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# SALES & MARKETING - COLLATERAL MATERIAL

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## Collateral Material > S03 - Annual Report or Brochure

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Entry ID:	S03-134176-10-AML
Award:	Gold ADDY Award
Name on Award:	Amanda Koontz, Canyon, TX
Educational Institution:	West Texas A&M University
Title:	"Click into the Flavor of Now" Campaign
Credits:	Amanda Koontz, Project Manager Cecy Borunda, Creative Dept. Seth Gillitzer, PR & Engagement Buck Mayden, Media Planner Nata Molina, Graphic Designer

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# SALES & MARKETING - COLLATERAL MATERIAL

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## Collateral Material > S05 - Publication Design > S05A - Cover

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Entry ID:	S05A-136679-10-AML
Award:	Silver ADDY Award
Name on Award:	George Lozano, Lubbock, TX
Educational Institution:	West Texas A&M University
Title:	Eternal Flame
Credits:	George Lozano, graphic designer Matt Donaghy, editor

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## Collateral Material > S05 - Publication Design > S05B - Spread or Feature

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Entry ID:	S05B-136531-10-AML
Award:	Silver ADDY Award
Name on Award:	Matt Donaghy, Amarillo, TX
Educational Institution:	West Texas A&M University
Title:	"A Living Tradition"
Credits:	Jacie Youngblood, author George Lozano, graphic designer Matt Donaghy, editor

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## Collateral Material > S05 - Publication Design > S05D - Magazine Design

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Entry ID:	S05D-133812-10-AML
Award:	Gold ADDY Award
Name on Award:	Matt Donaghy and George Lozano, Amarillo, TX
Educational Institution:	West Texas A&M University
Title:	"Truth Behind Tradition" Eternal Flame Fall 2015 Issue
Credits:	Matt Donaghy, Editor George Lozano, graphic designer

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Entry ID:	S05D-137620-10-AML
Award:	Gold, Best of Show ADDY Award
Name on Award:	JP Bernal, Bethany Zalman, Amarillo, TX
Educational Institution:	Amarillo College

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Title: AC Current

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Credits:

Denisha Kranthoven, Editor  
JP Bernal, Art Director, Designer  
Bethany Zalman, Assistant Editor, Designer

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## OUT OF HOME & AMBIENT MEDIA - OUT-OF-HOME

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### Out-Of-Home > S09 - Poster > S09A - Single

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Entry ID: S09A-134114-10-AML

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Award: Gold ADDY Award

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Name on Award: Juan Paiz, Canyon, TX

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Educational Institution: West Texas A&M University

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Title: "The American Dream" Poster

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Credits:

Juan Paiz, Designer

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## FILM, VIDEO & SOUND - RADIO ADVERTISING

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### Radio Advertising > S16 - Radio Advertising > S16B - Campaign

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Entry ID: S16B-118060-10-AML

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Award: Silver ADDY Award

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Name on Award: Bri Leeper, Canyon, Texas

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Educational Institution: West Texas A&M University

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Title: KWTS "The One" 91.1FM - Station Imaging - Bri Leeper

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Credits:

Bri Leeper, Producer & Director

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## FILM, VIDEO & SOUND - TELEVISION ADVERTISING

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### Television Advertising > S17 - Television Advertising > S17B - Campaign

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Entry ID: S17B-118327-10-AML

Award: Silver ADDY Award

Name on Award: Martha Alvarez, Allison Myers & KWTS Staff, Canyon, Texas

Educational Institution: West Texas A&M University

Title: KWTS "The One" 91.1FM - Web Video Series

Credits:

Martha Alvarez, Program Director  
Allison Myers, General Manager

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## ELEMENTS OF ADVERTISING - ILLUSTRATION

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### Illustration > S23 - Illustration > S23A - Illustration – Single

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Entry ID: S23A-137571-10-AML

Award: Gold ADDY Award

Name on Award: JP Bernal, Amarillo, TX

Educational Institution: Amarillo College

Title: 1937 Typeface

Credits:

JP Bernal, Designer

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Entry ID:	S23A-137683-10-AML
Award:	Gold ADDY Award
Name on Award:	Lauren Denton, Amarillo, TX
Educational Institution:	Amarillo College
Title:	City in Colour
Credits:	Lauren Denton, Designer, Illustrator

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Entry ID:	S23A-137594-10-AML
Award:	Silver ADDY Award
Name on Award:	JP Bernal, Amarillo, TX
Educational Institution:	Amarillo College
Title:	Contender Typeface
Credits:	JP Bernal, Designer

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## ELEMENTS OF ADVERTISING - ART DIRECTION

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### S25 - Art Direction

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Entry ID:	S25-137598-10-AML
Award:	Gold ADDY Award
Name on Award:	Jaci Morgan, Amarillo, TX
Educational Institution:	Amarillo College
Title:	Hills Rebrand
Credits:	Jaci Morgan, Designer

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Entry ID:	S25-137686-10-AML
Award:	Gold (Branded Excellence) ADDY Award
Name on Award:	Lauren Denton, Amarillo, TX
Educational Institution:	Amarillo College
Title:	Yellow City Street Food Rebrand
Credits:	Lauren Denton, Designer

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Entry ID:	S25-137634-10-AML
Award:	Silver ADDY Award
Name on Award:	Majestia Puryear, Amarillo, TX
Educational Institution:	Amarillo College
Title:	Cut Rebranding
Credits:	Majestia Puryear, Designer

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## **ELEMENTS OF ADVERTISING - FILM, VIDEO & SOUND**

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### **Film, Video & Sound > S26 - Cinematography**

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Entry ID:	S26-118181-10-AML
Award:	Silver ADDY Award
Name on Award:	Buck Mayden & Advance Video Crew, Canyon, Texas
Educational Institution:	West Texas A&M University
Title:	Steps to Promise: Downtown Women's Center

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Credits:

Buck Mayden, Director

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Entry ID: S26-118282-10-AML

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Award: Silver ADDY Award

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Name on Award: Aaron Alcozer, Avery Taylor, Jonathan Davis, Malcolm Montgomery & Advance Video Crew, Canyon, Texas

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Educational Institution: West Texas A&M University

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Title: One Sessions - Tennessee Tuckness

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Credits:

Aaron Alcozer, Director  
Avery Taylor, Technical Director  
Jonathan Davis, Lighting Director  
Malcolm Montgomery, Editor

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