma Admissions & Recruitment
TITLE OU Admission Box
CREDITS Tiffany Lea Haendel
 Annie Smith
 Stephanie Turner
 Emerson Ruthart
 Brandt Smith
 Mike Thompson



AWARD ADDY® Award
ENTRANT Heartland Payment Systems Marketing
ADVERTISER Heartland Payment Systems
TITLE PalmettoBluff Incentive Trip Mailer
CREDITS Jon Skelly
 Robbie Ulrich
 Hayley Bigham
 Tara Houston
 Marla Freeman
 Lori Conoway
 Heritage Integrated



AWARD Bronze Award
ENTRANT Paycom
ADVERTISER Paycom
TITLE Coffee Press Executive Door Opener
CREDITS Brock Lay
 Ginny Bourke
 Amy Newman-Wells
 Amy Double

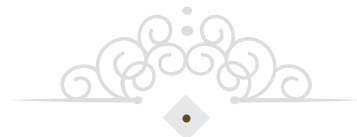


DIRECT MARKETING SPECIALTY ADVERTISING

*Apparel

AWARD Silver Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER Artesian Hotel Casino & Spa
TITLE Artesian End Of Summer Tshirt
CREDITS Nicholas Jurik
 Jill McDonald

AWARD Bronze Award
ENTRANT The University of Oklahoma Housing & Food Services
ADVERTISER The University of Oklahoma Housing & Food Services
TITLE 2016 Campus Coffee Crawl T-Shirt
CREDITS Amy Buchanan
 Mike Mulcahy
 Matt Wilson



DIRECT MARKETING SPECIALTY ADVERTISING

*Other Merchandise

AWARD Silver Award
ENTRANT Robot House Creative
ADVERTISER Talley Turner Bertman
TITLE Talley Turner Bertman - Buffalo Pin
CREDITS Brett Grimes
 Adam LeNaire

AWARD ADDY® Award
ENTRANT Back40 Design
ADVERTISER Water4
TITLE Water4 Impact Report
CREDITS Ryan Kirkpatrick
 Matt Milburn
 Jonathan Siler
 Dave Miller

AWARD Bronze Award
ENTRANT Legacy Bank
ADVERTISER Legacy Bank
TITLE Legacy Bank 2017 Calendar
CREDITS Molly Hennesy
 Ashley Arnold
 Dave Fuller
 Matthew Hargues
 Kacie Soulsby
 Bre Harris

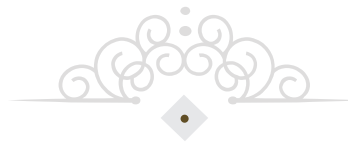


**DIRECT MARKETING
 SPECIALTY ADVERTISING**

*Campaign

AWARD Bronze Award
ENTRANT The Chickasaw Nation Dept.
 of Commerce Marketing (CNDC)
ADVERTISER Gaming Capital Group
TITLE Awesome New Games Campaign
CREDITS Sara Waits
 Nicholas Jurik
 Jill McDonald

AWARD Bronze Award
ENTRANT Freestyle Creative
ADVERTISER Chickasaw Nation Strategic Prevention
 Framework - Tribal Incentive Grant
TITLE Define Your Direction Annual Report
CREDITS Kiley Mathews
 Rebecca Dill
 Matt Farley



**DIRECT MARKETING
 PUBLIC SERVICE COLLATERAL**

*Brochure/Sales Kit

**DIRECT MARKETING
 PUBLIC SERVICE COLLATERAL**

*Annual Report: Printed or Digital

AWARD Silver Award
ENTRANT OU Printing, Mailing
 & Document Services
ADVERTISER OU Center for Entrepreneurship
TITLE Entrepreneurship & Innovation
CREDITS Haley Fulco

SALES & MARKETING

AWARD Silver Award

ENTRANT The University of Oklahoma
College of Liberal Studies

ADVERTISER The University of Oklahoma
College of Liberal Studies

TITLE OU CLS Degree Rack Cards

CREDITS Traci Fuller Jimerson
Mary Wuestewald
John Huggins



PUBLIC SERVICE DIRECT MARKETING & SPECIALTY ADVERTISING

*Single Unit

AWARD ADDY® Award

ENTRANT City of Edmond

ADVERTISER City of Edmond

TITLE City of Edmond 2017 Calendar

CREDITS Casey Moore
David Derringer
Steve Thomas



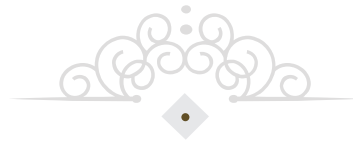
AWARD Bronze Award

ENTRANT Jones Public Relations

ADVERTISER Association of Oklahoma
General Contractors

TITLE AOGC Video Mailer

CREDITS Corey Dozier
Suzanne Singleterry



ADVERTISING INDUSTRY SELF-PROMOTION

*Collateral, Brand Elements

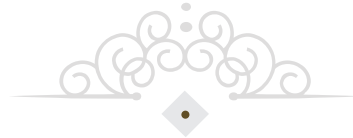
AWARD Silver Award

ENTRANT BigWing Interactive

ADVERTISER BigWing Interactive

TITLE BigWing Interactive Brochure

CREDITS Marilyn Hoeffner
Grant Zellner
Amy Grellner



ADVERTISING INDUSTRY SELF-PROMOTION

*Collateral - Direct Marketing &
Specialty Advertising (Printed or Digital)

AWARD ADDY® Award

ENTRANT VI Marketing and Branding

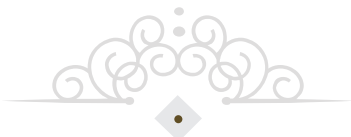
ADVERTISER VI Marketing and Branding

TITLE VI Dart Board

CREDITS Kregg Lee



AWARD Bronze Award
ENTRANT Traction
ADVERTISER Traction
TITLE Traction Client Christmas Mailer
CREDITS Tanner Tate
 Aaron Dickey
 Paige Speights
 Adam Zodrow
 Vincent Pacheco



**ADVERTISING INDUSTRY
 SELF-PROMOTION**

*Collateral - Special Event Materials
 (Printed or Digital)

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE Digital Summit T-Shirt
CREDITS Kyle Ramsey
 Erica Rockenstein
 Jacquelyn LaMar
 Megan Radford
 Steve Sturges
 Vince St. John



AWARD Silver Award
ENTRANT Station8 Branding
ADVERTISER Station8
TITLE Station8 Holiday Card
CREDITS Morgan Middleton
 David Clark
 Laura Crouch
 Mary Darnell // Western Printing
 Carla Hammer // Clampitt Paper

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Christmas Card Set - Card
CREDITS Mike Anderson
 Jeff Bowman
 Julie Rowell
 Vince St. John
 Jacquelyn LaMar
 Megan Radford
 Steve Sturges

AWARD Bronze Award
ENTRANT Jones Public Relations
ADVERTISER Jones Public Relations
TITLE Jones PR Christmas Card
CREDITS Laura Wilcox
 Corey Dozier

YOU PUT IT ON THE LINE,
 AND IT PAID OFF.

(Equus africanus asinus)

CONGRATULATIONS
 FROM OLD HAT AND THIRD DEGREE

thirddegreeadv.com
oldhatcreative.com

Ad Sponsorship // Old Hat & Third Degree

PRINT ADVERTISING



MAGAZINE ADVERTISING

*Full Page Or Less Single Unit

AWARD Bronze Award
ENTRANT Station8 Branding
ADVERTISER Compression Solutions
TITLE PowerPlay Print Ad
CREDITS Morgan Middleton
David Clark
Laura Crouch
Sarah Alsdorf
Jake Marcum
John Amatucci



NEWSPAPER ADVERTISING

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER KOSU
TITLE KOSU - Print Campaign
CREDITS Brian Winkler



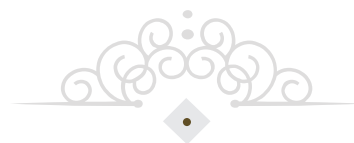
AWARD Bronze Award
ENTRANT Saxum
ADVERTISER Too Small To Fail - Talking Is Teaching
TITLE Talking is Teaching
CREDITS Dan Martel
Houda Elyazgi
Maddie Pace
Marisa Schmidt



PUBLIC SERVICE PRINT ADVERTISING

*Single Unit - Any Size

AWARD Bronze Award
ENTRANT Metropolitan Library System
ADVERTISER Metropolitan Library System
TITLE Our Day at the Zoo
CREDITS Rick George
Kristin Williamson
Kim Terry



ADVERTISING INDUSTRY SELF-PROMOTION

*Print Advertising

AWARD Silver Award
ENTRANT Back40 Design
ADVERTISER Back40 Design
TITLE Back40 Design Holiday Card
CREDITS Ryan Kirkpatrick
Dave Miller

PRINT ADVERTISING

AWARD Bronze Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Make History - Marco Polo
CREDITS Kregg Lee
 Steve Sturges
 Clay Miller
 Aaron Cahill
 Jacquelyn LaMar
 Megan Radford

AWARD Bronze Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Make History - Nog
CREDITS Kregg Lee
 Steve Sturges
 Clay Miller
 Aaron Cahill
 Jacquelyn LaMar
 Megan Radford

AWARD Bronze Award
ENTRANT Newcastle Casino
ADVERTISER Newcastle Casino
TITLE Pick A Skeleton VIP Invite
CREDITS Travis Gerber

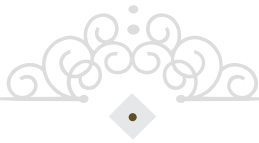
AWARD Bronze Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Make History - Oscar Wilde
CREDITS Kregg Lee
 Steve Sturges
 Clay Miller
 Aaron Cahill
 Jacquelyn LaMar
 Megan Radford



Hi there! Did our ad grab your attention? We're Camp Pixel, and we want our colorful visuals to have that same effect for your project or company! Our award winning designers are all about the creative process - finding a visual language that translates into consistent brand identity. Whether it's through an original, animated branding campaign, an effective explainer video (we love those), or even simply a custom lower third to compliment your existing production, Camp Pixel has passionate, powerful, and professional solutions that will help your business stand apart from the competition.

Visit us online to see how our full range of animation, motion graphic and branding services can work for you. Whether we're starting from scratch or the missing puzzle piece, our team wants to create something memorable and compelling with you!

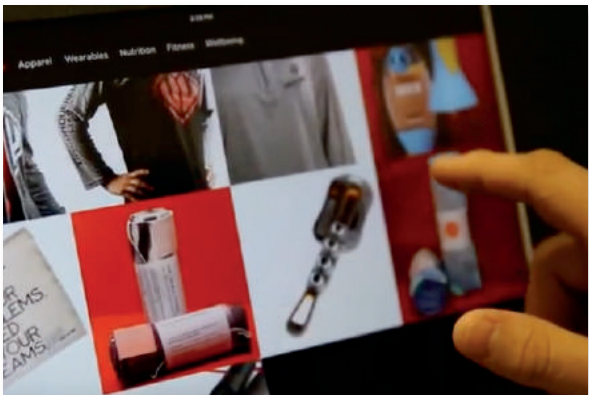

camppixel.com



AMBIENT MEDIA INSTALLATIONS

*Single Installation

AWARD ADDY® Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: UX and Kiosk
CREDITS Jason Perry
 Thom Hulbutta
 Nick Robinson
 Todd Parker
 Lorie Davis
 Shannon Sipes

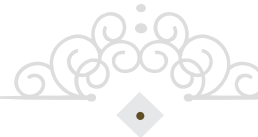


AWARD Silver Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE Hand + Eye

AWARD Silver Award
ENTRANT University of Oklahoma
ADVERTISER One University
TITLE Vive Experience Space
CREDITS David Hoffner
 Katrina Ward
 Nathan Wiewel

AWARD Bronze Award
ENTRANT The University of Oklahoma
ADVERTISER One University
TITLE OU Wellness Space
CREDITS David Hoffner
 Katrina Ward
 Nathan Wiewel

AWARD Bronze Award
ENTRANT Saxum
ADVERTISER Too Small To Fail - Talking is Teaching
TITLE Andy Apple Campaign
CREDITS Dan Martel
 Ivan Caro
 Logan Walcher
 Chris Ganz
 Jessica Robbins
 Houda Elyazgi
 Maddie Pace



AMBIENT MEDIA *Multiple Installations

AWARD Silver Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER Sweet Swirlz at the Artesian
TITLE Sweet Swirlz Environment
CREDITS Krystal Russell
 Nicholas Jurik
 Jill McDonald

AWARD Silver Award
ENTRANT Saxum
ADVERTISER Too Small To Fail - Talking is Teaching
TITLE Andy Apple Campaign
CREDITS Dan Martel
 Ivan Caro
 Logan Walcher
 Chris Ganz
 Jessica Robbins
 Houda Elyazgi
 Maddie Pace



AMBIENT MEDIA

*Single Event

AWARD Silver Award
ENTRANT Oklahoma City-County Health Dept.
ADVERTISER Wellness Now Coalition
TITLE Open Streets OKC
CREDITS Ken Johnson
 Daltyn Moeckel
 Jeremy Handeland
 Tango Public Relations

AWARD Bronze Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Rethink Your Drink Launch
CREDITS Erin Robinson
 Bob Lausten
 Greta Anglin
 Lindsey Funk
 Leslie Denner



OUT-OF-HOME

*Poster - Single Unit

AWARD Silver Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE The ADDY Winners

AWARD Silver Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: Poster
CREDITS Todd Parker
 Jason Perry
 Thom Hulbutta

AWARD Silver Award
ENTRANT The Chickasaw Nation
ADVERTISER The Chickasaw Nation
TITLE Te Ata: Film Poster
CREDITS A. Brooke Hise-Dameron

AWARD Bronze Award
ENTRANT OU Printing,
 Mailing & Document Services
ADVERTISER OU Athletics
TITLE Women's Gymnastics Poster
CREDITS Cole Smith

AWARD Bronze Award
ENTRANT University of Oklahoma Housing
 & Food Services
ADVERTISER University of Oklahoma Housing
 & Food Services
TITLE 2016 Campus Coffee Crawl Poster
CREDITS Amy Buchanan
 Mike Mulcahy
 Matt Wilson

AWARD Bronze Award
ENTRANT The Chickasaw Nation Dept.
 of Commerce Marketing (CNDC)
ADVERTISER The Chickasaw Nation Dept.
 of Commerce Marketing (CNDC)
TITLE Have A Heart Poker Run Poster
CREDITS Krystal Russell
 Nicholas Jurik
 Jill McDonald

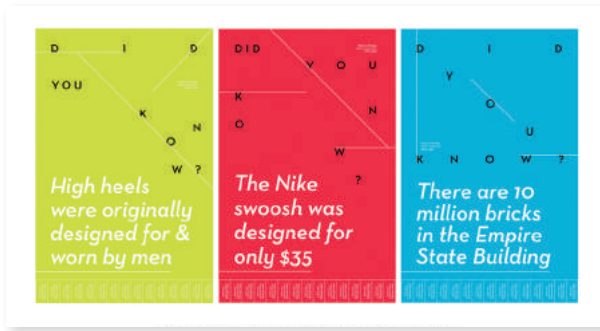


OUT-OF-HOME

*Poster - Campaign

AWARD ADDY® Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE History of Design Recruitment

OUT-OF-HOME & AMBIENT MEDIA



AWARD Silver Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE Foundational!

