
SALES & MARKETING

Sales Promotion > 01 - Product or Service Sales Promotion > 01A - Catalog

Entry ID: 01A-135550-10-AML

Award: Gold ADDY Award

Entrant: Amarillo Opera, Amarillo, Texas

Advertiser: Amarillo Opera

Title: Amarillo Opera 2015-2016 Season Brochure

Credits:

Katherine Stribling, Director of Marketing and Communications

David O'Dell, General Director

Stefanie Carruth, Graphic Designer

Tony Freeman - Cenvo Corporation, Print Vendor

Andrew Scott DeJesse, Cover Artist

Sales Promotion > 01 - Product or Service Sales Promotion > 01D - Sales Promotion Campaign

Entry ID: 01D-135648-10-AML

Award: Silver ADDY Award

Entrant: Amarillo Opera, Amarillo, Texas

Advertiser: Amarillo Opera

Title: Amarillo Opera Little Red Riding Hood Campaign

Credits:

Katherine Stribling, Director of Marketing and Communications

David O'Dell, General Director

Stefanie Carruth, Graphic Designer

Drew Bergen - Zip Print, Print Vendor

SALES & MARKETING

Sales Promotion > 02 - Packaging > 02B - Packaging Campaign

Entry ID: 02B-135312-10-AML

Award: Gold ADDY Award

Entrant: Nobox Creative, Amarillo, Texas

Advertiser: Preborn Prodigy

Title: Preborn Prodigy CD

Credits:

Sara Bumgarner, Client
Kim May, Principal
Haley McCall, Creative Director

SALES & MARKETING

Sales Promotion > 03 - Point of Purchase > 03A - Counter Top

Entry ID: 03A-128547-10-AML

Award: Gold ADDY Award

Entrant: Double U Marketing & Communications, Amarillo, Texas

Advertiser: McDonald's

Title: McDonald's Create Your Taste Campaign

Credits:

Wendi Swope, Creative Director
Gary Bain, Graphic Designer
Sharon Gongora, Account Executive
Lori James, Creative Producer
Chelsea Williams, Production Assistant
Deb Davis, Production Assistant
McKenna Thomas, Production Assistant

SALES & MARKETING

Collateral Material > 05 - Annual Report

Entry ID: 05-134750-10-AML

Award: Silver ADDY Award

Entrant: Nobox Creative, Amarillo, Texas

Advertiser: Amarillo Area Foundation

Title: Amarillo Area Foundation Annual Report

Credits:

Clay Stribling, Client
Charlotte Rhodes, Client
Kim May, Principal
Haley McCall, Creative Director
Shannon Richardson, Photographer
Whitney Russell, Printer

SALES & MARKETING

Collateral Material > 08 - Publication Design > 08D - Magazine Design

Entry ID: 08D-134844-10-AML

Award: Silver ADDY Award

Entrant: West Texas A&M University - Communication and Marketing, Canyon, Texas

Advertiser: West Texas A&M University Alumni Association

Title: The West Texan Alumni Magazine

Credits:

Becky Stogner, Executive Editor/Alumni Association Director
Rana McDonald, Editor/Writer
Ann Underwood, Publisher

Catherine McGovern, Art Director
Rik Andersen, Photographer
Darcy Lively, Writer/Photographer
Ashton Allison, Writer
Aaron Hunt, Writer

Collateral Material > 08 - Publication Design > 08E - Book Design

Entry ID: 08E-128931-10-AML

Award: Silver ADDY Award

Entrant: American Quarter Horse Association, Amarillo, Texas

Advertiser: American Quarter Horse Association

Title: They Still Ride Good Horses

Credits:

Jim Jennings, Author
Tim Archer, AQHA Director of Art, Production and Design
Jay Banbury, Graphic Designer
Clint Swearingen, Graphic Designer
David Brown, Graphic Designer
Cathy Wheeler, Graphic Designer
Doug McElreath, Manager of Multimedia Production/Photography
Larri Jo Starkey, American Quarter Horse Journal Editor

SALES & MARKETING

Collateral Material > 09 - Special Event Material > 09B - Card, Invitation, Announcement Campaign

