



DECISION 2016: THE MEMPHIS AMERICAN ADVERTISING AWARDS



AAF NEWS PRESENTS DECISION 2016.

The stage is set in Memphis, Tennessee, for the final debate between the Revision Party and the Approval Party. It all comes down to one night that proves hard work and dedication will sometimes be recognized.

Top analysts from around the country have weighed in to determine who will walk away a victor, and who will need to try again just eleven months from now.

Our live coverage brings you breaking results from around the metro. Join us as we watch firsthand as our new leaders gain the admiration and respect from dozens of Advertising professionals.

BECAUSE SOMEBODY HAS TO WIN.



PAIGE TURNER

Advertising is at a crossroads. Budgets are tighter. Deadlines are shorter. Client feedback is at an all-time high.

Something has to give. And that something is Paige Turner.

Paige comes from a rich history of approvers. Her parents, both esteemed public notaries, instilled in her the value of not standing in the way. That's why she lives by the two most important letters in Advertising — O.K.

Join the Approval Party in our fight for first drafts and frictionless reviews. For quick timelines and quicker turnarounds. And for two thumbs, all the way up.

Because if we want more jobs, we need to give the client just what they asked for.



RICKY F. PICKLER

The son of a migrant pixel farmer, Ricky F. Pickler knows the meaning of doing hard work. And the meaning of doing it again.

That's why he's an advocate of our most valuable resource — time. But how valuable is it if we don't bill as much as we can?

A true Revisionist knows great creative happens slowly. Very slowly. Because more changes equals more hours. And more hours equals more money. It's as simple as that.

So don't be afraid of change. Let the Approval Party have their green lights. We'll strike them down with our red pens. And if we show fear, the clients win.

Together, we can change advertising. Again.

SALES & MARKETING

Sales Promotion

Product or Service Sales Promotion (Menu)

1 Archer Malmo

Southland Park

Sammy Hagar's Red Rocker Bar & Grill Menu

Richard Williams, Associate Creative Director/Art Director

Chris O'Brien, Associate Creative Director/Copywriter

Walter Rose, Group Creative Director

Gary Backaus, Chief Creative Officer

Rob Hoerter, Account Supervisor

Packaging Campaign

2 Loaded For Bear

High Cotton Brewing Co.

Cans

Collateral Material

Brochure

3 DCA

Memphis Grizzlies Foundation

2014-2015 Community Report

Mollie Baker, Senior Art Director

Andria Brown, Copy Chief

Doug Carpenter, Principal

Andrea Wiley, Director of Accounts

Cara Greenstein, Account Coordinator

Mercury Printing, Printer

Publication Design (Cover)

4 Archer Malmo

University of Memphis

Law School Magazine Cover

Ben Hampton, Art Director

Richie Weaver, Art Director

Kong Wee Pang, Illustrator

Justin Fox Burks, Photographer

Ben Colar, Associate Creative Director

Amanda Casabella, Associate Creative Director

Walter Rose, Group Creative Director

Gary Backaus, Chief Creative Officer

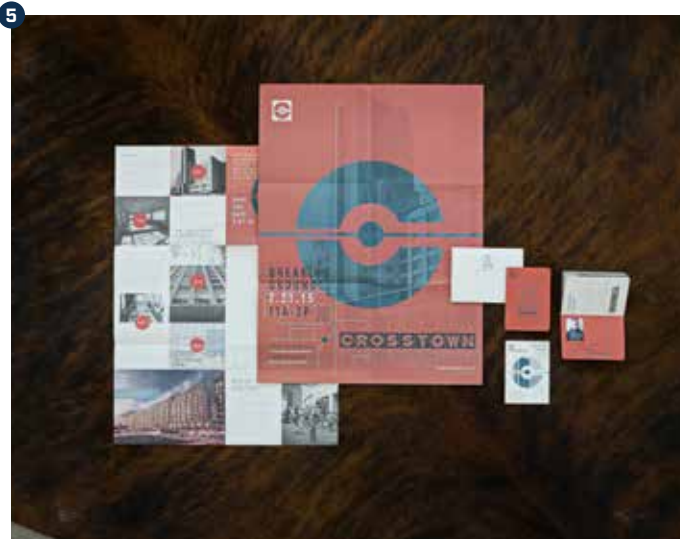
Terri Harris, Account Supervisor

Jason Jones, Account Coordinator

Donna Morley, Production Manager

Debbie Dole, Traffic Manager





5



6



7



8



9

SALES & MARKETING (CONT.)