AWARD Silver Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE Multiplex

AWARD ADDY® Award
ENTRANT Yeomans Design
ADVERTISER Town & Gown Theatre
TITLE Town & Gown Theatre 66th Season
CREDITS Tanner Yeomans



MASS TRANSIT/AIRLINES

*Exterior - Single



AWARD Bronze Award
ENTRANT The Oklahoma City-County Health Dept.
ADVERTISER Wellness Now Coalition
TITLE OKC Mobile Market
CREDITS Daltyn Moeckel



SITE

*Interior - Single



AWARD Bronze Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER Bedre Fine Chocolate
TITLE Bedre Experience Room Door Covering
CREDITS Nicholas Jurik
 Jill McDonald



SITE

*Large Venue - Single

AWARD Silver Award
ENTRANT Old Hat
ADVERTISER Army West Point
TITLE Army Helicopter
CREDITS Jessica George
 Deb Livingston



SITE
OUT-OF-HOME

*Campaign

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER Box From God
TITLE Box From God - Outdoor Campaign
CREDITS Brian Winkler



AWARD Bronze Award
ENTRANT Sam Noble Oklahoma Museum of Natural History
ADVERTISER Sam Noble Oklahoma Museum of Natural History
TITLE Sam Noble Museum Retro Ads
CREDITS Leah Vanderburg



PUBLIC SERVICE
OUT-OF-HOME

*Poster

AWARD ADDY® Award
ENTRANT Oklahoma State University
ADVERTISER Oklahoma State University
TITLE OSU MFA in Graphic Design
CREDITS Phil Choo
 Pouya Jahanshahi
 Rebecca Brienen



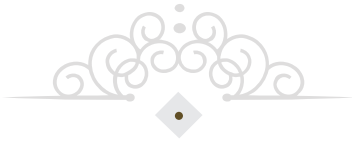
PUBLIC SERVICE
OUT-OF-HOME

*Campaign

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Rethink Your Drink Posters
CREDITS Erin Robinson
 Bob Lausten
 Greta Anglin
 Lindsey Funk
 Leslie Denner

OUT-OF-HOME & AMBIENT MEDIA

Ad Sponsorship // Transmission Shared Space



PUBLIC SERVICE AMBIENT MEDIA

*Campaign

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Shape Your Future Healthy Habits
CREDITS Erin Robinson
 Bob Lausten
 Greta Anglin
 Lindsey Funk
 Leslie Denner

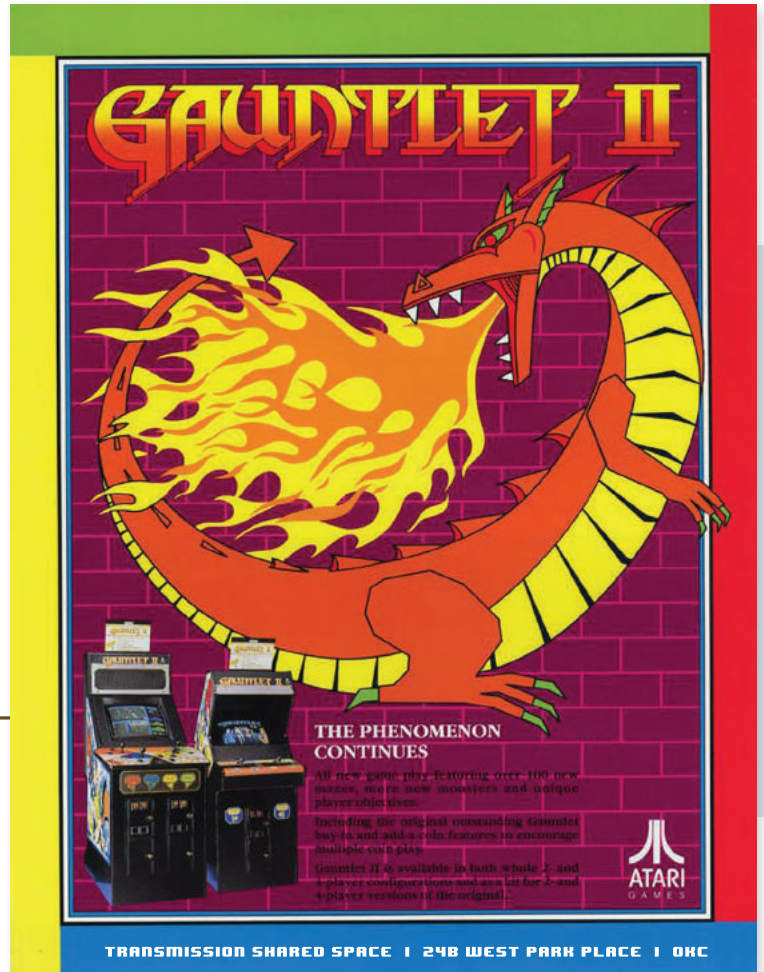
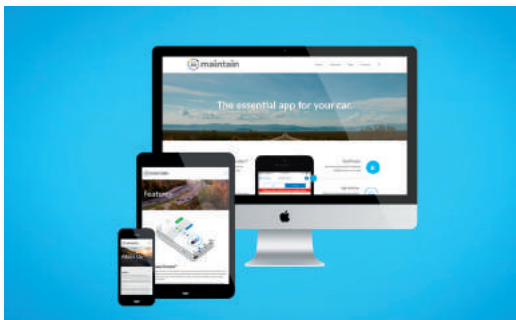
ONLINE / INTERACTIVE



WEBSITES

*Consumer

AWARD ADDY® Award
ENTRANT Freestyle Creative
ADVERTISER Driven Analytics
TITLE Maintain Auto
CREDITS Brady Christopher
 Alexis Trammell
 Matt Farley
 Kiley Mathews

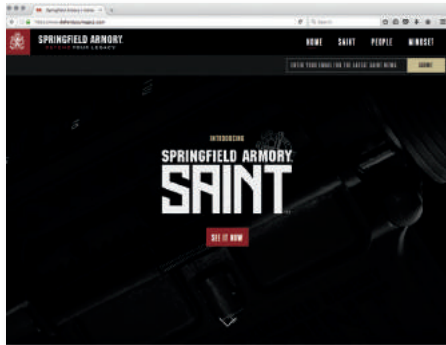


TRANSMISSION SHARED SPACE | 248 WEST PARK PLACE | OKC

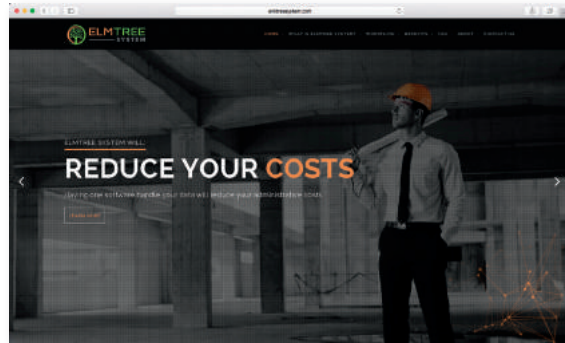
AWARD ADDY® Award
ENTRANT liquidfish
ADVERTISER Anna's House
TITLE Anna's House Foundation
CREDITS Team liquidfish



AWARD ADDY® Award
ENTRANT Ackerman McQueen
ADVERTISER Springfield Armory
TITLE Defend Your Legacy
CREDITS Carl Warner
 Preston Darley
 Jesse Davison
 Brian Darley
 Scott Chidester
 Chester Campbell
 Christopher Bigbie
 Daren Parker
 Joe Busch
 Tyler Peterson
 Katie McQueen
 Jesse Greenberg



AWARD ADDY® Award
ENTRANT Krush Digital
ADVERTISER ElmTree System
TITLE ElmTree System Website
CREDITS Team Krush



AWARD ADDY® Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE UCO Design Website
CREDITS McKenna Sanderson
 Sarah Pinc



AWARD ADDY® Award
ENTRANT Station8 Branding
ADVERTISER Onefire Holdings Company
TITLE Riverwalk Crossing Website Redesign
CREDITS Jake Marcum
 David Clark
 Laura Crouch
 Sarah Alsdorf
 Jennifer Carroll
 John Amatucci



ONLINE / INTERACTIVE

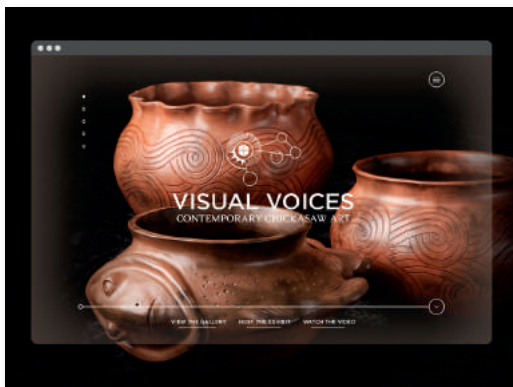
AWARD ADDY® Award
ENTRANT Clover Partners
ADVERTISER Fly Brothers LLC
TITLE Fly Brothers
CREDITS Scott Scrivner
 Hayley Waldo



AWARD ADDY® Award
ENTRANT Back40 Design
ADVERTISER Ortho Plus
TITLE Ortho Plus
CREDITS Ryan Kirkpatrick
 Justin Green
 Jonathan Siler
 Dave Miller



AWARD ADDY® Award
ENTRANT Back40 Design
ADVERTISER Contemporary Chickasaw Art Exhibition
TITLE Contemporary Chickasaw Art
CREDITS Ryan Kirkpatrick
 Justin Green
 Jessica Hough
 Jennay Wangen
 Dave Miller



AWARD Silver Award
ENTRANT Old Hat
ADVERTISER SMU
TITLE SMU Get Here For Gameday
CREDITS Hannah Deutsch
 Dustin Schmidt
 Tanner Naeher
 Kevin Kelly

AWARD Silver Award
ENTRANT BigWing Interactive
ADVERTISER Central Oklahoma Humane Society
TITLE Central Oklahoma Humane Society
CREDITS Stephanie Halseide
 Marilyn Hoeffner
 Caleb Cosper

AWARD Silver Award
ENTRANT liquidfish
ADVERTISER Westpoint Homes
TITLE Westpoint Homes
CREDITS Team liquidfish

AWARD Silver Award
ENTRANT liquidfish
ADVERTISER Coury Hospitality
TITLE Coury Hospitality
CREDITS Team liquidfish

AWARD Silver Award
ENTRANT liquidfish
ADVERTISER Kirkpatrick Foundation
TITLE Kirkpatrick Foundation
CREDITS Team liquidfish

AWARD Silver Award
ENTRANT Ackerman McQueen
ADVERTISER The Chickasaw Nation
TITLE Water Unity Website
CREDITS Becky King
 Preston Darley
 Holly Nault
 Victor Aboytes
 Dané Cupp
 Alex Reff
 Barbara Johnston
 Hillary Farrell
 Ben Sullivan

AWARD Silver Award
ENTRANT Station8 Branding
ADVERTISER Clear Creek Abbey
TITLE Clear Creek Abbey Website Redesign
CREDITS Jake Marcum
 Morgan Middleton
 Laura Crouch
 David Clark
 Sarah Alsdorf
 Dan Maras

AWARD Silver Award
ENTRANT STAPLEGUN
ADVERTISER Guernsey
TITLE Guernsey Web
CREDITS Team STAPLEGUN

AWARD Silver Award
ENTRANT Prolific Agency
ADVERTISER NatureWorks
TITLE NatureWorks
CREDITS Micah Perini
 Ian Russell
 Michelle Bennett
 Jillian Moore
 Taylor Moyer

AWARD Silver Award
ENTRANT Back40 Design
ADVERTISER 737 Duck Calls
TITLE 737 Duck Calls
CREDITS Ryan Kirkpatrick
 Justin Green
 Matt Milburn
 Jerry Wall
 Jessica Hough
 Jonathan Siler
 Reyna Wilcox
 Dave Miller

AWARD Bronze Award
ENTRANT Freestyle Creative
ADVERTISER Ratcliffe's Textbooks
TITLE Ratcliffe's Textbooks
CREDITS Brady Christopher
 Alexis Trammell
 Kiley Mathews
 Josh Bivens
 Matt Farley

AWARD Bronze Award
ENTRANT liquidfish
ADVERTISER Bank2
TITLE Bank2
CREDITS Team liquidfish

AWARD Bronze Award
ENTRANT Ackerman McQueen
ADVERTISER INTEGRIS Health
TITLE INTEGRIS Super Channel
CREDITS Preston Darley
 Jesse Davison
 Tuck Oden
 Katie McQueen
 Christopher Thigpen
 Chris Long
 Syed Naqib
 Nicole Levin
 Carley Yates
 Darla Willison
 Bob Harstad

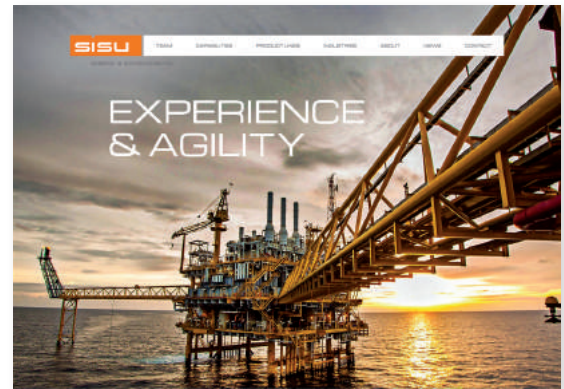
ONLINE / INTERACTIVE

AWARD Bronze Award
ENTRANT The Samuel Roberts Noble Foundation
ADVERTISER The Samuel Roberts Noble Foundation
TITLE Noble Foundation Website
CREDITS Shane Porter
 Courtney Leeper
 J. Adam Calaway

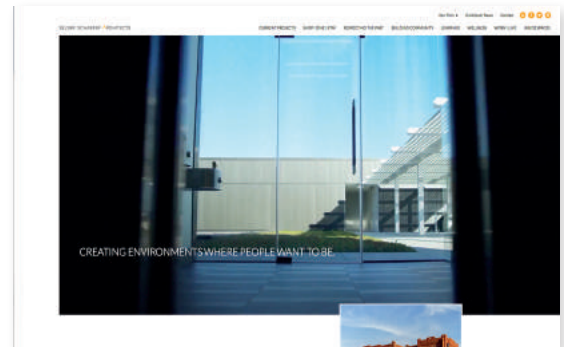
AWARD Bronze Award
ENTRANT High Five Media
ADVERTISER Sarah McCubbin Brown
TITLE Sarah McCubbin Brown

AWARD Bronze Award
ENTRANT STAPLEGUN
ADVERTISER Oklahoma City University
TITLE Oklahoma City University - Web
CREDITS Team STAPLEGUN

AWARD Bronze Award
ENTRANT Back40 Design
ADVERTISER Frontier City
TITLE Frontier City
CREDITS Ryan Kirkpatrick
 Justin Green
 Jessica Hough
 Reyna Wilcox
 Dave Miller



AWARD ADDY® Award
ENTRANT Station8 Branding
ADVERTISER Selser Schaefer Architects
TITLE Selser Schaefer Architects Website
CREDITS Jake Marcum
 Sarah Alsdorf
 Morgan Middleton
 David Clark
 Laura Crouch
 Ralph Cole



32

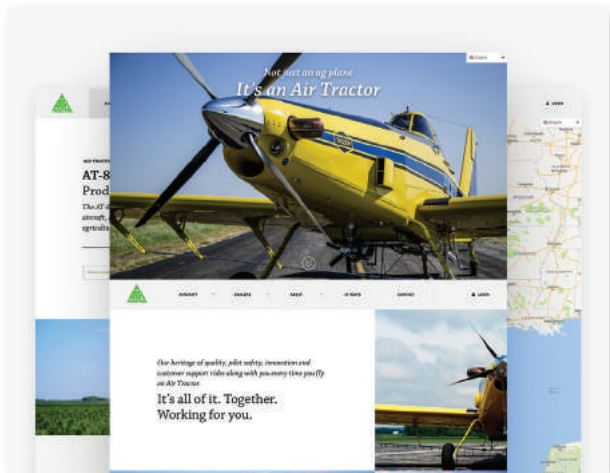


WEBSITES

*B-to-B

AWARD ADDY® Award
ENTRANT Station8 Branding
ADVERTISER Sisu Energy & Environmental
TITLE Sisu Energy Website
CREDITS Jake Marcum
 Sarah Alsdorf
 Laura Crouch
 David Clark
 Jennifer Carroll

AWARD ADDY® Award
ENTRANT Traction
ADVERTISER Air Tractor
TITLE Air Tractor Website
CREDITS Aaron Dickey
 Randy Nichols
 Tyler Smith



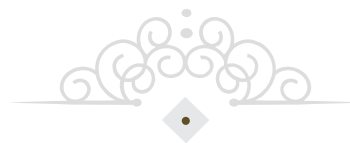
AWARD Silver Award
ENTRANT Koch Communications
ADVERTISER Koch Communications
TITLE Koch Communications Website
CREDITS Jared Miller
 Dusky Hamm
 Sarah Skinner
 Victoria Stahl

AWARD Silver Award
ENTRANT Saxum
ADVERTISER HSI Sensing
TITLE HSI Sensing Website
CREDITS Dan Martel
 Chad Bianco
 Amy Blackburn
 Jessica Robbins
 Logan Walcher
 Amy Pyles
 Jeff Lowe

AWARD Bronze Award
ENTRANT Back40 Design
ADVERTISER 48 Automation
TITLE 48 Automation
CREDITS Robbie Knight
 Justin Green
 Jennay Wangen
 Dave Miller

AWARD Bronze Award
ENTRANT Back40 Design
ADVERTISER Seatbelt Planet
TITLE Seatbelt Planet
CREDITS Ryan Kirkpatrick
 Justin Green
 Jerry Wall
 Jonathan Siler
 Reyna Wilcox
 Dave Miller

AWARD Bronze Award
ENTRANT Back40 Design
ADVERTISER Tigunia
TITLE Tigunia
CREDITS Ryan Kirkpatrick
 Matt Milburn
 Jonathan Siler
 Dave Miller



WEBSITES

*Microsites

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER The Baptist Foundation of Oklahoma
TITLE MustardSeed Microsite
CREDITS Erin Robinson
 Clay Miller
 Megan Gessouroun
 Steve Donehue
 Megan Radford
 Marissa Dodson
 Hannah Slater

ONLINE / INTERACTIVE

AWARD Silver Award
ENTRANT Paycom
ADVERTISER Paycom
TITLE Coffee/Power Up Landing Page
CREDITS Mike Brooks
 Amy Newman-Wells
 Brock Lay
 Ginny Bourke
 Rod Lott

AWARD Bronze Award
ENTRANT Francis Tuttle Technology Center
ADVERTISER Francis Tuttle Technology Center
TITLE Pathway to Excellence
CREDITS Rick Shaw
 Rachel Bryan



SOCIAL MEDIA

*Single Execution

AWARD ADDY® Award
ENTRANT University of Oklahoma
 Housing & Food Services
ADVERTISER University of Oklahoma
 Housing & Food Services
TITLE 2016 Campus Coffee Crawl
CREDITS Amy Buchanan
 Mike Mulcahy
 Matt Wilson

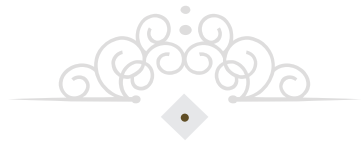


AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER Oklahoma Tourism & Recreation Dept.
TITLE 2016 Outdoor Guide - Layar App Demo
CREDITS Matt Lowery
 Clay Miller
 Mike Anderson
 Beau Leland
 Steve Sturges
 Preston Herring
 Robbie Repola
 Brooke Ouzts
 Claire Douthitt



AWARD Silver Award
ENTRANT Stubble Creative Inc.
ADVERTISER Oklahoma City Philharmonic
TITLE OKC PHIL-Good Story (Tara Heitz)
CREDITS Randy Hayes
 Shane Brock
 Deana Parsons

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Shape Your Future Eat Better
CREDITS Erin Robinson
 Bob Lausten
 Matt Lowery
 Preston Herring
 Rachel Merritt
 Greta Anglin
 Lindsey Funk
 Leslie Denner



SOCIAL MEDIA

*Campaign

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER Oklahoma Tourism and Recreation Dept.
TITLE 2016 Outdoor Guide :15 Promo
CREDITS Matt Lowery
 Preston Herrin
 Aaron Cahill
 Steve Sturges
 Clay Miller
 Kyle Ramsey
 Brooke Ouzts
 Claire Douthitt

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER Box From God
TITLE Box From God - Social Campaign
CREDITS Brian Winkeler

AWARD Silver Award
ENTRANT Traction
ADVERTISER Lewis Jewelers
TITLE Left by Lewis Teaser Video
CREDITS Tanner Tate
 Tyler Smith
 Quint Anderson
 Adam Zodrow
 Kelsey Western
 Paige Speights



AWARD Bronze Award
ENTRANT Web Communication
ADVERTISER University of Oklahoma
TITLE Sooner Women Who Inspire
CREDITS Candace Timmons
 Emily Tackett

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER KOSU
TITLE KOSU - Social Media Campaign
CREDITS Brian Winkeler

AWARD Bronze Award
ENTRANT University of Oklahoma
ADVERTISER University of Oklahoma
TITLE OU Fast Feedback
CREDITS Debra Levy Martinelli
 Robin Stroud
 Kris Glenn
 Brandy Akbaran



AWARD Bronze Award
ENTRANT The Samuel Roberts Noble Foundation
ADVERTISER The Samuel Roberts Noble Foundation
TITLE Botball For The Win
CREDITS Rob Mattson



OKLAHOMA CITY RENAISSANCE HOTEL

Discover the Renaissance of Oklahoma City, located in the heart of downtown, connected to the Cox Convention Center by skywalk and just steps from many popular destinations, including the Bricktown Entertainment District & the OKC Memorial. With over 68,000 sqft of flexible meeting space and 100,000 sqft of exhibit space; whether it's over-seeing all aspects of an event, or running to pick up last minute supplies, we are dedicated to making your experience truly perfect.