Entry ID: 09B-135340-10-AML

Award: Silver ADDY Award

Entrant: Nobox Creative, Amarillo, Texas

Advertiser: FirstBank Southwest

Title: FirstBank Southwest Anniversary Celebration

Credits:

Martha Del Toro, Client
Kim May, Principal
Haley McCall, Creative Director
Slate Group, Printer

SALES & MARKETING

Direct Marketing > 10 - Direct Mail > 10A - Flat - Single

Entry ID: 10A-134618-10-AML

Award: Gold (Graphic Excellence) ADDY Award

Entrant: Johansson & Associates Advertising / Marketing, Amarillo, Texas

Advertiser: The Amarillo Symphony

Title: The Amarillo Symphony "Perfect Match"

Credits:

April Johansson, Creative Concept / Copy
Amber Spencer, Creative Concept / Art Direction & Design
Ralph Duke, Photography
Cenveo Printers, Printing

Entry ID: 10A-134779-10-AML

Award: Silver ADDY Award

Entrant: Nobox Creative, Amarillo, Texas

Advertiser: Rockwood Furniture Co.

Title: Rockwood Mailer

Credits:

Kim May, Principal
Haley McCall, Creative Director
Slate Group, Printer

SALES & MARKETING

Direct Marketing > 11 - Specialty Advertising > 11B - Other Merchandise

Entry ID: 11B-134649-10-AML

Award: Gold ADDY Award

Entrant: American Quarter Horse Association, Amarillo, Texas

Advertiser: American Quarter Horse Association

Title: 2016 AQHA Calendar

Credits:

Lucy Jimenez, Graphic Designer

Michelle Hamilton, Marketing and Membership Liaison

Lee Stribling, Marketing, Communications and Publicity Secretary

Entry ID: 11B-128627-10-AML

Award: Silver ADDY Award

Entrant: Double U Marketing & Communications, Amarillo, Texas

Advertiser: Amarillo Convention and Visitors Council / The Big Texan

Title: Amarillo CVC Mustache Coaster

Credits:

Wendi Swope, Creative Director

Gary Bain, Graphic Designer

Sharon Gongora, Account Executive

Lori James, Creative Producer

SALES & MARKETING

Public Service (Sales & Marketing) > 12 - Public Service Collateral > 12B - Annual Report (printed or digital)

Entry ID: 12B-135317-10-AML

Award: Silver ADDY Award

Entrant: Johansson & Associates Advertising / Marketing, Amarillo, Texas

Advertiser: Downtown Amarillo, Inc.

Title: Downtown Amarillo, Inc. "Revealed"

Credits:

April Johansson, Concept / Direction / Copy
Amber Spencer, Concept / Art Direction & Design
Kathy O'Rourke, Production Art
Whitney Russell Printers, Printing
Melissa Dailey, Consultant

Public Service (Sales & Marketing) > 12 - Public Service Collateral > 12C - Brochure/Sales Kit

Entry ID: 12C-136761-10-AML

Award: Silver ADDY Award

Entrant: Nobox Creative, Amarillo, Texas

Advertiser: Lomakatsi Restoration Project

Title: Lomakatsi Brochure

Credits:

Sheila Carder, Client
Kim May, Principal
Haley McCall, Creative Director

SALES & MARKETING

Public Service (Sales & Marketing) > 13 - Public Service Direct Marketing & Specialty Advertising

Entry ID: 13-135495-10-AML

Award: Gold ADDY Award

Entrant: Johansson & Associates Advertising / Marketing, Amarillo, Texas

Advertiser: Downtown Amarillo, Inc.

Title: Liberty Theatre

Credits:

April Johansson, Concept / Copy
Amber Spencer, Art Direction / Design
Whitney Russell Printers, Printing
Melissa Dailey, Consultant

SALES & MARKETING

Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 16 - Special Event Materials

Entry ID: 16-136155-10-AML

Award: Silver ADDY Award

Entrant: Nobox Creative, Amarillo, Texas

Advertiser: Nobox Creative

Title: Nobox Open House Invite

Credits:

Kim May, Principal
Haley McCall, Creative Director

PRINT ADVERTISING

Magazine Advertising > 17 - Magazine Advertising > 17A - Full Page Or Less – Single Unit

Entry ID: 17A-128869-10-AML

Award: Gold ADDY Award

Entrant: Cenveo Amarillo, amarillo, Texas

Advertiser: AAA Electric Co.