Collateral Material

Special Event Material (Card, Invitation, Announcement Campaign)

5 Loaded For Bear

Crosstown Concourse
Passport and Poster Invite

Direct Marketing

Direct Mail (3D/Mixed - Single)

6 Loaded For Bear

Crosstown Concourse
Commemorative Iron Poured Medallion

Specialty Advertising (Apparel)

7 Archer Malmo

Overton Park
T-shirt
Kong Wee Pang, Illustrator/Designer
Jay Crum, Illustrator/Designer

Specialty Advertising (Campaign)

8 DCA

TNBG, LLC
Luke McLuke Limited APA Release
John David Dowdle, Senior Art Director
Andria Brown, Copy Chief
Doug Carpenter, Principal
Cara Greenstein, Account Coordinator
Sache, Apparel

9 Farmhouse

Agave Maria Kitchen & Cantina
Agave Maria Saints Candles
Ben Fant, Creative Director
Jason Prater, Senior Art Director

SALES & MARKETING (CONT.)

Advertising Industry Self-Promotion
Direct Marketing & Specialty Advertising

10 Signature Advertising & Digital Solutions

Signature Advertising & Digital Solutions
Gift Card Camo

Charles Marshall, Chief Idea Officer
Kevin Miller, Creative Director
Cathy Reece, Senior Art Director
Curt Crocker, Art Director
Florencia Carrillo, Art Director
Jeremy Paine, Prepress/Production

Special Event Materials

11 Signature Advertising & Digital Solutions

Signature Advertising & Digital Solutions
Sigo de Mayo Event Poster

Kevin Miller, Creative Director
Cathy Reece, Senior Art Director

PRINT ADVERTISING

Magazine Advertising
Magazine Advertising (Campaign)

12 Archer Malmo

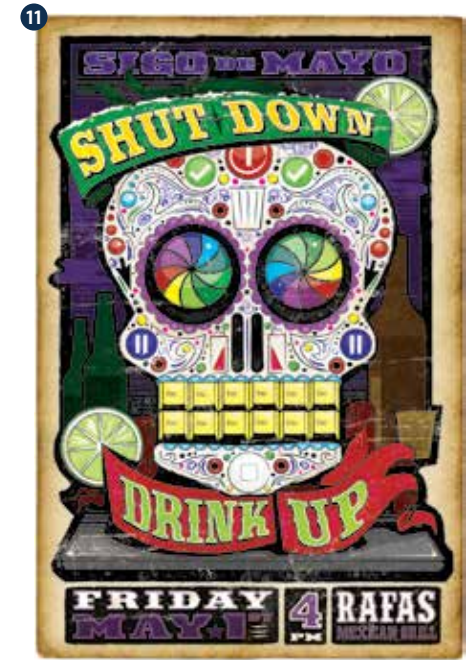
University of Memphis
University of Memphis Basketball Season
Ad Campaign - I Play For Memphis

Richie Weaver, Art Director
Justin Dobbs, Creative Director/Copywriter
Casey Lissau, Associate Creative Director
Ben Colar, Associate Creative Director
Walter Rose, Group Creative Director
Terri Harris, Account Supervisor

13 Archer Malmo

Delaware North
The Future Of Sports

Justin Dobbs, Creative Director/Copywriter
Casey Lissau, Associate Creative Director/Art Director
Walter Rose, Group Creative Director
Gary Backaus, Chief Creative Officer
Rob Hoerter, Account Supervisor



14



15



OUT-OF-HOME & AMBIENT MEDIA

Ambient Media
Installations (Multiple)

14

DCA

Memphis Grizzlies Foundation
The Memphis Grizzlies RiverFit
“Grit” and “Grind” Staircases
John David Dowdle, Senior Art Director
Doug Carpenter, Principal
Cara Greenstein, Account Coordinator
Signs & Designs, Printing

Out-of-Home
Poster (Single Unit)

15

Sullivan Branding

The Brass Door
Brass Door Tempers Poster
David Hardin, Designer
Don MacDougall, Copywriter
Chris O’Brien, Creative Director
Laura Ladd Poff, Account Executive
Mary Johnston, Traffic Coordinator