Call 800-HOTELS-1
or visit renaissancehotels.com/okcbr

R
RENAISSANCE[®]
OKLAHOMA CITY
CONVENTION CENTER HOTEL

Where brilliant ideas come to shine.

S&S Promotions has been creating retail and architectural signage for over forty years. We can customize a unique sales solution that works for your business.

Signage that sells.



(405) 631-6516 / sspromotions.com



ONLINE / INTERACTIVE

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Our Story Campaign
CREDITS Matt Lowery
 Preston Herring
 Caty Mills
 Richard York
 David Hinds
 Hannah Slater
 Beau Leland
 Mike Anderson
 Gentry McKeown
 Julie Rowell



AWARD ADDY® Award
ENTRANT Retrospec Films
ADVERTISER New Heights Rock Gym
TITLE "Why I Climb"
CREDITS Jason Burks
 Nathan Groves
 Josh Franks



AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE GASO Social Videos
CREDITS Rebekah Alexander
 Mike Anderson
 Richard York
 Greta Anglin
 Lindsey Funk
 Jordan Horn



AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Tobacco History
CREDITS Erin Robinson
 Bob Lausten
 Rebekah Alexander
 Greta Anglin
 Lindsey Funk
 Valerie Trammell
 Jordan Horn
 Rachel Merritt
 Alex Taylor



AWARD Silver Award
ENTRANT Old Hat
ADVERTISER Duke
TITLE Duke Social Media
CREDITS Jessica George
 Geoff Rogers

AWARD Silver Award
ENTRANT Stubble Creative Inc.
ADVERTISER Oklahoma City Philharmonic
TITLE OKC PHIL-Good Stories (Campaign)
CREDITS Randy Hayes
 Shane Brock
 Deana Parsons

AWARD Silver Award
ENTRANT Retrospec Films
ADVERTISER GT Bynum - City of Tulsa - Office of the Mayor
TITLE "GT Bynum for Tulsa Mayor"
CREDITS Jason Burks
 Nathan Groves
 Josh Franks
 Josh Tackett

AWARD Silver Award
ENTRANT STAPLEGUN
ADVERTISER Oklahoma Forestry Services
TITLE Oklahoma Forestry Services - Social
CREDITS Team STAPLEGUN

AWARD Silver Award
ENTRANT The Samuel Roberts Noble Foundation
ADVERTISER The Samuel Roberts Noble Foundation
TITLE Veteran's Day Tribute
CREDITS Shane Porter
 Rob Mattson
 Courtney Leeper

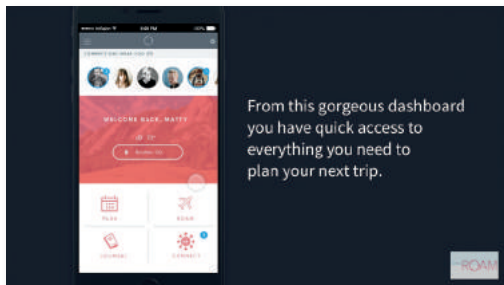
AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Tobacco Stops With Me Chemicals
CREDITS Jeff Bowman
 Richard York
 Greta Anglin
 Lindsey Funk
 Valerie Trammell
 Jordan Horn
 Rachel Merritt



APPS

*Mobile App

AWARD ADDY® Award
ENTRANT SmallTalk Code
ADVERTISER GlobeTrotter LLC
TITLE When In Roam
CREDITS Matt Ayers



AWARD ADDY® Award
ENTRANT University of Oklahoma
ADVERTISER University of Oklahoma
TITLE Scholarship Genius
CREDITS Debra Levy Martinelli
 Jessica Schwager
 Aaron Eskam

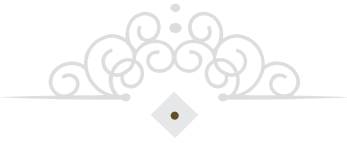


AWARD Silver Award
ENTRANT University of Oklahoma
ADVERTISER University of Oklahoma
TITLE OU Innovate Mobile App
CREDITS Erin Wolfe
 George Thomas
 Kris Glenn
 Brynn Daves

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER The Baptist Foundation of Oklahoma
TITLE MustardSeed App
CREDITS Erin Robinson
 Clay Miller
 Steve Donohue
 Jason Grad
 Megan Radford
 Marissa Dodson

AWARD Silver Award
ENTRANT SmallTalk Code
ADVERTISER JLB Consulting Group LLC
TITLE Hotspot
CREDITS Matt Ayers

AWARD Bronze Award
ENTRANT The Chickasaw Press
ADVERTISER The Chickasaw Press
TITLE Chikasha Stories Shared Spirit
CREDITS Wyatt Fisher



ADVERTISING & PROMOTION

*Web Banner Ad or Website Takeover

AWARD Bronze Award
ENTRANT Newcastle Casino
ADVERTISER Newcastle Casino
TITLE Wicked Wednesdays With Sound
CREDITS Travis Gerber

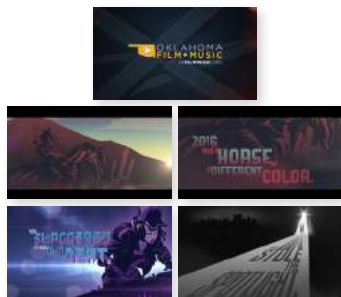
AWARD Bronze Award
ENTRANT Newcastle Casino
ADVERTISER Newcastle Casino
TITLE Chills & Thrills With Sound
CREDITS Stevi Riley



ADVERTISING & PROMOTION

*Email

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER Oklahoma Tourism & Recreation Dept.
TITLE Oklahoma Film + Music Holiday eCard
CREDITS Mike Anderson
 Beau Leland
 Preston Herring
 Matt Lowery
 Clay Miller
 Claire Douthitt
 Jennifer Blevins
 Greta Anglin
 Vince St. John
 Brooke Ouzts



AWARD Bronze Award
ENTRANT Paycom
ADVERTISER Paycom
TITLE Halloween Email Series
CREDITS Katy Fabrie
 Mike Brooks
 Brock Lay
 Aaron Santelmann
 Rebecca Vidacovich
 Amy Double



BLOGS & DIGITAL PUBLICATIONS

*Digital Publications

AWARD Silver Award
ENTRANT studiotwentysix2
ADVERTISER Byronesque
TITLE This is Not a Toy
CREDITS Tom Davie
 Justin Westover
 Gill Linton



PUBLIC SERVICE ONLINE / INTERACTIVE

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Rethink Your Drink Canvas Ad
CREDITS Erin Robinson
 Bob Lausten
 Matt Lowery
 Rachel Merritt
 Greta Anglin
 Lindsey Funk
 Leslie Denner

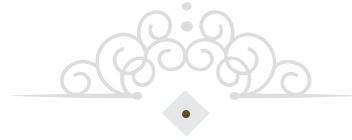


ONLINE / INTERACTIVE

AWARD Silver Award
ENTRANT Freestyle Creative
ADVERTISER Chickasaw Nation Strategic Prevention Framework - Tribal Incentive Grant
TITLE Define Your Direction
CREDITS Brady Christopher
Kiley Mathews
Rebecca Dill
Matt Farley
Kelley Gann
Vahid Farzaneh

AWARD Bronze Award
ENTRANT ICG
ADVERTISER Mid America Arts Alliance
TITLE Mid America Arts Alliance Website
CREDITS ICG Team

AWARD Silver Award
ENTRANT Saxum
ADVERTISER George Kaiser Family Foundation
TITLE GKFF Website
CREDITS Dan Martel
Ivan Caro
Jessica Robbins
Maddie Pace
Lacy Wulfers
Houda Elyazgi
Jeff Lowe
Amy Pyles



PUBLIC SERVICE ONLINE / INTERACTIVE

*Campaign



MUSEUM. HOTEL. RESTAURANT.

900 W Main Street Oklahoma City, OK 73106
405.982.6900 | 21cOklahomaCity.com
405.982.6960 | MaryEddysOKC.com

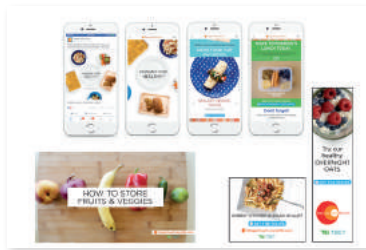


Ad Sponsorship // 21c Museum Hotel

Online/Interactive // 51st Annual Oklahoma City ADDY Awards

ONLINE / INTERACTIVE

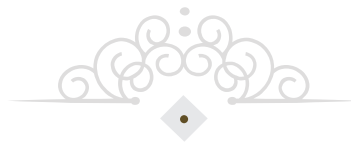
AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Shape Your Future Eat Better
CREDITS Erin Robinson
 Bob Lausten
 Matt Lowery
 Greta Anglin
 Lindsey Funk
 Leslie Denner
 Rachel Merritt
 Alex Taylor



AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Tobacco is Still a Problem
CREDITS Erin Robinson
 Bob Lausten
 Dmitri Kostjukov
 Greta Anglin
 Lindsey Funk
 Valerie Trammell
 Jordan Horn

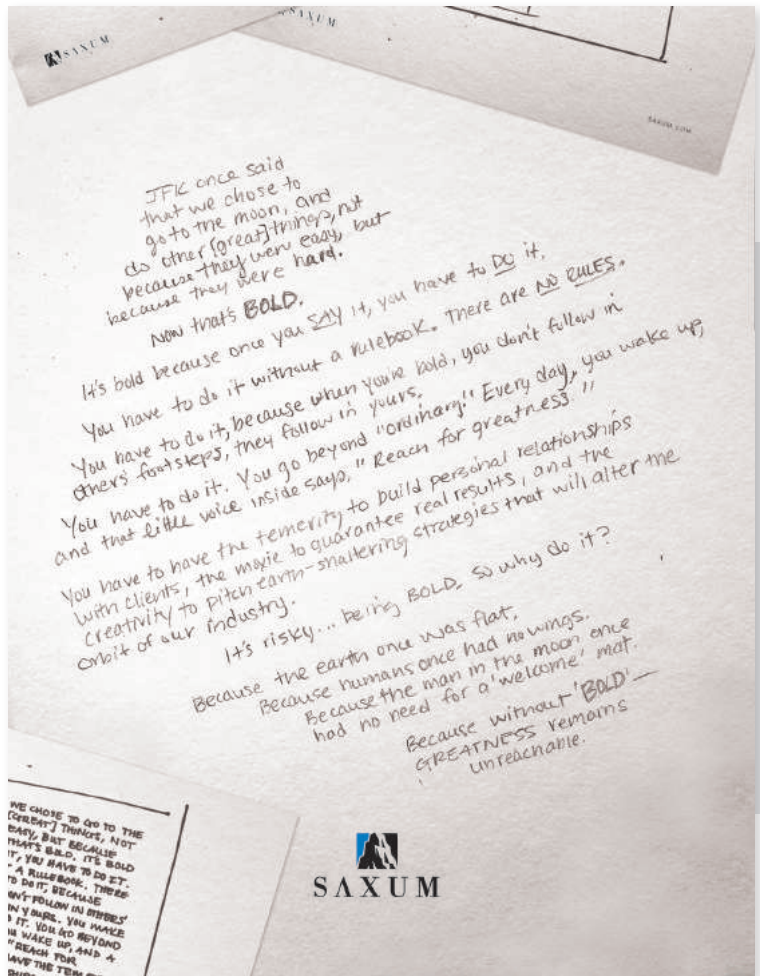
AWARD Silver Award
ENTRANT Saxum
ADVERTISER The Gathering Place | GKFF
TITLE The Gathering Place Social
CREDITS Dan Martel
 Ivan Caro
 Chris Ganz
 Maddie Pace
 Nida Nizami
 Houda Elyazgi

AWARD Silver Award
ENTRANT Saxum
ADVERTISER The Bob Dylan Archives | GKFF
TITLE Bob Dylan Social Media Campaign
CREDITS Dan Martel
 Ivan Caro
 Chris Ganz
 Maddie Pace
 Nida Nizami
 Houda Elyazgi
 Lacy Wulfers
 Lane Fagile

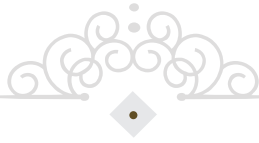


ADVERTISING INDUSTRY SELF-PROMOTION ONLINE / INTERACTIVE

AWARD Bronze Award
ENTRANT High Five Media
ADVERTISER High Five Media
TITLE High Five Media Website



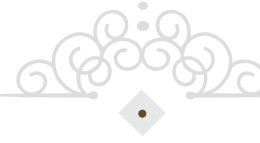
Ad Sponsorship // Oklahoma Shirt Company



RADIO ADVERTISING/LOCAL

*Single Spot - :30 seconds or less

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER Bob Moore Ford
TITLE If You're A Man
CREDITS Bob Lausten
 Bethany Stamper



**RADIO ADVERTISING
REGIONAL/NATIONAL**

*Single Spot - more than :30 seconds

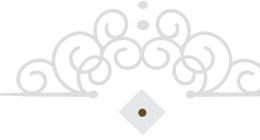
AWARD Bronze Award
ENTRANT Ackerman McQueen
ADVERTISER Oklahoma State Fair
TITLE 2016 Oklahoma State Fair Radio
CREDITS Ashley Ball
 Don Juntunen
 Justin Claborn



RADIO ADVERTISING/LOCAL

*Single Spot - more than :30 seconds

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER Renaissance Salon & Spa
TITLE Renaissance - "Bucket of Gravy"
CREDITS Brian Winkeler



**RADIO ADVERTISING
REGIONAL/NATIONAL**

*Campaign

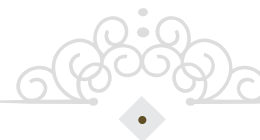
AWARD Bronze Award
ENTRANT Braum's
ADVERTISER Braum's Ice Cream & Dairy Stores
TITLE Cow Talk Campaign
CREDITS Terry Holden
 Andie Schwab
 Rebecca McCauley
 Susan Riley
 RK1 Studios



RADIO ADVERTISING/LOCAL

*Radio Campaign

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER Box From God
TITLE Box From God - Radio Campaign
CREDITS Brian Winkeler



TELEVISION ADVERTISING

*Local (One DMA), Single Spot -
:15 seconds or less

AWARD Bronze Award
ENTRANT ICG
ADVERTISER Jim's Famous Chicken
TITLE Jim's - Raining Rolls
CREDITS ICG Team



TELEVISION ADVERTISING

*Local (One DMA), Single Spot - :30 seconds

- AWARD** ADDY® Award
ENTRANT Ackerman McQueen
ADVERTISER Integris
TITLE Integris "Angels" TV
CREDITS Ashley Ball
 Wes DeWitte
 Stephen Wymer
 Amy Hearn
 Erin Brinkworth
 Bob Harstad
 Darla Willison
- AWARD** Silver Award
ENTRANT Campbell & Company Advertising
ADVERTISER The Broadway Clinic
TITLE Services - So Much More
CREDITS Robyn Healy
 Ryan Bellgardt
 Andy Swanson
 Josh McKamie
 Colin Stein
 Tyler Cobb
 Sonya Hitchcock
- AWARD** Silver Award
ENTRANT High Five Media
ADVERTISER Pull A Part Auto Parts Yard
TITLE Pull-A-Part-Requiem
CREDITS Scott Rupe
 Levi Barrie
- AWARD** Silver Award
ENTRANT Campbell & Company Advertising
ADVERTISER Schardein's Salon
TITLE Great Hair, Anywhere
CREDITS Robyn Healy
 Ryan Bellgardt
 Andy Swanson
 Josh McKamie
 Colin Stein
 Tyler Cobb
 Sonya Hitchcock
 Payton Warren Gray