Title: AAA Electric Co. Amarillo Little Theatre Ad

Credits:

Paul Ortega, Creative Director
Tony Freeman, Sales Person
Cenveo, Printing

PRINT ADVERTISING

Branded Content & Entertainment > 21 - Branded Content & Entertainment – Any print medium

Entry ID: 21-129372-10-AML

Award: Gold ADDY Award

Entrant: Cenveo Amarillo, amarillo, Texas

Advertiser: Amarillo Little Theatre

Title: ALT Calendar 2015-2016

Credits:

Allen Shankles, Managing Artistic Director
russ anthony, Art Director
Tony Freeman, Sales Person
Cenveo Amarillo, Printer

Entry ID: 21-138878-10-AML

Award: Gold (Branded Excellence) ADDY Award

Entrant: Amarillo College, Amarillo, Texas

Advertiser: Yellow City Co-op Brewpub

Title: Yellow City Co-op Branding

Credits:

Derek Weathersbee, Designer, Art Director

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media > 24 - Guerrilla Marketing > 24B - Guerrilla Marketing Campaign

Entry ID: 24B-135843-10-AML

Award: Gold ADDY Award

Entrant: Amarillo Opera, Amarillo, Texas

Advertiser: Amarillo Opera

Title: Amarillo Opera Mary Poppins Sidewalk Chalk Art Installations

Credits:

Katherine Stribling, Director of Marketing
Jacob Breeden, Artist, Process Art House

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media > 25 - Installations > 25A - Single Installation

Entry ID: 25A-130173-10-AML

Award: Gold ADDY Award

Entrant: American Quarter Horse Hall of Fame & Museum, Amarillo, Texas

Advertiser: American Quarter Horse Hall of Fame & Museum

Title: American Quarter Horse Hall of Fame & Museum Timeline

Credits:

Clint Swearingen, Graphic Designer
Crystal Phares, American Quarter Horse Hall of Fame & Museum Curator

Chris Sitz, (Former) Senior Director of the American Quarter Horse Foundation
Don Treadway, (Retired) AQHA Executive Vice President
Tim Archer, AQHA Director of Art, Production and Design

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media > 26 - Events > 26A - Single Event

Entry ID: 26A-134122-10-AML

Award: Silver ADDY Award

Entrant: West Texas A&M University - Communication and Marketing, Canyon, Texas

Advertiser: West Texas A&M University

Title: Peace, Love and Buffs Festival - 2015 Homecoming

Credits:

Tim Bynum, Homecoming Committee Chair/Vice President of Institutional Advancement
Ann Underwood, Director of Communication and Marketing
Donna Makkhavane, Asst. Director of Communication and Marketing/Special Events
Coordinator
Darcy Lively, Writer/Producer/Social Media
Rana McDonald, Communications Specialist/Copywriting
Wei Peng, Multimedia Designer
Rik Andersen, Photography
Trey Roach, Web Communication Manager
Josh Clift-Jinkens, Web/Graphic Designer
Catherine McGovern, Senior Designer

OUT-OF-HOME & AMBIENT MEDIA

Public Service (Out-of-Home & Ambient Media) > 33 - Public Service Out-Of-Home > 33A - Poster

Entry ID: 33A-136181-10-AML

Award: Silver ADDY Award

Entrant: Nobox Creative, Amarillo, Texas

Advertiser: Chamber Music Amarillo

Title: CMA Concert Promotional Posters

Credits:

Catherine Hodges, Client
David Palmer, Client
Kim May, Principal
Jerry Bergeron, Creative Director
Zip Print, Printer

FILM, VIDEO, & SOUND

Television Advertising > 51 - Television Advertising – Local (One DMA) > 51B - Single Spot :30 seconds

Entry ID: 51B-109313-10-AML

Award: Silver ADDY Award

Entrant: NewsChannel 10 Media, Amarillo, Texas

Advertiser: Belmar Bakery

Title: Cupcakes - Belmar Bakery

Credits:

Ryan C. Crawford, Marketing Director
Noel Yuri - Bermúdez, Creative Services Producer
Sarah Morales, Account Executive

Entry ID: 51B-135477-10-AML

Award: Silver ADDY Award

Entrant: ABC 7, Amarillo, Texas

Advertiser: Macaroni Joe's

Title: Macaroni Joe's - Directly From the Source

Credits:

Nick Muthersbaugh, Writer / Director / Editor / Graphics
Neil Sparks, Director of Photography

**Television Advertising > 51 - Television Advertising – Local (One DMA)
> 51D - Television-Local Campaign**

Entry ID: 51D-138201-10-AML

Award: Silver ADDY Award

Entrant: Northwest Texas Healthcare System, Amarillo, Texas

Advertiser: Northwest Texas Healthcare System

Title: Northwest Heart Hospital Campaign

Credits:

Caytie Martin, Marketing/Public Relations

FILM, VIDEO, & SOUND

**Television Self-Promotion > 53 - Television Self Promotion / Local > 53A
- Single Spot – Any Length**

Entry ID: 53A-134874-10-AML

Award: Gold (Heartfelt Presentation) ADDY Award

Entrant: ABC 7, Amarillo, Texas

Advertiser: ABC 7

Title: ABC 7 News - The Panhandle Spirit

Credits:

Daniel Sontag, Writer / Creative Director
Nick Muthersbaugh, Director / Editor
Neil Sparks, Director of Photography

Entry ID: 53A-134784-10-AML

Award: Silver ADDY Award

Entrant: ABC 7, Amarillo, Texas

Advertiser: ABC 7

Title: ABC 7 Coffee Crew

Credits:
Nick Muthersbaugh, Director / Editor / Graphics
Neil Sparks, Director of Photography

Entry ID: 53A-135407-10-AML

Award: Silver ADDY Award

Entrant: ABC 7, Amarillo, Texas

Advertiser: ABC 7

Title: ABC 7 News - Countdown to Kickoff

Credits:
Nick Muthersbaugh, Writer / Director / Editor / Graphics
Neil Sparks, Director of Photography

FILM, VIDEO, & SOUND

Film, Video, & Sound > 55 - Internet Commercial > 55A - Single Spot – Any Length

Entry ID: 55A-118639-10-AML

Award: Gold, Best of Show ADDY Award

Entrant: Renew Media Group, Amarillo, Texas

Advertiser: Our City

Title: Our City. Your Home. - If walls could talk.

Credits:

Taylor Wellborn, Creative Director
Wilson Lemieux, Videographer/Editor
Jason Boyett, Copywriter
Max Wellborn, Actor
Nicole Matthews, Voice Over
Tanyon Allison, Audio
Ryan Taubert, Music

FILM, VIDEO, & SOUND

Public Service (Film, Video, & Sound) > 68 - Public Service Non-Broadcast Audio/Visual

Entry ID: 68-132896-10-AML

Award: Gold (Outstanding Presentation) ADDY Award

Entrant: Nobox Creative, Amarillo, Texas

Advertiser: Amarillo Area Foundation

Title: Women's Philanthropy Fund Video

Credits:

Charlotte Rhodes, Client
Kim May, Director
Roger Lindley, Cinematographer and Editor
Tim Winn, Ariel Cinematography

CROSS PLATFORM

Public Service (Cross Platform) > 74 - Public Service Campaigns > 74B - Integrated Media Public Service Campaign

Entry ID: 74B-135020-10-AML

Award: Silver ADDY Award

Entrant: West Texas A&M University - Communication and Marketing, Canyon, Texas

Advertiser: West Texas A&M University

Title: WTAMU's Economic Impact

Credits:

Catherine McGovern, Senior Designer
Trey Roach, Web Communication Manager
Rik Andersen, Photography
Rana McDondald, Copywriter

ELEMENTS OF ADVERTISING

Digital Creative Technology > 89 - Responsive Design

Entry ID: 89-124415-10-AML

Award: Silver ADDY Award

Entrant: ROI Online An Internet Marketing Agency®, Amarillo, Texas

Advertiser: ROI Online An Internet Marketing Agency®

Title: ROI Online Responsive Website Design

Credits:

ROI Online, An Internet Marketing Agency