- AWARD** Silver Award
ENTRANT BealsCunningham
ADVERTISER Lucky Star Casino
TITLE THE HUNT IS ON
CREDITS BealsCunningham

- AWARD** Silver Award
ENTRANT HOEGGER COMMUNICATIONS
ADVERTISER Wichita Theatre
TITLE Wichita Theatre: 30
CREDITS Matt Hamilton
 Simeon Hendrix
 Jackie Hoegger

- AWARD** Bronze Award
ENTRANT High Five Media
ADVERTISER Pull A Part Auto Yard
TITLE Pull-A-Part Frankenstein
CREDITS Scott Rupe
 Chase Spivey
 Levi Barrie

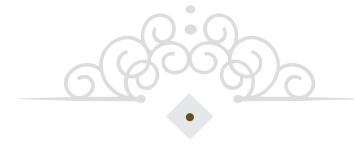
- AWARD** Bronze Award
ENTRANT Ackerman McQueen
ADVERTISER OKC Convention & Visitor Bureau
TITLE Summer Staycation TV
CREDITS Ashley Ball
 Jason Bushore
 Wes DeWitte
 David Monaco
 Rick Lipe
 Barbara Johnston
 Sarah Powers



TELEVISION ADVERTISING

*Local (One DMA), Single Spot - :60 seconds or more

- AWARD** ADDY® Award
ENTRANT ICG
ADVERTISER Carter Chevrolet
TITLE Carter Chevrolet-Top Ten List
CREDITS ICG Team



AWARD Silver Award
ENTRANT ICG
ADVERTISER Carter Chevrolet
TITLE Carter Chevrolet-Hate Us
CREDITS ICG Team

AWARD Bronze Award
ENTRANT STAPLEGUN
ADVERTISER Oklahoma University Medicine
TITLE OU Medicine Image TV
CREDITS Team STAPLEGUN



TELEVISION ADVERTISING

*Local (One DMA), Campaign

AWARD ADDY® Award
ENTRANT ICG
ADVERTISER Great Plains Bank
TITLE Greater. Together.
CREDITS ICG Team

AWARD Silver Award
ENTRANT Retrospec Films
ADVERTISER Nelson Nissan
TITLE "The Nelson Experience"
CREDITS Jason Burks
 Nathan Groves
 Josh Franks
 Josh Tackett

AWARD Bronze Award
ENTRANT ICG
ADVERTISER St. Anthony Hospital
TITLE Digging In and Building Up
CREDITS ICG Team

TELEVISION ADVERTISING

*Regional/National, Single Spot -
 up to 2:00 minutes

AWARD Silver Award
ENTRANT Ackerman McQueen
ADVERTISER BancFirst
TITLE Yukon TV
CREDITS Jeanette Elliott
 Rick Lipe
 Dean Wilhite
 Don Juntunen
 Kevin Barrett
 Barbara Johnston
 Sarah Powers

AWARD Bronze Award
ENTRANT Ackerman McQueen
ADVERTISER The Chickasaw Nation
TITLE George Washington/Piominko
CREDITS Jeanette Elliott
 Andy Lamon
 Stephen Wymer
 Jason Bushore
 Brandon Witt
 Barbara Johnston
 Chelsea Simmons

AWARD Bronze Award
ENTRANT Ackerman McQueen
ADVERTISER The Chickasaw Nation
TITLE Water Unity TV
CREDITS Becky King
 Charity Head
 Lael Erickson
 Jason Bushore
 Micah Leon
 Barbara Johnston
 Sarah Powers

AWARD Bronze Award
ENTRANT STAPLEGUN
ADVERTISER Oklahoma City Thunder
TITLE OKC Thunder - Fandom
CREDITS Team STAPLEGUN



110 events

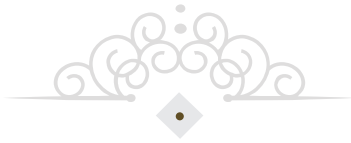
design & rentals

3421 North Walnut Ave | Oklahoma City
405.604.0041 | www.110events.com

CONGRATULATIONS ADDY WINNERS

(UNLESS YOU BEAT US)

Freestyle
CREATIVE



TELEVISION ADVERTISING

*Regional/National, Campaign

AWARD Bronze Award
ENTRANT Retrospec Films
ADVERTISER The University of Oklahoma
TITLE "The Push"
CREDITS Jason Burks
 Nathan Groves
 Josh Franks



ONLINE FILM, VIDEO & SOUND

*Internet Commercial
 Single Spot - Any Length

AWARD ADDY® Award
ENTRANT Freestyle Creative
ADVERTISER Chickasaw Nation Strategic Prevention
 Framework - Tribal Incentive Grant
TITLE Define Your Direction
CREDITS Vahid Farzaneh
 Steven Paul Judd
 Kelley Gann
 Brian Cates
 Rob Johnson
 Charlie Stuart
 WeerNProduction
 Rebecca Dill
 Matt Farley
 Brian Gililland
 Josh Bivens

AWARD ADDY® Award
ENTRANT Scissortail Media
ADVERTISER Hough Ear Institute
TITLE Amy's Story
CREDITS Will Stackable
 Megan Hickey
 William Dickinson
 John Dewberry
 Ed Schotter

AWARD ADDY® Award
ENTRANT ICG
ADVERTISER Smark
TITLE Smark Music Video with Lucas Ross
CREDITS ICG Team
 Lucas Ross

AWARD ADDY® Award
ENTRANT Saxum
ADVERTISER API
TITLE API Video Series: Yes We Did
CREDITS Dan Martel
 Chad Bianco
 Kristi DesJarlais
 Sam Stanton

AWARD Silver Award
ENTRANT ICG
ADVERTISER St. Anthony Hospital
TITLE Digging In and Building Up Trailer
CREDITS ICG Team

AWARD Silver Award
ENTRANT Saxum
ADVERTISER API
TITLE API Video Series: Now Open
CREDITS Dan Martel
 Chad Bianco
 Kristi DesJarlais
 Sam Stanton

AWARD Bronze Award
ENTRANT Gooden Group
ADVERTISER Dell Technologies - Oklahoma City
TITLE Dell OKC - Why we are here
CREDITS Ben Ehrlich
 Travis Tindell
 Tristan Shutt

AWARD Bronze Award
ENTRANT Freestyle Creative
ADVERTISER University of Oklahoma
 Memorial Union
TITLE OMU Wedding Venue Promo
CREDITS Vahid Farzaneh
 Kelley Gann
 Matt Farley
 Rebecca Dill
 Rob Johnson
 Josh Bivens
 Hummingbird Aerials

AWARD Bronze Award
ENTRANT True Sky Credit Union
ADVERTISER True Sky Credit Union
TITLE Let Us Loan You A Smile (Spot)
CREDITS Matt Scheuber

AWARD Bronze Award
ENTRANT VI Marketing and Branding
ADVERTISER Public Service Company of Oklahoma
TITLE Peak Performers Case Study
CREDITS Clay Miller
Erin Robinson
Matt Lowery
Preston Herring
Robbie Repola
Steve Sturges

AWARD Bronze Award
ENTRANT Scissortail Media
ADVERTISER Al a mode
TITLE Al a mode: Global Talent
CREDITS Will Stackable
William Dickinson
Megan Hickey
John Dewberry

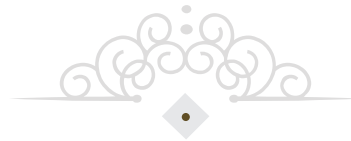


INTERNET COMMERCIAL

*Online Film, Video & Sound, Campaign

AWARD ADDY® Award
ENTRANT Saxum
ADVERTISER API
TITLE API Video Series
CREDITS Dan Martel
Chad Bianco
Kristi DesJarlais
Sam Stanton

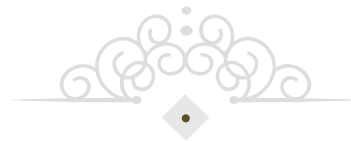
AWARD Silver Award
ENTRANT Gooden Group
ADVERTISER Dell Technologies - Oklahoma City
TITLE OSU - McKnight PAC Promos
CREDITS Ben Ehrlich
Travis Tindell
Aubrey Gooden



WEBISODE

*Single Webisode

AWARD Silver Award
ENTRANT ICG
ADVERTISER St. Anthony Hospital
TITLE Digging In, Building Up Documentary
CREDITS ICG Team

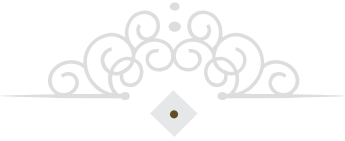


WEBISODE

*Series

AWARD Silver Award
ENTRANT The University of Oklahoma Web Communications, Marketing & New Media
ADVERTISER The University of Oklahoma Web Communications, Marketing & New Media
TITLE Hi5OU
CREDITS The University of Oklahoma Web Communications, Marketing & New Media

AWARD Silver Award
ENTRANT National Cowboy & Western Heritage Museum
ADVERTISER National Cowboy & Western Heritage Museum
TITLE Explore the West
CREDITS John Spencer



BRANDED CONTENT & ENTERTAINMENT

*For Online Film, Video & Sound
Single Entry - :60 seconds or less

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER The Baptist Foundation of Oklahoma
TITLE MustardSeed - PreRoll
CREDITS Mike Anderson
Clay Miller
Erin Robinson
Beau Leland
Megan Radford
Marissa Dodson
Hannah Slater

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Store Locations
CREDITS Matt Lowery
Preston Herring
Caty Mills
Richard York
David Hinds
Hannah Slater
Beau Leland
Mike Anderson
Gentry McKeown
Julie Rowell

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Bizzie
CREDITS Matt Lowery
Preston Herring
Caty Mills
Richard York
David Hinds
Hannah Slater
Beau Leland
Mike Anderson
Gentry McKeown
Julie Rowell

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Pick-up & Delivery
CREDITS Matt Lowery
Preston Herring
Caty Mills
Richard York
David Hinds
Hannah Slater
Beau Leland
Mike Anderson
Gentry McKeown
Julie Rowell

AWARD Bronze Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE The Clumps: Foot Locker
CREDITS Steve Sturges
Bob Lausten
Mike Anderson
Preston Herring
Beau Leland
Matt Lowery
Robbie Repola
Christopher Sommer
Valerie Trammel
Erica Rockenstein



BRANDED CONTENT & ENTERTAINMENT

* For Online Film, Video & Sound
Single Entry - more than :60 seconds

AWARD ADDY® Award
ENTRANT Saxum
ADVERTISER Teach for America
TITLE Teach for America
CREDITS Dan Martel
Houda Elyazgi
Maddie Pace
Lacy Wulfers
Jason Burks

FILM, VIDEO & SOUND

AWARD Silver Award
ENTRANT Scissortail Media
ADVERTISER Hough Ear Institute
TITLE Amy's Story
CREDITS Will Stackable
Megan Hickey
William Dickinson
John Dewberry
Ed Schotter

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER The Baptist Foundation of Oklahoma
TITLE MustardSeed Video - Long Format
CREDITS Mike Anderson
Clay Miller
Erin Robinson
Beau Leland
Megan Radford
Marissa Dodson
Hannah Slater

AWARD Bronze Award
ENTRANT Trifecta Communications
ADVERTISER Trifecta Communications
TITLE Quarem
CREDITS Team Trifecta

AWARD Bronze Award
ENTRANT Saxum
ADVERTISER George Kaiser Family Foundation
TITLE Tulsa Educare: Alexa's Dream
CREDITS Dan Martel
Logan Walcher
Houda Elyazgi
Maddie Pace

AWARD ADDY® Award
ENTRANT STAPLEGUN
ADVERTISER General Electric
TITLE General Electric STEM Gene Video
CREDITS Team STAPLEGUN

AWARD Silver Award
ENTRANT Retrospec Films
ADVERTISER Up With Trees
TITLE "Up With Trees"
CREDITS Jason Burks
Nathan Groves
Josh Franks

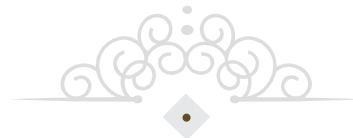
AWARD Silver Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: Free Your Spirit
CREDITS Jason Perry
Thom Hulbutta
Robbie Blair
Todd Parker
Lorie Davis
Kelley Isom
King Hollis
James Blackburn
Josh Newby
Priscilla Stevens
Shannon Sipes

AWARD Bronze Award
ENTRANT Old Hat
ADVERTISER University of Wisconsin
TITLE Wisconsin Men's Basketball
CREDITS Deb Livingston
Robert Smith



BRANDED CONTENT & ENTERTAINMENT

*Non-Broadcast



BRANDED CONTENT & ENTERTAINMENT

*Campaign

DREAM FUND

No matter how creative we are, it's impossible to know where our life stories will take us. Amidst the dreams we chase, and the plans we make, there are inevitable hiccups.

And sometimes, those hiccups are too big of burden to bear alone.

Dedicating Resources to Employees of Advertising & Media (DREAM) Fund is a nonprofit foundation and support link to the community of advertising, public relations and media professionals across the Southwest.

We aid colleagues in Texas, Oklahoma, New Mexico, Arkansas and Louisiana – through immediate financial assistance and emotional support – writing happy endings for those who may not otherwise qualify for help.

Since 1991, DREAM Fund has gifted over \$1,500,000 to individuals facing illness, medical emergencies and other unexpected hardship.

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

Learn more at dreamfund.org



SEE IT ON THE RADIO
HEAR IT ON TV



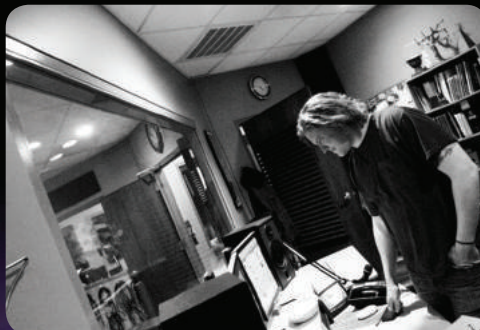
**SUPREME
AUDIO
PRODUCTION**

**TOP-NOTCH
VOICE
TALENT**

**PROFESSIONAL
MUSIC**

**AWARD
WINNING
WORK**

**SUPERIOR
SERVICE**



We create exceptional audio that's so captivating, you can actually see it!

Whether your deadline is next week, or you needed it yesterday, we have the experience to adjust our magic to your workflow. So relax. We will create the perfect sound for your message.

Let us be your favorite hangout.
With headphones.

Please Join RK1 in supporting DREAM Fund

CALL US:
405.748.4900

VISIT US:
RKOneProductions.com

COME SEE US:
117 NW 142nd
Edmond, OK 73013



**The Broadway Clinic
is your solution for:**

- Physician Supervised Weight Loss
- Bio-identical Hormone Replacement Therapy for both Women and Men
- Auto Accident Injury Care

FILM, VIDEO & SOUND

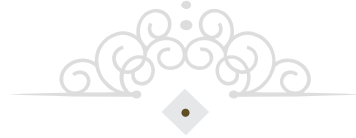
AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER Oklahoma Tourism & Recreation Dept.
TITLE 2016 Outdoor Guide AR Videos
CREDITS Preston Herring
Matt Lowery
Mike Anderson
Steve Sturges
Clay Miller
Aaron Cahill
Steve Donehue
Brooke Ouzts
Claire Douthitt
Vince St. John

AWARD Silver Award
ENTRANT Ackerman McQueen
ADVERTISER Springfield Armory
TITLE Springfield Armory Videos
CREDITS Christopher Bigbie
Carl Warner
Jesse Davison
Tyler Peterson
Jason Bushore
Wes Dewitte
Joe Busch
Jason Wilson
Tim Katzenmeier
Chase Smallwood
Katie McQueen
Jesse Greenberg

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER TBS Factoring Service
TITLE TBS-Social Media Campaign
CREDITS David Hinds
Beau Leland
Preston Herring
Mike Anderson
Clay Miller
Erica Rockenstein

AWARD Silver Award
ENTRANT Retrospec Films
ADVERTISER Hilti
TITLE "Hilti Climb"
CREDITS Jason Burks
Nathan Groves
Josh Franks
Josh Tackett
Jordan Fisher
Brandon Forbes

AWARD Silver Award
ENTRANT ICG
ADVERTISER St. Anthony Hospital
TITLE Digging In & Building Up
CREDITS ICG Team



CINEMA ADVERTISING

*In-Theatre Commercials or Slides

AWARD Silver Award
ENTRANT Freestyle Creative
ADVERTISER Chickasaw Nation Strategic Prevention Framework - Tribal Incentive Grant
TITLE Define Your Direction
CREDITS Vahid Farzaneh
Steven Paul Judd
Kelley Gann
Brian Cates
Rob Johnson
Charlie Stuart
WeerNProduction
Rebecca Dill
Matt Farley
Brian Gilill
Josh Bivens



SALES PROMOTION

*Audio/Visual Sales Presentation

AWARD ADDY® Award
ENTRANT Retrospec Films
ADVERTISER Hilti
TITLE Hilti Nuclear Decommissioning
CREDITS Jason Burks
Nathan Groves
Josh Franks
Josh Tackett
Gentry Johnson
Jordan Fisher

AWARD Silver Award
ENTRANT Cornerstone Home Lending
ADVERTISER Cornerstone Home Lending
TITLE You are the Composer
CREDITS Adam Ray
 Eric Smith
 Brian Bomar



**PUBLIC SERVICE
 TELEVISION**

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Rethink Your Drink Water Rings
CREDITS Erin Robinson
 Bob Lausten
 Matt Lowery
 Steve Sturges
 Mike Anderson
 Preston Herring
 Robbie Repola
 Greta Anglin
 Lindsey Funk
 Leslie Denner

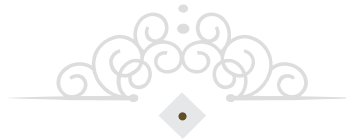


PUBLIC SERVICE ONLINE

*Film, Video & Sound

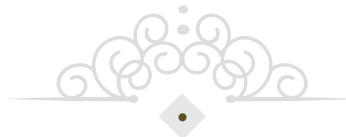
AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Shape Your Future Water Rings
CREDITS Erin Robinson
 Bob Lausten
 Matt Lowery
 Preston Herring
 Mike Anderson
 Steve Sturges
 Greta Anglin
 Lindsey Funk
 Leslie Denner
 Robbie Repola

AWARD Bronze Award
ENTRANT Traction
ADVERTISER Alzheimer's Association - Oklahoma Chapter
TITLE Start the Conversation Online
CREDITS Tanner Tate
 Tyler Smith
 Quint Anderson
 Jillian Powell



**PUBLIC SERVICE
 NON-BROADCAST
 AUDIO/VISUAL**

AWARD ADDY® Award
ENTRANT STAPLEGUN
ADVERTISER Catholic Charities
TITLE Catholic Charities - The Moment
CREDITS Team STAPLEGUN



**ADVERTISING INDUSTRY
 SELF-PROMOTION**

*Film, Video & Sound

AWARD ADDY® Award
ENTRANT STAPLEGUN
ADVERTISER Chesapeake Arena
TITLE Chesapeake Book It
CREDITS Team STAPLEGUN

AWARD ADDY® Award
ENTRANT Retrospec Films
ADVERTISER Retrospec Films
TITLE "Phantom"
CREDITS Charlie Uniform Tango
 Jason Burks
 Josh Franks
 Josh Tackett
 Jordan Fisher

FILM, VIDEO & SOUND

AWARD Silver Award
ENTRANT John Dewberry
ADVERTISER John Dewberry
TITLE John Dewberry 2017 Reel

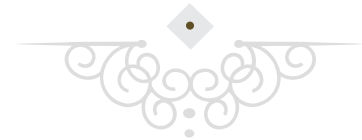
AWARD Bronze Award
ENTRANT McMahon Marketing
ADVERTISER Martin Holland- Business Coach
TITLE The Owner and The Coach
CREDITS McMahon Marketing, Agency

AWARD Bronze Award
ENTRANT ICG
ADVERTISER Insight Creative Group
TITLE ICG Christmas Video
CREDITS ICG Team

AWARD Bronze Award
ENTRANT Retrospec Films
ADVERTISER Retrospec Films
TITLE "The Pursuit"

CREDITS Jason Burks
Nathan Groves
Josh Franks
Josh Tackett
Jordan Fisher

AWARD Bronze Award
ENTRANT Digital DK
ADVERTISER Digital DK
TITLE DDK 2017 Reel



56

CROSS PLATFORM



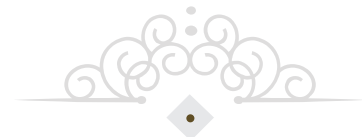
INTEGRATED ADVERTISING CAMPAIGNS

*B-to-B Campaign - Local

AWARD Bronze Award
ENTRANT Saxum
ADVERTISER GE
TITLE GE Internal Campaign
CREDITS Dan Martel
Ivan Caro
Lou Ann Lissonnet

AWARD Silver Award
ENTRANT Saxum
ADVERTISER Interstate Natural Gas
Association of America

TITLE INGAA Campaign
CREDITS Dan Martel
Ivan Caro
Lou Ann Lissonnet
Chris Ganz
Aran Bruce
Zachary Henry



INTEGRATED ADVERTISING CAMPAIGNS

*B-to-B Consumer Campaign - Local

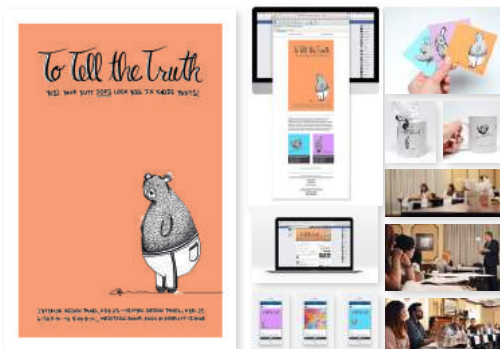
AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER Rockford Cocktail Den
TITLE Rockford Vinyl Mondays
CREDITS Adam LeNaire
 Brett Grimes
 Brian Winkler

AWARD ADDY® Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE Portfolio Bootcamp Recruitment

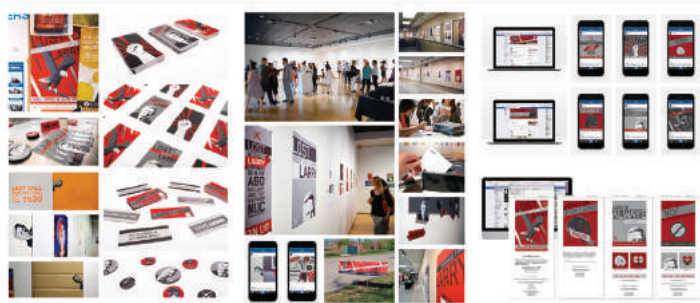


AWARD ADDY® Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE To Tell the Truth

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER Box From God
TITLE Box From God - Integrated Campaign
CREDITS Brian Winkler



AWARD ADDY® Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE Lost Without Larry



CROSS PLATFORM

AWARD Silver Award
ENTRANT University of Oklahoma
ADVERTISER One University
TITLE Beats Sale
CREDITS David Hoffner
 Nathan Wiewel
 Katrina Ward

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER Sunnyside Diner
TITLE Sunnyside Diner - Brand Identity
CREDITS Adam LeNaire
 Brett Grimes
 Brian Winkler

AWARD Bronze Award
ENTRANT Traction
ADVERTISER Earl's Rib Palace
TITLE Burger Down Campaign
CREDITS Tanner Tate
 Aaron Dickey
 Paige Speights
 Quint Anderson
 Adam Zodrow



INTEGRATED BRAND IDENTITY CAMPAIGN

*Local or Regional/National

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER DEKORA!
TITLE DEKORA! - Brand Identity Campaign
CREDITS Adam LeNaire
 Brett Grimes
 Brian Winkler

AWARD ADDY® Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE Crowman Burana
CREDITS All Students in Illustration II,
 Character Design,
 Environmental Illustration,
 Clocktower,
 Inktank,
 and The Wind Symphony
 Brian Lamb
 Keith Webb
 Sam Ladwig
 Amy Johnson
 UCO Faculty Collaborators
 The Wind Symphony
 UCO
 Dr. Brian Lamb
 Edmond Youth Chorus
 Edmond Community Chorale
 Edmond Santa Fe High School



AWARD ADDY® Award
ENTRANT ICG
ADVERTISER Great Plains Bank
TITLE Greater. Together. Campaign
CREDITS ICG Team



AWARD Silver Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: Kick Off Campaign

CREDITS Todd Parker
 Shannon Sipes
 Priscilla Stevens
 Jason Perry
 Thom Hulbutta
 Robbie Blair
 Nick Robinson
 Lorie Davis
 Kelley Isom
 Michael Riden
 King Hollis
 Josh Newby

AWARD ADDY® Award
ENTRANT Traction
ADVERTISER Earl's Rib Palace
TITLE Earl's Rib Palace Brand Identity
CREDITS Tanner Tate
 Aaron Dickey
 Quint Anderson
 Paige Speights
 Adam Zodrow

AWARD Bronze Award
ENTRANT Third Degree Advertising
ADVERTISER Members First Credit Union
TITLE MFCU Brand Launch
CREDITS Ashley Gloystein-Klatt
 Jared Stanley
 Megan Miranda



AWARD Bronze Award
ENTRANT Robot House Creative
ADVERTISER Barnes Consulting
TITLE Barnes Consulting - Brand Identity
CREDITS Adam LeNaire
 Brett Grimes
 Brian Winkler

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER The Baptist Foundation of Oklahoma
TITLE MustardSeed Campaign
CREDITS Erin Robinson
 Clay Miller
 Megan Gessouroun
 Mike Anderson
 Beau Leland
 Steve Donehue
 Megan Radford
 Marissa Dodson
 Hannah Slater

AWARD Bronze Award
ENTRANT Robot House Creative
ADVERTISER Viking Minerals
TITLE Viking Minerals - Brand Identity
CREDITS Adam LeNaire
 Brett Grimes
 Brian Winkler

CROSS PLATFORM

AWARD Bronze Award
ENTRANT Ackerman McQueen
ADVERTISER Adventure Road
TITLE Adventure Road Integrated Campaign

CREDITS Ashley Ball
 Jon Minson
 Don Juntunen
 Lael Erickson
 Emily Hopkins
 Chelsey McKnight
 Ande Courtney
 Hillary Farrell
 Brandon Witt
 Meg McElhaney
 Ben Sullivan
 Cait Gamble

AWARD Bronze Award
ENTRANT STAPLEGUN
ADVERTISER Kids Shouldn't Have Cancer Foundation
TITLE Kids Shouldn't Have Cancer FNDN
CREDITS Team STAPLEGUN



ONLINE/INTERACTIVE CAMPAIGN

AWARD Bronze Award
ENTRANT STAPLEGUN
ADVERTISER True Sky Credit Union
TITLE True Sky Rebrand Campaign
CREDITS Team STAPLEGUN

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER The Baptist Foundation of Oklahoma
TITLE MustardSeed Interactive Campaign
CREDITS Erin Robinson
 Clay Miller
 Megan Gessouroun
 Mke Anderson
 Beau Leland
 Steve Donehue
 Matt Lowery
 Megan Radford
 Marissa Dodson
 Hannah Slater

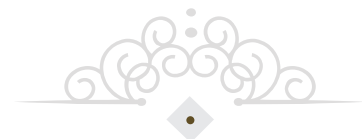
AWARD Bronze Award
ENTRANT HOEGGER COMMUNICATIONS
ADVERTISER Frank and Joe's
TITLE Frank and Joe's Branding Campaign
CREDITS Patrick Riordan
 Matt Hamilton
 Jackie Hoegger

AWARD Bronze Award
ENTRANT University of Oklahoma
ADVERTISER One University
TITLE OU Innovate
CREDITS David Hoffner
 Nathan Wiewel
 Katrina Ward



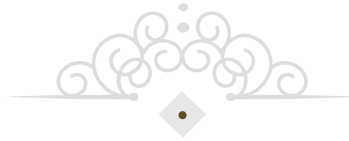
INTEGRATED BRAND CONTENT CAMPAIGN

*Local or Regional/National



INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER TSET
TITLE Rethink You Drink Campaign
CREDITS Erin Robinson
 Bob Lausten
 Matt Lowery
 Steve Sturges
 Mike Anderson
 Preston Herring
 Robbie Repola
 Greta Anglin
 Lindsey Funk
 Leslie Denner



**ADVERTISING INDUSTRY
 SELF PROMOTION
 INTEGRATED CAMPAIGN**

AWARD Bronze Award
ENTRANT Freestyle Creative
ADVERTISER Chickasaw Nation Strategic Prevention
 Framework - Tribal Incentive Grant
TITLE Define Your Direction 2016 Campaign
CREDITS Rebecca Dill
 Kiley Mathews
 Kelley Gann
 Matt Farley
 Rob Johnson
 Josh Bivens
 Vahid Farzaneh
 Brady Christopher
 Princess Mangiliman

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Carne Diem
CREDITS David Hinds
 Bob Lausten
 Jacquelyn LaMar
 Megan Radford
 Marissa Dodson
 Steve Sturges
 Vince St. John



**ADVERTISING INDUSTRY
 SELF PROMOTION
 SINGLE MEDIUM CAMPAIGN**

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Make History - Print Ad Campaign
CREDITS Kregg Lee
 Steve Sturges
 Clay Miller
 Aaron Cahill
 Jacquelyn LaMar
 Megan Radford



AWARD Bronze Award
ENTRANT UCO Design
ADVERTISER UCO Design
TITLE Meanwhile... Back at the Ranch

SMART BUSINESS

Your One Stop Shop



4500 N. Santa Fe, Oklahoma City, OK 73118
Phone: 405.525.9411 • Toll Free: 800.356.9905 • Fax: 405.556.9000
www.SouthwesternOK.com



PRINTING PAPER
 TELETYPE PAPER
 WRAPPING PAPER
 PAPER SHEETING
 PAPER SLITTING
 PAPER CUPS
 GUMMED TAPE
 TWINE
 TOILET TISSUES
 TOWELS
 CORRUGATED

SING A SONG OF PAPER
moons, dolls, hearts or whatever ...
CLAMPITT HAS IT !

Clampitt PAPER COMPANY
 1505 OAK LAWN RI-5064

(THAT'S OUR AD FROM 1961!)

WE MAY NO LONGER SELL TWINE
 OR TELETYPE PAPER OR HAVE
 AN OFFICE ON OAK LAWN, BUT
 SOME THINGS DON'T CHANGE.

FOR ALL THINGS PAPER AND
 MORE, CALL CLAMPITT!!



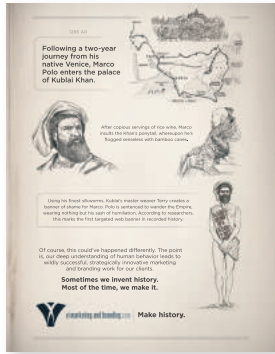
CLAMPITT PAPER BELIEVES IN THE POWER OF ADVERTISING,
 WE'VE BEEN DOING IT FOR 75 YEARS!

WWW.CLAMPITT.COM | 3001 S ANN ARBOR AVE | 405.946.0010



COPYWRITING

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Make History - Marco Polo
CREDITS Steve Sturges
 Clay Miller



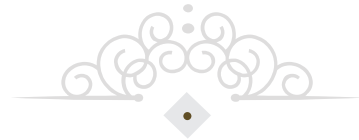
AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Make History - Nog
CREDITS Steve Sturges
 Clay Miller



AWARD Silver Award
ENTRANT High Five Media
ADVERTISER Floyd's RV
TITLE Floyd's RV Generations Script
CREDITS High Five Media

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Make History - Oscar Wilde
CREDITS Steve Sturges
 Clay Miller

AWARD Bronze Award
ENTRANT True Sky Credit Union
ADVERTISER True Sky Credit Union
TITLE Let Us Loan You A Smile
CREDITS Matt Scheuber



LOGO DESIGN

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER Sunnyside Diner
TITLE Sunnyside Diner Logo
CREDITS Adam LeNaire
 Brett Grimes
 Brian Winkler



AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER Viking Minerals
TITLE Viking Minerals Logo
CREDITS Adam LeNaire
 Brett Grimes
 Brian Winkeler



AWARD ADDY® Award
ENTRANT Toast Design Studio
ADVERTISER Toast Design Studio
TITLE Toast Design Studio Logo
CREDITS Tiffany Lea Haendel
 Emily Taylor Smart



AWARD ADDY® Award
ENTRANT ICG
ADVERTISER Great Plains Bank
TITLE Great Plains Bank Rebrand
CREDITS ICG Team



AWARD ADDY® Award
ENTRANT Traction
ADVERTISER Lyric Theatre of Oklahoma
TITLE Lyric Responsive Logo
CREDITS Aaron Dickey
 Tyler Smith



AWARD Silver Award
ENTRANT Third Degree Advertising
ADVERTISER California Bear Credit Union
TITLE California Bear Credit Union Logo
CREDITS Ashley Gloystein-Klatt
 Jared Stanley

AWARD Silver Award
ENTRANT Robot House Creative
ADVERTISER KOSU
TITLE KOSU Anniversary Logo
CREDITS Adam LeNaire
 Brian Winkeler

AWARD Silver Award
ENTRANT Back40 Design
ADVERTISER Mr. Yeti's Snowballs
TITLE Mr. Yeti's Snowballs
CREDITS Robbie Knight
 Dave Miller

AWARD Bronze Award
ENTRANT Freestyle Creative
ADVERTISER Maintain by Driven Analytics
TITLE Maintain
CREDITS Kiley Mathews
 Alexis Trammell
 Matt Farley

ELEMENTS OF ADVERTISING

AWARD Bronze Award
ENTRANT Freestyle Creative
ADVERTISER Chicksaw Nation Strategic Prevention Framework - Tribal Incentive Grant
TITLE Define Your Direction
CREDITS Kiley Mathews
 Rebecca Dill
 Kelley Gann

AWARD Bronze Award
ENTRANT Toast Design Studio
ADVERTISER Angie Collier Photography
TITLE Angie Collier Photography Logo
CREDITS Tiffany Lea Haendel
 Emily Taylor Smart

AWARD Bronze Award
ENTRANT Station8 Branding
ADVERTISER Tulsa Jewish Retirement & Health Center
TITLE Zarrow Pointe Logo
CREDITS David Clark
 Laura Crouch
 Morgan Middleton
 Sarah Alsdorf

AWARD Bronze Award
ENTRANT Koch Communications
ADVERTISER Acts 2 United Methodist Church
TITLE One Church at Acts 2 Logo
CREDITS Lesley Clark
 Dusky Hamm
 Jen Davidson
 Emily Enabnit

AWARD Bronze Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER CNDC - Chickasaw Nation Dept. of Commerce
TITLE CNCDE Logo
CREDITS Nicholas Jurik
 Jill McDonald

AWARD Bronze Award
ENTRANT The Chickasaw Nation Dept. of Commerce Marketing (CNDC)
ADVERTISER Artesian Hotel Casino & Spa Sponsorship
TITLE Bison View 5K Logo
CREDITS Krystal Russell
 Nicholas Jurik
 Jill McDonald

AWARD Bronze Award
ENTRANT University of Oklahoma
ADVERTISER One University
TITLE OU Innovate Logo
CREDITS David Hoffner

AWARD Bronze Award
ENTRANT University of Oklahoma
ADVERTISER One University
TITLE Digital Days Logo
CREDITS David Hoffner
 Robbie Tanizawa

AWARD Bronze Award
ENTRANT University of Oklahoma
ADVERTISER Institute for the Study of Human Flourishing
TITLE How Are the Children? Logo
CREDITS David Hoffner
 Katrina Ward
 Nathan Wiewel

AWARD Bronze Award
ENTRANT liquidfish
ADVERTISER Titan II Energy
TITLE Titan II Energy
CREDITS Team liquidfish

AWARD Bronze Award
ENTRANT Back40 Design
ADVERTISER 48 Automation
TITLE 48 Automation
CREDITS Robbie Knight
 Dave Miller

AWARD Bronze Award
ENTRANT Back40 Design
ADVERTISER Kornhaas Construction
TITLE Kornhaas
CREDITS Ryan Kirkpatrick
 Dave Miller

AWARD Bronze Award
ENTRANT Merritt Design
ADVERTISER Multiflex Midwest
TITLE Multiflex Midwest Logo
CREDITS MacGregor Merritt



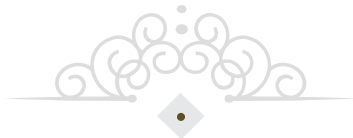
INFOGRAPHIC

- AWARD** Silver Award
- ENTRANT** The Samuel Roberts Noble Foundation
- ADVERTISER** The Samuel Roberts Noble Foundation
- TITLE** Lloyd Noble Scholars Infographic
- CREDITS** Josh Meo

- AWARD** Bronze Award
- ENTRANT** Express Employment Professionals
- ADVERTISER** Express Employment Professionals
- TITLE** Staffing Planner Infographic
- CREDITS** Guy McAlister

- AWARD** Bronze Award
- ENTRANT** Paycom
- ADVERTISER** Paycom
- TITLE** Garnishments Infographic
- CREDITS** Rod Lott
Brock Lay

- AWARD** Bronze Award
- ENTRANT** Saxum
- ADVERTISER** Interstate Natural Gas Association of America
- TITLE** INGAA Infographic
- CREDITS** Dan Martel
Ivan Caro
Lou Ann Lissonnet
Chris Ganz
Aran Bruce
Zachary Henry



ILLUSTRATION

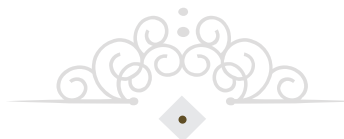
*Single

- AWARD** ADDY® Award
- ENTRANT** VI Marketing and Branding
- ADVERTISER** Oklahoma Tourism and Recreation Dept.
- TITLE** 2016 Outdoor Recreation Guide
- CREDITS** Aaron Cahill



- AWARD** Silver Award
- ENTRANT** VI Marketing and Branding
- ADVERTISER** Oklahoma Tourism and Recreation Dept.
- TITLE** Oklahoma Film + Music Holiday eCard
- CREDITS** Mike Anderson

- AWARD** Bronze Award
- ENTRANT** Metropolitan Library System
- ADVERTISER** Metropolitan Library System
- TITLE** Books on Parade
- CREDITS** Rick George
Kim Terry



ILLUSTRATION

*Series

- AWARD** ADDY® Award
- ENTRANT** City of Edmond
- ADVERTISER** City of Edmond
- TITLE** See Edmond Travel Posters
- CREDITS** Steve Thomas



ELEMENTS OF ADVERTISING

AWARD ADDY® Award
ENTRANT Robot House Creative
ADVERTISER DEKORA!
TITLE DEKORA! Sushi Heroes Window Murals
CREDITS Adam LaNaire
 Brett Grimes



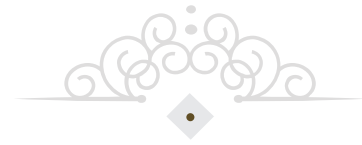
AWARD ADDY® Award
ENTRANT Traction
ADVERTISER Lyric Theatre of Oklahoma
TITLE Lyric Theatre 2017 Show Artwork
CREDITS Aaron Dickey
 Paige Speights



AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER The Baptist Foundation of Oklahoma
TITLE MustardSeed
CREDITS Mike Anderson
 Erin Robinson

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE VI Christmas Card Set - Illustration
CREDITS Mike Anderson

AWARD Bronze Award
ENTRANT Metropolitan Library System
ADVERTISER Metropolitan Library System
TITLE Our Day at the Zoo
CREDITS Rick George
 Kim Terry

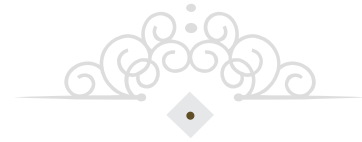


STILL PHOTOGRAPHY

Black & White, Single

AWARD Silver Award
ENTRANT shevaun williams & associates
ADVERTISER Oklahoma City Ballet
TITLE Artist's Self Promotion
CREDITS DaYoung Jung
 Alvin Tovstogray

AWARD Bronze Award
ENTRANT Old Hat
ADVERTISER University of Illinois
TITLE Illinois Football Photos
CREDITS Dustin Schmidt



STILL PHOTOGRAPHY

Color, Single

AWARD ADDY® Award
ENTRANT High Five Media
ADVERTISER Floyd's RV
TITLE Floyd's RV
CREDITS Jonathan Burkhart



ELEMENTS OF ADVERTISING

AWARD ADDY® Award
ENTRANT shevaun williams & associates
ADVERTISER Oklahoma City Ballet
TITLE OKC Ballet Season Campaign
CREDITS Seth Bradley
Joe Louis
Richard Walters
Gerald Pines
Robert Mills
Shane Jewell

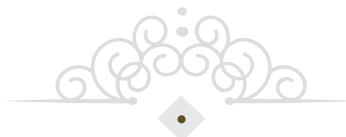


AWARD Silver Award
ENTRANT shevaun williams & associates
ADVERTISER Splurge Magazine
TITLE Tailored Fashion Editorial
CREDITS Shevaun Williams
Nicole Crain
Jack O'Dell
Toni Marlo
Sarah Yacko

AWARD Bronze Award
ENTRANT High Five Media
ADVERTISER High Five Media
TITLE Wheeler Park
CREDITS Jon

AWARD Bronze Award
ENTRANT VI Marketing and Branding
ADVERTISER High Caliper Growing
TITLE Plenty
CREDITS Matt Lowery
Jennifer Blevins
Robbie Repola

AWARD Bronze Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: UX Kiosk (Bottle)
CREDITS Jason Perry
Thom Hulbutta
Nick Robinson



STILL PHOTOGRAPHY

*Digitally Enhanced, Single

AWARD Silver Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE UL Photography: Michael Riden
CREDITS Jason Perry
Thom Hulbutta
Robbie Blair
Lorie Davis
Kelley Isom

AWARD Bronze Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE UL Photography: Kara George
CREDITS Jason Perry
Thom Hulbutta
Robbie Blair
Lorie Davis
Kelley Isom



STILL PHOTOGRAPHY

*Campaign

ELEMENTS OF ADVERTISING

AWARD ADDY® Award
ENTRANT shevaun williams & associates
ADVERTISER Oklahoma City Ballet
TITLE Oklahoma City Ballet Collaboration
CREDITS DaYoung Jung
 Alvin Tovstogray
 Ronnie Underwood
 Yui Sato
 Arianna Lawson
 Jefferson Payne
 Autumn Klein
 Seth Bradley
 David Barocio



AWARD ADDY® Award
ENTRANT The Samuel Roberts Noble Foundation
ADVERTISER The Samuel Roberts Noble Foundation
TITLE Noble Veterans
CREDITS Rob Mattson



AWARD Silver Award
ENTRANT Old Hat
ADVERTISER University of Utah
TITLE Utah Football Campaign
CREDITS Dustin Schmidt

AWARD Bronze Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE UL Photography: Coach Photography
CREDITS Jason Perry
 Thom Hulbutta
 Robbie Blair
 Lorie Davis
 Kelley Isom

AWARD Bronze Award
ENTRANT National Cowboy & Western Heritage Museum
ADVERTISER Traditional Cowboy Arts Association
TITLE 18th Annual Exhibition Catalog
CREDITS Carla Cain
 Don Reeves

AWARD Bronze Award
ENTRANT shevaun williams & associates
ADVERTISER Splurge Magazine
TITLE Artist Steven Paul Judd Portrait
CREDITS Shevaun williams
 Elizabeth Wheat

Much respect to all of the winners at this year's Addy Awards. We'd shake your hand, but we've got that whole Howie Mandel thing going.

So a fist-bump will have to do.

vi marketing and branding.com

Ad Sponsorship // VI Marketing and Branding



FILM & VIDEO

*Cinematography

AWARD ADDY® Award
ENTRANT The Chickasaw Nation, Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: Free Your Spirit
CREDITS Jason Perry
 Thom Hulbutta
 Robbie Blair
 Todd Parker
 Lorie Davis
 Kelley Isom
 King Hollis
 James Blackburn
 Josh Newby
 Priscilla Stevens
 Shannon Sipes

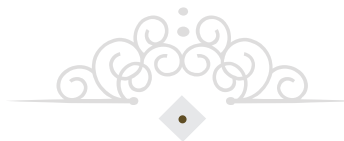
AWARD ADDY® Award
ENTRANT Retrospec Films
ADVERTISER Retrospec Films
TITLE "Isaiah"
CREDITS Jason Burks
 Nathan Groves
 Josh Franks
 Josh Tackett
 Jordan Fisher

AWARD ADDY® Award
ENTRANT Saxum
ADVERTISER Teach for America
TITLE Teach for America
CREDITS Dan Martel
 Houda Elyazgi
 Maddie Pace
 Lacy Wulfers
 Jason Burks

AWARD ADDY® Award
ENTRANT Old Hat
ADVERTISER University of Illinois
TITLE Illinois Football Intro
CREDITS Deb Livingston
 Dustin Schmidt
 Hannah Deutsch

AWARD Bronze Award
ENTRANT High Five Media
ADVERTISER Pull-A-Part Auto Yard
TITLE Frankenstein
CREDITS Levi Barrie
 Chase Spivey

AWARD Bronze Award
ENTRANT ICG
ADVERTISER P&K
TITLE P&K Gator with Chad Bennett
CREDITS ICG Team
 Chad Bennett



FILM & VIDEO

*Animation, Special Effects
 or Motion Graphics

AWARD ADDY® Award
ENTRANT Old Hat
ADVERTISER Duke University
TITLE Duke Men's Basketball Projection
CREDITS Jessica George
 Deb Livingston
 CVW Media

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER The Baptist Foundation of Oklahoma
TITLE MustardSeed
CREDITS Mike Anderson
 Clay Miller
 Erin Robinson
 Beau Leland
 Megan Radford
 Marissa Dodson
 Hannah Slater

AWARD ADDY® Award
ENTRANT Campbell & Company Advertising
ADVERTISER The Broadway Clinic
TITLE Services - So much more
CREDITS Robyn Healy
 Ryan Bellgardt
 Andy Swanson
 Josh McKamie
 Colin Stein
 Tyler Cobb
 Sonya Hitchcock

ELEMENTS OF ADVERTISING

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Store Locations
CREDITS Matt Lowery
 Preston Herring
 Caty Mills
 Richard York
 David Hinds
 Hannah Slater
 Beau Leland
 Mike Anderson
 Gentry McKeown
 Julie Rowell

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Bizzie
CREDITS Matt Lowery
 Preston Herring
 Caty Mills
 Richard York
 David Hinds
 Hannah Slater
 Beau Leland
 Mike Anderson
 Gentry McKeown
 Julie Rowell

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Pick-up & Delivery
CREDITS Matt Lowery
 Preston Herring
 Caty Mills
 Richard York
 David Hinds
 Hannah Slater
 Beau Leland
 Mike Anderson
 Gentry McKeown
 Julie Rowell

AWARD Silver Award
ENTRANT High Five Media
ADVERTISER High Five Media
TITLE Recycling Day Animation
CREDITS Widha Gautam
 Jonathan Burkhart

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER VI Marketing and Branding
TITLE The Clumps: Foot Locker
CREDITS Mike Anderson
 Preston Herring
 Steve Sturges
 Bob Lausten
 Beau Leland
 Matt Lowery
 Robbie Repola
 Christopher Sommer
 Valerie Trammel
 Erica Rockenstein

AWARD Bronze Award
ENTRANT studiotwentysix2
ADVERTISER Byronesque
TITLE Ray Petri, Designer Tee Animation
CREDITS Tom Davie
 Justin Westover
 Gill Linton



FILM & VIDEO

*Editing

AWARD ADDY® Award
ENTRANT Retrospec Films
ADVERTISER Hilti
TITLE "Hilti SBT"
CREDITS Jason Burks
 Nathan Groves
 Josh Franks
 Josh Tackett

AWARD ADDY® Award
ENTRANT The Chickasaw Nation,
 Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: Free Your Spirit
CREDITS Jason Perry
 Thom Hulbutta
 Robbie Blair
 Todd Parker
 Lorie Davis
 Kelley Isom
 King Hollis
 James Blackburn
 Josh Newby
 Priscilla Stevens
 Shannon Sipes

AWARD Bronze Award
ENTRANT Old Hat
ADVERTISER University of Wisconsin
TITLE Wisconsin Football
CREDITS Deb Livingston
 Robert Smith
 CVW Media



SOUND

*Music with Lyrics

AWARD ADDY® Award
ENTRANT Ackerman McQueen
ADVERTISER Oklahoma State Fair
TITLE A Great Deal Of Fun
CREDITS Ashley Ball
 Don Juntunen
 Justin Claborn

AWARD ADDY® Award
ENTRANT ICG
ADVERTISER Smark
TITLE Smark Song with Lucas Ross
CREDITS ICG Team
 Lucas Ross

AWARD Bronze Award
ENTRANT Robot House Creative
ADVERTISER Mount St. Mary Catholic High School
TITLE Mount St. Mary - "Real Life"
CREDITS Brain Winkeler
 Denver Duncan



SOUND

*Sound Design

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Store Locations
CREDITS Matt Lowery
 Preston Herring
 Caty Mills
 Richard York
 David Hinds
 Hannah Slater
 Beau Leland
 Mike Anderson
 Gentry McKeown
 Julie Rowell

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Bizzie
CREDITS Matt Lowery
 Preston Herring
 Caty Mills
 Richard York
 David Hinds
 Hannah Slater
 Beau Leland
 Mike Anderson
 Gentry McKeown
 Julie Rowell

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER American Cleaners
TITLE Pick-up & Delivery
CREDITS Matt Lowery
 Preston Herring
 Caty Mills
 Richard York
 David Hinds
 Hannah Slater
 Beau Leland
 Mike Anderson
 Gentry McKeown
 Julie Rowell

AWARD ADDY® Award
ENTRANT The Chickasaw Nation,
 Health Branding
ADVERTISER Unconquered Life
TITLE Unconquered Life: Free Your Spirit
CREDITS Jason Perry
 Thom Hulbutta
 Robbie Blair
 Todd Parker
 Lorie Davis
 Kelley Isom
 King Hollis
 James Blackburn
 Josh Newby
 Priscilla Stevens
 Shannon Sipes

ELEMENTS OF ADVERTISING

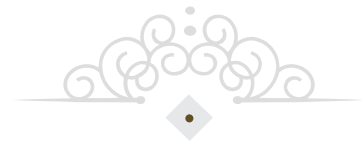
AWARD Silver Award
ENTRANT High Five Media
ADVERTISER J. Calvin Johnson, M.D.
TITLE Leave it to Calvin
CREDITS Chase Spivey
 Ryan Plunkett

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER TBS Factoring Service
TITLE TBS - Social Media Tips
CREDITS David Hinds
 Beau Leland
 Preston Herring
 Mike Anderson
 Clay Miller
 Erica Rockenstein

AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER TBS Factoring Service
TITLE TBS - Generating Leads
CREDITS David Hinds
 Beau Leland
 Preston Herring
 Mike Anderson
 Clay Miller
 Erica Rockenstein

AWARD Bronze Award
ENTRANT VI Marketing and Branding
ADVERTISER TBS Factoring Service
TITLE Frustrated Clients
CREDITS David Hinds
 Beau Leland
 Preston Herring
 Mike Anderson
 Clay Miller
 Erica Rockenstein

AWARD Bronze Award
ENTRANT Saxum
ADVERTISER HSI Sensing
TITLE HSI Sensing Website
CREDITS Dan Martel
 Chad Bianco
 Amy Blackburn
 Jessica Robbins
 Logan Walcher
 Amy Pyles
 Jeff Lowe



DIGITAL CREATIVE TECHNOLOGY

*Responsive Design

AWARD ADDY® Award
ENTRANT liquidfish
ADVERTISER Kevin Durant
TITLE Official Website of Kevin Durant
CREDITS Team liquidfish



AWARD Silver Award
ENTRANT Traction
ADVERTISER Air Tractor
TITLE Air Tractor Website
CREDITS Aaron Dickey
 Randy Nichols
 Tyler Smith



DIGITAL CREATIVE TECHNOLOGY

*Interface & Navigation

AWARD Silver Award
ENTRANT liquidfish
ADVERTISER True Digital Security
TITLE True Digital Security
CREDITS Team liquidfish

AWARD Bronze Award
ENTRANT Third Degree
ADVERTISER New Dimenstions
 Federal Credit Union
TITLE New Dimenstions FCU Website
CREDITS Laura Slipsky
 Kaylee Goyer
 Megan Miranda

ELEMENTS OF ADVERTISING

AWARD Bronze Award
ENTRANT Back40
ADVERTISER Dillingham Insurance
TITLE Dillingham Insurance
CREDITS Ryan Kirkpatrick
 Justin Green
 Jessica Hough
 Jennay Wangen
 Dave Miller

AWARD ADDY® Award
ENTRANT Trifecta Communications
ADVERTISER Trifecta Communications
TITLE CIYP Augmented Reality Experience
CREDITS Team Trifecta
 Dan Tigert



DIGITAL CREATIVE TECHNOLOGY

*GPS & Location Technology



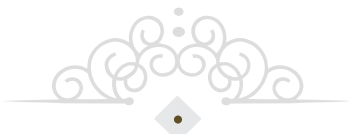
AWARD ADDY® Award
ENTRANT University of Oklahoma
ADVERTISER University of Oklahoma
TITLE OU Innovate Mobile App
CREDITS Erin Wolfe
 George Thomas
 Kris Glenn
 Brynn Daves

AWARD ADDY® Award
ENTRANT Trifecta Communications
ADVERTISER Trifecta Communications
TITLE University of Oklahoma AR
CREDITS Team Trifecta



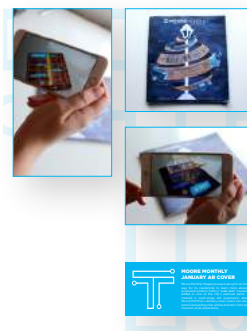
AWARD Silver Award
ENTRANT Ackerman McQueen
ADVERTISER Adventure Road
TITLE Adventure Road Website
CREDITS Preston Darley
 Tom Richardson
 Alex Reff
 Ben Sullivan
 Brian Darley
 Cait Gamble
 Emily Hopkins
 Carley Yates
 Nicole Levin
 Ande Courtney

AWARD ADDY® Award
ENTRANT Trifecta Communications
ADVERTISER Trifecta Communications
TITLE Moore Monthly January AR Cover
CREDITS Team Trifecta



DIGITAL CREATIVE TECHNOLOGY

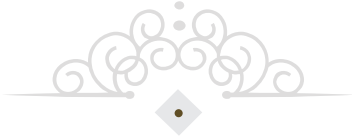
*Augmented Reality



ELEMENTS OF ADVERTISING

AWARD ADDY® Award
ENTRANT VI Marketing and Branding
ADVERTISER Oklahoma Tourism and Recreation Department
TITLE 2016 Outdoor Recreation Guide
CREDITS Preston Herring
 Matt Lowery
 Mike Anderson
 Steve Sturges
 Clay Miller
 Aaron Cahill
 Steve Donehue
 Brooke Ouzts
 Claire Douthitt
 Vince St. John
 Kyle Ramsey

AWARD Sliver Award
ENTRANT University of Oklahoma
ADVERTISER University of Oklahoma
TITLE Residential Colleges AR
CREDITS Debra Levy Martinelli
 Kevin Blake
 Haley Fulco



DIGITAL CREATIVE TECHNOLOGY

*Mobile Interaction

AWARD Sliver Award
ENTRANT VI Marketing and Branding
ADVERTISER Oklahoma Tourism and Recreation Department
TITLE 2016 Outdoor Recreation Guide
CREDITS Preston Herring
 Matt Lowery
 Mike Anderson
 Steve Sturges
 Clay Miller
 Aaron Cahill
 Steve Donehue
 Brooke Ouzts
 Claire Douthitt
 Vince St. John
 Kyle Remsey

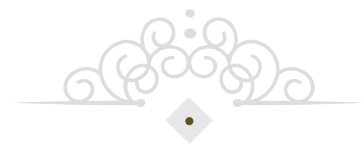


DIGITAL CREATIVE TECHNOLOGY

*User Experience

AWARD ADDY® Award
ENTRANT liquidfish
ADVERTISER Kevin Durant
TITLE Official Website of Kevin Durant
CREDITS Team liquidfish

AWARD Bronze Award
ENTRANT Saxum
ADVERTISER HSI Sensing
TITLE HSI Sensing Website
CREDITS Dan Martel
 Chad Bianco
 Amy Blackburn
 Jessica Robbins
 Logan Walcher
 Amy Pyles
 Jeff Lowe



DIGITAL CREATIVE TECHNOLOGY

*Innovative Use of Interactive / Technology

AWARD ADDY® Award
ENTRANT University of Oklahoma
ADVERTISER University of Oklahoma
TITLE OU Innovate Mobile App
CREDITS Erin Wolfe
 George Thomas
 Kris Glenn
 Brynn Daves

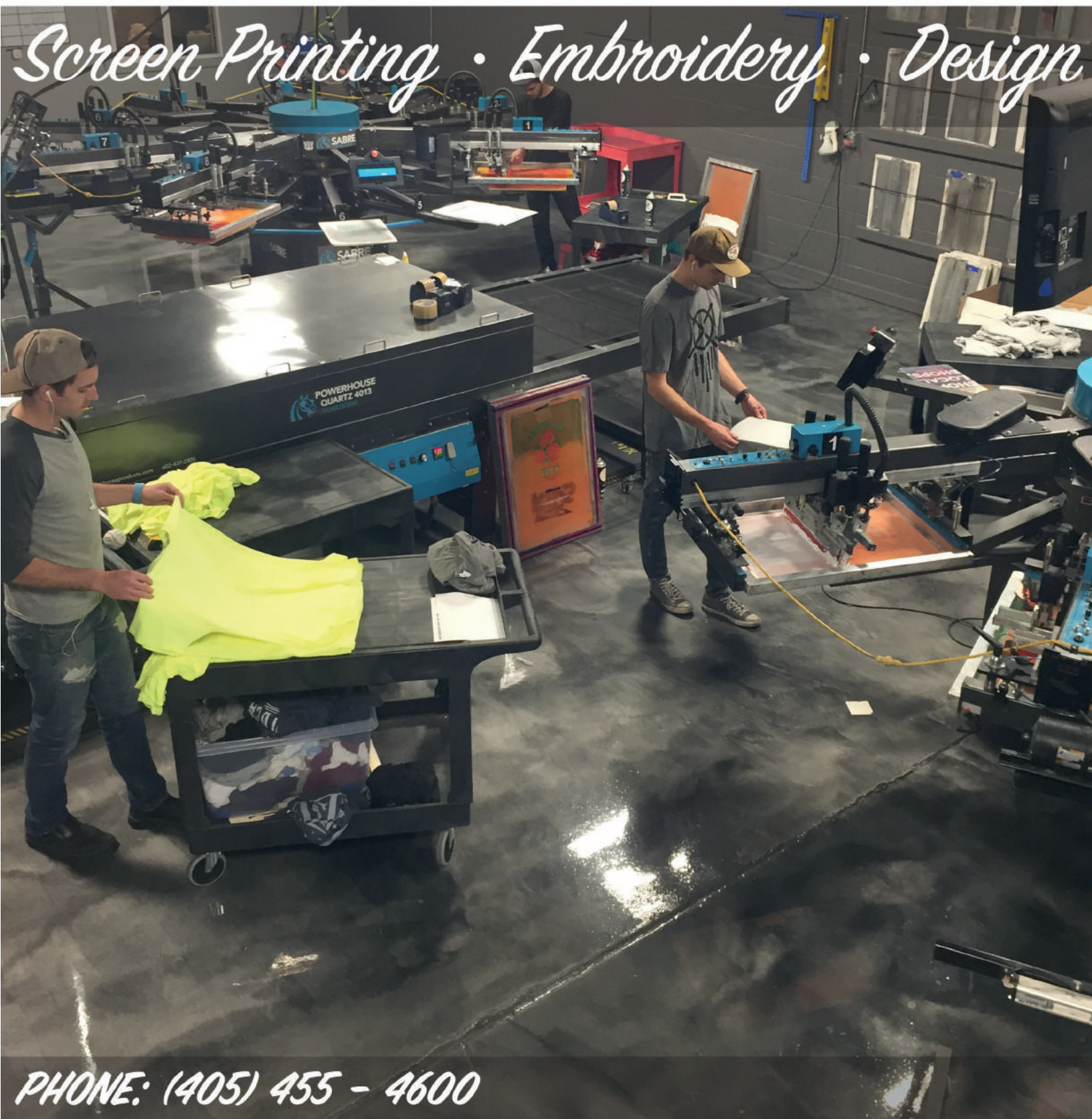
AWARD Silver Award
ENTRANT VI Marketing and Branding
ADVERTISER Oklahoma Tourism and Recreation Department
TITLE 2016 Outdoor Recreation Guide
CREDITS Preston Herring
 Matt Lowery
 Mike Anderson
 Steve Sturges
 Clay Miller
 Aaron Cahill
 Steve Donehue
 Brooke Ouzts
 Claire Douthitt
 Kyle Ramsey



OKLAHOMA

SHIRT COMPANY

Screen Printing · Embroidery · Design

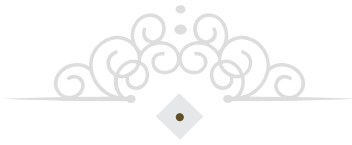


PHONE: (405) 455 - 4600

WWW.OKLAHOMASHIRTCOMPANY.COM



51ST
ANNUAL AMERICAN
ADVERTISING AWARDS



**SALES & MARKETING
SALES PROMOTION**

*Packaging

AWARD ADDY® Award
ENTRANT Madisyn Bowen
UNIVERSITY University of Central Oklahoma
TITLE Sue Z's Sleep Shop



AWARD ADDY® Award
ENTRANT Monique Ortman
UNIVERSITY University of Central Oklahoma
TITLE Got Your Goat!



AWARD ADDY® Award
ENTRANT Kat Winstead
UNIVERSITY University of Central Oklahoma
TITLE Granny Acid Tea



AWARD ADDY® Award
ENTRANT Cheyenne Austin
UNIVERSITY University of Central Oklahoma
TITLE The Pint, Boozy Ice Cream Bar



AWARD ADDY® Award
ENTRANT Lori Nguyen
UNIVERSITY University of Central Oklahoma
TITLE Verdi Perfume



SALES & MARKETING

AWARD ADDY® Award
ENTRANT John Salame
UNIVERSITY University of Central Oklahoma
TITLE Pearl Diver



AWARD ADDY® Award
ENTRANT Hayden B. Magar
UNIVERSITY University of Central Oklahoma
TITLE This Crap's Not Funny



AWARD ADDY® Award
ENTRANT Darah King
UNIVERSITY University of Central Oklahoma
TITLE Haunt Fireside Red Wine Collection



AWARD Silver Award
ENTRANT Hayla Perrone
UNIVERSITY University of Central Oklahoma
TITLE Mother's Nurture Infant Formula

AWARD Silver Award
ENTRANT Terry Whitmore
UNIVERSITY University of Central Oklahoma
TITLE Meltdown Wine

AWARD Silver Award
ENTRANT Cheyenne Austin
UNIVERSITY University of Central Oklahoma
TITLE Shift Water

AWARD Silver Award
ENTRANT Lori Nguyen
UNIVERSITY University of Central Oklahoma
TITLE CRASH Coffee Packaging

AWARD Silver Award
ENTRANT Ashley Drake
UNIVERSITY University of Central Oklahoma
TITLE Schild Perfume

AWARD Bronze Award
ENTRANT Madisyn Bowen
UNIVERSITY University of Central Oklahoma
TITLE Hello Piddle!

AWARD Bronze Award
ENTRANT Hayla Perrone
UNIVERSITY University of Central Oklahoma
TITLE Bad Mamma Jamma's

AWARD Bronze Award
ENTRANT Terry Whitmore
UNIVERSITY University of Central Oklahoma
TITLE Little Sunshine Baby Products

SALES & MARKETING

AWARD Bronze Award
ENTRANT Ina Choi
UNIVERSITY University of Central Oklahoma
TITLE Joie

AWARD Bronze Award
ENTRANT Stacy Robertson
UNIVERSITY University of Central Oklahoma
TITLE Skitz Energy Drink

AWARD Bronze Award
ENTRANT Kat Winstead
UNIVERSITY University of Central Oklahoma
TITLE Do or Dye

AWARD Bronze Award
ENTRANT Ina Choi
UNIVERSITY University of Central Oklahoma
TITLE Charme

AWARD Bronze Award
ENTRANT Madisyn Bowen
UNIVERSITY University of Central Oklahoma
TITLE Byte Energy Drinks

AWARD Bronze Award
ENTRANT Amanda Dely
UNIVERSITY University of Central Oklahoma
TITLE Snippets Travel Kit Packaging

AWARD Bronze Award
ENTRANT Cheyenne Austin
UNIVERSITY University of Central Oklahoma
TITLE Resolute Perfume

AWARD Bronze Award
ENTRANT Ashley Drake
UNIVERSITY University of Central Oklahoma
TITLE Bitter Cow Milk

AWARD Bronze Award
ENTRANT Stacy Robertson
UNIVERSITY University of Central Oklahoma
TITLE Fortis Cologne

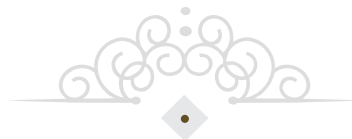
AWARD Bronze Award
ENTRANT Jeromy Lee
UNIVERSITY Oklahoma State University
TITLE Viaggiatore Tie Packaging



SALES & MARKETING COLLATERAL MATERIAL

*Printed Annual Report or Brochure

AWARD Bronze Award
ENTRANT Meredith Zerby
UNIVERSITY Oklahoma State University
TITLE Generator Hostels



SALES & MARKETING COLLATERAL MATERIAL

*Special Event Materials
(invitations, announcements, cards, etc.)

SALES & MARKETING

AWARD ADDY® Award
ENTRANT Devon Baker
UNIVERSITY University of Central Oklahoma
TITLE Un-Average Joe



AWARD ADDY® Award
ENTRANT Stacy Robertson
UNIVERSITY University of Central Oklahoma
TITLE Super Mother Shucker Oyster Contest



AWARD ADDY® Award
ENTRANT John Salame
UNIVERSITY University of Central Oklahoma
TITLE Burger Blast

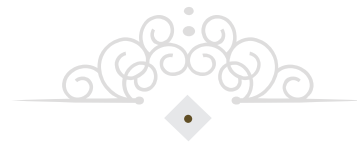


AWARD Silver Award
ENTRANT Naoma Serna and Lauren Mayhew
UNIVERSITY University of Central Oklahoma
TITLE FOCUS: UCO Design Senior Show, 2016

AWARD Bronze Award
ENTRANT Benjamin Canizales
UNIVERSITY University of Central Oklahoma
TITLE OKC MOA Omelette Party

AWARD Bronze Award
ENTRANT Naoma Serna
UNIVERSITY University of Central Oklahoma
TITLE Ride & Seek

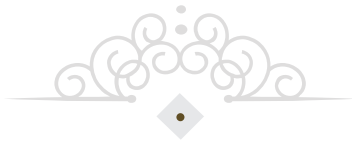
AWARD ADDY® Award
ENTRANT Terry Whitmore
UNIVERSITY University of Central Oklahoma
TITLE Burning Man Invitational



SALES & MARKETING COLLATERAL MATERIAL

*Publication Design, Cover

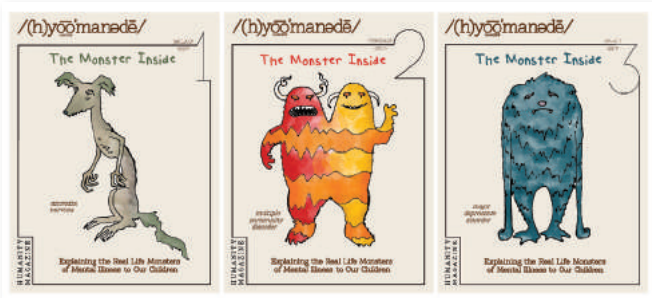
AWARD Bronze Award
ENTRANT Sydni Nasada
UNIVERSITY University of Central Oklahoma
TITLE Chernobyl Dust Jacket



**SALES & MARKETING
COLLATERAL MATERIAL**

*Publication Design, Cover/Editorial
Spread or Feature - Series

AWARD ADDY® Award
ENTRANT Morgan Campbell
UNIVERSITY Southern Nazarene
TITLE The Monster Inside



AWARD ADDY® Award
ENTRANT Terry Whitmore
UNIVERSITY University of Central Oklahoma
TITLE Don't Drop The Soap, Zine



AWARD Silver Award
ENTRANT Cheyenne Austin
UNIVERSITY University of Central Oklahoma
TITLE The Ade



**SALES & MARKETING
COLLATERAL MATERIAL**

*Magazine Design

AWARD ADDY® Award
ENTRANT Meredith Zerby
UNIVERSITY Oklahoma State University
TITLE Submerge



AWARD Silver Award
ENTRANT Amanda Dely
UNIVERSITY University of Central Oklahoma
TITLE Notorious Zine

AWARD Silver Award
ENTRANT Kenzie McFeely
UNIVERSITY University of Central Oklahoma
TITLE Femelle

AWARD Silver Award
ENTRANT Darah King
UNIVERSITY University of Central Oklahoma
TITLE The Slumberland Series

SALES & MARKETING

AWARD Bronze Award
ENTRANT Ashley Drake
UNIVERSITY University of Central Oklahoma
TITLE Modern Coven

AWARD Silver Award
ENTRANT Andrew Burnett, Kaydee King, Emily Farris
UNIVERSITY Oklahoma State University
TITLE Student Media Brand Identity Book

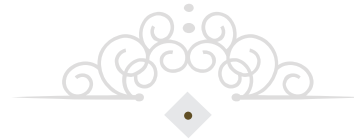


SALES & MARKETING COLLATERAL MATERIAL

*Book Design

AWARD ADDY® Award
ENTRANT Jayna Hadwiger
UNIVERSITY Oklahoma State University
TITLE Oklahoma Killers

AWARD Bronze Award
ENTRANT Madelyn DiPasquale
UNIVERSITY University of Central Oklahoma
TITLE Madelyn's Illustrated Alphabet



SALES & MARKETING DIRECT MARKETING

AWARD Silver Award
ENTRANT Marissa Thelen
UNIVERSITY University of Central Oklahoma
TITLE Anti-Friendship Campaign



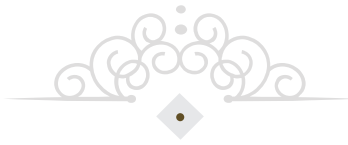
SALES & MARKETING PRINT ADVERTISING

*Magazine Advertising, Campaign

AWARD Silver Award
ENTRANT Devon Baker
UNIVERSITY University of Central Oklahoma
TITLE Primeval

AWARD Silver Award
ENTRANT Madisyn Bowen
UNIVERSITY University of Central Oklahoma
TITLE Crash Course Magazine Ads

OUT-OF-HOME & AMBIENT MEDIA



OUT-OF-HOME & AMBIENT MEDIA

*Poster, Single

AWARD Silver Award
ENTRANT Wylee Sanderson
UNIVERSITY University of Central Oklahoma
TITLE Design to Protect Elephants: Count

AWARD Silver Award
ENTRANT Jeongeun Sammy Choi
UNIVERSITY University of Central Oklahoma
TITLE Paper Jam: The Forest

AWARD Bronze Award
ENTRANT Wylee Sanderson
UNIVERSITY University of Central Oklahoma
TITLE Paper Jam: Bigfoot

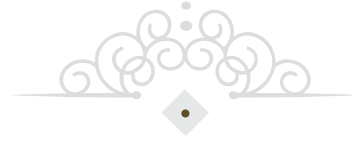
AWARD Bronze Award
ENTRANT Abi Roe
UNIVERSITY University of Central Oklahoma
TITLE Paper Jam: Unicorns

AWARD Bronze Award
ENTRANT Amie Kim Hoang
UNIVERSITY University of Central Oklahoma
TITLE Paper Jam: Wise

AWARD Bronze Award
ENTRANT Terry Whitmore
UNIVERSITY University of Central Oklahoma
TITLE Paper Jam: Dead Metal

AWARD Bronze Award
ENTRANT Ryan Richards
UNIVERSITY University of Central Oklahoma
TITLE Paper Jam: Black Hole

AWARD Bronze Award
ENTRANT Kaydee King
UNIVERSITY Oklahoma State University
TITLE MoMA Jackson Pollock: A Collection



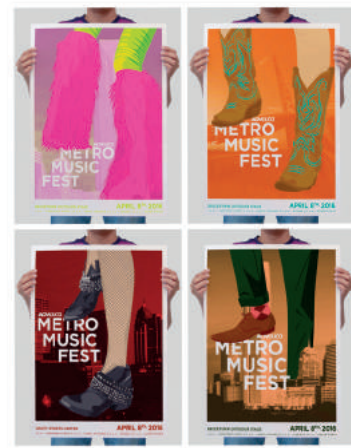
OUT-OF-HOME & AMBIENT MEDIA

*Poster, Campaign

AWARD ADDY® Award
ENTRANT Emma Williams
UNIVERSITY Oklahoma Baptist University
TITLE People Need People



AWARD ADDY® Award
ENTRANT Naoma Serna
UNIVERSITY University of Central Oklahoma
TITLE ACM Metro Music Fest, Proposed



OUT-OF-HOME & AMBIENT MEDIA

AWARD ADDY® Award
ENTRANT Monique Ortman
UNIVERSITY University of Central Oklahoma
TITLE Gender Constructivist Poster Series



AWARD ADDY® Award
ENTRANT Stacy Robertson
UNIVERSITY University of Central Oklahoma
TITLE Identity Crisis



AWARD Silver Award
ENTRANT Wylee Sanderson
UNIVERSITY University of Central Oklahoma
TITLE Glass Animals Gig Posters

AWARD Silver Award
ENTRANT Ashley Drake
UNIVERSITY University of Central Oklahoma
TITLE Magnificance Posters

AWARD Silver Award
ENTRANT Naoma Serna
UNIVERSITY University of Central Oklahoma
TITLE ACM Metro Music Fest, Proposed

AWARD Bronze Award
ENTRANT Wylee Sanderson
UNIVERSITY University of Central Oklahoma
TITLE Make Shit Happen

AWARD Bronze Award
ENTRANT Austin Moore
UNIVERSITY University of Central Oklahoma
TITLE Letterpress Lab Outreach

AWARD Bronze Award
ENTRANT Andrea Cain
UNIVERSITY University of Central Oklahoma
TITLE Letterpress Lab Outreach



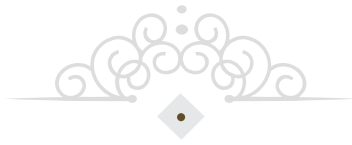
OUT-OF-HOME & AMBIENT MEDIA

*Outdoor Board, Flat or 3D

AWARD Bronze Award
ENTRANT J.D. Frees
UNIVERSITY Southern Nazarene University
TITLE Keep Our Wilderness Wild

AWARD Bronze Award
ENTRANT Hannah Cantwell
UNIVERSITY Southern Nazarene University
TITLE Stereotypes

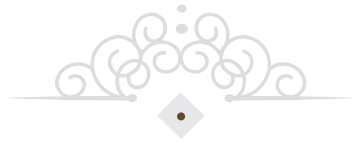
ONLINE / INTERACTIVE



OUT-OF-HOME & AMBIENT MEDIA

*Mass Transit (Interior or Exterior)

AWARD Silver Award
ENTRANT Devon Baker
UNIVERSITY University of Central Oklahoma
TITLE Wave



ONLINE / INTERACTIVE WEBSITES

*Desktop or Mobile

AWARD Silver Award
ENTRANT Somnium House for American Honda
UNIVERSITY The University of Oklahoma -
Gaylord College
TITLE Honda Anthem Video
CREDITS Ryan Mahon
Alyssa Gaddis
Scott Hiney
Breck Bunch
Garrett Finnegan
Adleigh Liebman



CROSS PLATFORM

*Integrated Advertising Campaign, Consumer

AWARD ADDY® Award
ENTRANT Sarah Pinc
UNIVERSITY University of Central Oklahoma
TITLE REFUSE IT

AWARD ADDY® Award
ENTRANT Jordan Richards
UNIVERSITY Oklahoma State University
TITLE Pedal.



FILM, VIDEO & SOUND

CROSS PLATFORM



CROSS PLATFORM

AWARD ADDY® Award
ENTRANT Cheyenne Austin
UNIVERSITY University of Central Oklahoma
TITLE Love is Respect



AWARD ADDY® Award
ENTRANT Austin Moore
UNIVERSITY University of Central Oklahoma
TITLE Save the Elephant



AWARD ADDY® Award
ENTRANT Cheyenne Austin
UNIVERSITY University of Central Oklahoma
TITLE Cooking With Purpose



AWARD ADDY® Award
ENTRANT KJ Lee
UNIVERSITY University of Central Oklahoma
TITLE Toronto Jazz Festival



AWARD Silver Award
ENTRANT Devon Baker
UNIVERSITY University of Central Oklahoma
TITLE UCO School of Design

AWARD Silver Award
ENTRANT Maisie Cross
UNIVERSITY University of Central Oklahoma
TITLE Stand Opposed, Stay Civil

AWARD Silver Award
ENTRANT Naoma Serna
UNIVERSITY University of Central Oklahoma
TITLE Not A Label

AWARD Silver Award
ENTRANT Darah King
UNIVERSITY University of Central Oklahoma
TITLE Beautifully Capable

AWARD Silver Award
ENTRANT Amie Kim Hoang
UNIVERSITY University of Central Oklahoma
TITLE The Little Prince

AWARD Silver Award
ENTRANT Lori Nguyen
UNIVERSITY University of Central Oklahoma
TITLE Best Friends Animal Society

AWARD Bronze Award
ENTRANT Madelyn DiPasquale
UNIVERSITY University of Central Oklahoma
TITLE Environmental Protection PSA

AWARD Bronze Award
ENTRANT Terry Whitmore
UNIVERSITY University of Central Oklahoma
TITLE Break the Silence

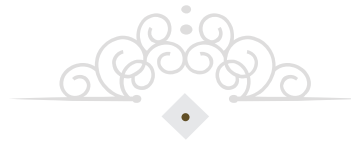
AWARD Bronze Award
ENTRANT Madelyn DiPasquale
UNIVERSITY University of Central Oklahoma
TITLE Outside the Box

AWARD Bronze Award
ENTRANT Wylee Sanderson
UNIVERSITY University of Central Oklahoma
TITLE The Giving Tree Book Experience

AWARD Bronze Award
ENTRANT Timba Le
UNIVERSITY University of Central Oklahoma
TITLE 1001 Arabian Nights

AWARD Bronze Award
ENTRANT Austin Moore
UNIVERSITY University of Central Oklahoma
TITLE Lolita Book Experience

AWARD Bronze Award
ENTRANT Stacy Robertson
UNIVERSITY University of Central Oklahoma
TITLE Love Your Melon



CROSS PLATFORM

*Integrated Brand Identity Campaign

AWARD ADDY® Award
ENTRANT Kiley Hoffman
UNIVERSITY University of Central Oklahoma
TITLE The Urban Greenhaus



AWARD Silver Award
ENTRANT Natalie Heng
UNIVERSITY University of Central Oklahoma
TITLE Relate Clothing Co.

AWARD Silver Award
ENTRANT Terry Whitmore
UNIVERSITY University of Central Oklahoma
TITLE RUCKUS Clothing

AWARD Silver Award
ENTRANT Timba Le
UNIVERSITY University of Central Oklahoma
TITLE Wanderers Camping Store

AWARD Silver Award
ENTRANT Darah King
UNIVERSITY University of Central Oklahoma
TITLE Lord of the Flies Book Experience

CROSS PLATFORM

AWARD Bronze Award
ENTRANT Ryan Richards
UNIVERSITY University of Central Oklahoma
TITLE KUT-N UP Hair Salon

AWARD Bronze Award
ENTRANT Alexandria Mundy
UNIVERSITY University of Central Oklahoma
TITLE Hand in Hand

AWARD Bronze Award
ENTRANT Kiley Hoffman
UNIVERSITY University of Central Oklahoma
TITLE The Local Dive Rebrand

AWARD Bronze Award
ENTRANT Stacy Robertson
UNIVERSITY University of Central Oklahoma
TITLE Haversack Branding

AWARD Bronze Award
ENTRANT Madelyn DiPasquale
UNIVERSITY University of Central Oklahoma
TITLE Osmosis Studios Branding

AWARD Bronze Award
ENTRANT John Salame
UNIVERSITY University of Central Oklahoma
TITLE I Buy Detroit

AWARD Bronze Award
ENTRANT Paige Summers
UNIVERSITY University of Central Oklahoma
TITLE Poe Book Experience

AWARD Bronze Award
ENTRANT Paige Summers
UNIVERSITY University of Central Oklahoma
TITLE HEEL YEAH

ELEMENTS OF ADVERTISING

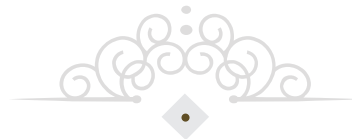


ELEMENTS OF ADVERTISING

*Logo Design

AWARD Silver Award
ENTRANT Bridget Dixon
UNIVERSITY Oklahoma State University
TITLE Deep Sea Exhibit at the Colosseum

AWARD Bronze Award
ENTRANT Becca Cox
UNIVERSITY Southern Nazarene University
TITLE The Modern Buzz



ELEMENTS OF ADVERTISING

*Illustration - Single

AWARD ADDY® Award
ENTRANT Ashley Grubert
UNIVERSITY Southern Nazarene University
TITLE Living Water
CREDITS Tim Phillip



ELEMENTS OF ADVERTISING

AWARD ADDY® Award
ENTRANT Terry Whitmore
UNIVERSITY University of Central Oklahoma
TITLE The Brave Elf, UCO Holiday Card



AWARD Silver Award
ENTRANT Morgan Campbell
UNIVERSITY Southern Nazarene University
TITLE Rejuvenation

AWARD Silver Award
ENTRANT Kayla Manrique
UNIVERSITY University of Central Oklahoma
TITLE I think it likes Twinkies

AWARD Silver Award
ENTRANT Alexandria Mundy
UNIVERSITY University of Central Oklahoma
TITLE Harvest

AWARD Silver Award
ENTRANT Amanda Dely
UNIVERSITY University of Central Oklahoma
TITLE A Whale of a Tale

AWARD Bronze Award
ENTRANT Madisyn Bowen
UNIVERSITY University of Central Oklahoma
TITLE What the Frack!?

AWARD Bronze Award
ENTRANT Alexandria Mundy
UNIVERSITY University of Central Oklahoma
TITLE Buddy's Winter Wonderland

AWARD Bronze Award
ENTRANT Marissa Thelen
UNIVERSITY University of Central Oklahoma
TITLE Stippled Ring

AWARD Bronze Award
ENTRANT Catherine Gosney
UNIVERSITY University of Central Oklahoma
TITLE Silent Slumber

AWARD Bronze Award
ENTRANT Paige Summers
UNIVERSITY University of Central Oklahoma
TITLE Poe Crow

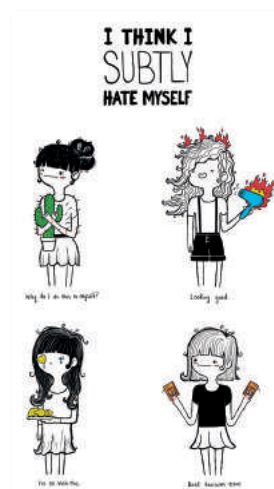
AWARD Bronze Award
ENTRANT Haejin Lim
UNIVERSITY Oklahoma State University
TITLE Distinctive Forms



ELEMENTS OF ADVERTISING

*Illustration - Campaign

AWARD ADDY® Award
ENTRANT Sarah Pinc
UNIVERSITY University of Central Oklahoma
TITLE I Think I Subtly Hate Myself



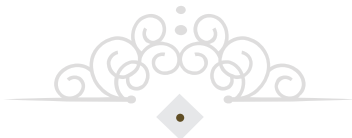
AWARD Silver Award
ENTRANT Sarah Pinc
UNIVERSITY University of Central Oklahoma
TITLE Defiant Dissent

AWARD Bronze Award
ENTRANT Sarah Pinc
UNIVERSITY University of Central Oklahoma
TITLE Urban Legends

AWARD Bronze Award
ENTRANT Sarah Pinc
UNIVERSITY University of Central Oklahoma
TITLE Crowman Burana: Ann Study

AWARD Bronze Award
ENTRANT Wylee Sanderson
UNIVERSITY University of Central Oklahoma
TITLE Rotten Fruit Gang

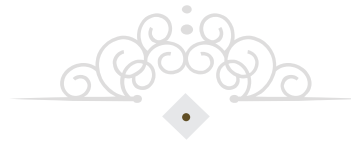
AWARD Bronze Award
ENTRANT Andrea Cain
UNIVERSITY University of Central Oklahoma
TITLE Afflicted



ELEMENTS OF ADVERTISING

*Still Photography, Black & White - Single

AWARD Bronze Award
ENTRANT Ashley Grubert
UNIVERSITY Southern Nazarene University
TITLE Be Flexible
CREDITS Jamie Gerbrecht, Model

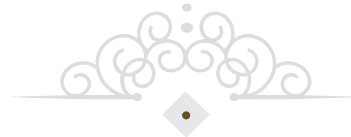


ELEMENTS OF ADVERTISING

*Cinematography

AWARD Silver Award
ENTRANT Sarah Pinc
UNIVERSITY University of Central Oklahoma
TITLE What's Your Process?

AWARD Silver Award
ENTRANT Ryan Richards
UNIVERSITY University of Central Oklahoma
TITLE Green Thrasher Opening Credits



ELEMENTS OF ADVERTISING

*Music and Sound Design

AWARD ADDY® Award
ENTRANT Madisyn Bowen
UNIVERSITY University of Central Oklahoma
TITLE Annoying Radio Ad

AWARD Bronze Award
ENTRANT Madisyn Bowen
UNIVERSITY University of Central Oklahoma
TITLE Sue Z's Sleep Shop Jingle