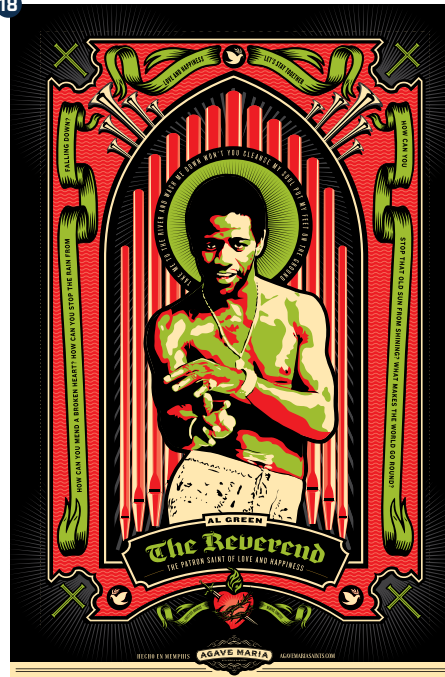
16



17



18



16

Farmhouse

Roots
Roots Poster
Ben Fant, Creative Director
Jason Prater, Senior Art Director

17

Farmhouse

Agave Maria Kitchen & Cantina
Agave Maria Saints Poster: Elvis Presley
Ben Fant, Creative Director
Jason Prater, Senior Art Director

18

Farmhouse

Agave Maria Kitchen & Cantina
Agave Maria Saints Poster: Al Green
Ben Fant, Creative Director
Jason Prater, Senior Art Director

OUT-OF-HOME & AMBIENT MEDIA (CONT.)

Out-of-Home
Poster (Single Unit)

19 Farmhouse

Agave Maria Kitchen & Cantina
Agave Maria Saints Poster: Jerry Lawler
Ben Fant, Creative Director
Jason Prater, Senior Art Director

20 Farmhouse

Agave Maria Kitchen & Cantina
Agave Maria Saints Poster: Isaac Hayes
Ben Fant, Creative Director
Jason Prater, Senior Art Director

21 Farmhouse

Agave Maria Kitchen & Cantina
Agave Maria Saints Poster: Johnny Cash
Ben Fant, Creative Director
Jason Prater, Senior Art Director

22 Farmhouse

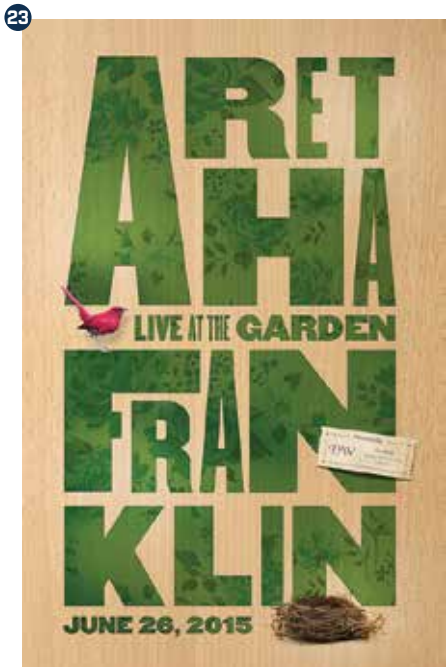
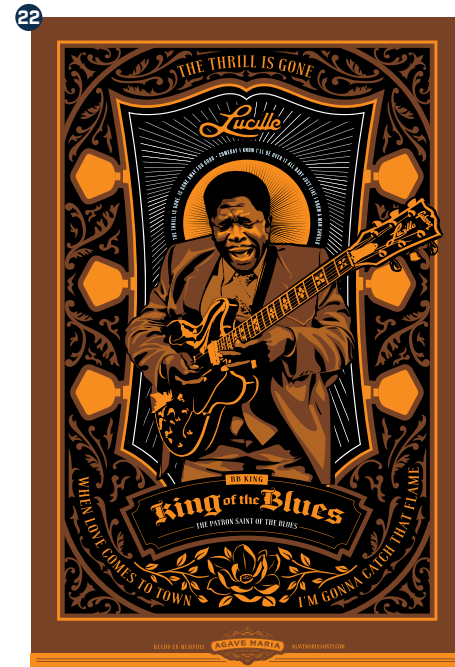
Agave Maria Kitchen & Cantina
Agave Maria Saints Poster: BB King
Ben Fant, Creative Director
Jason Prater, Senior Art Director

23 Red Deluxe

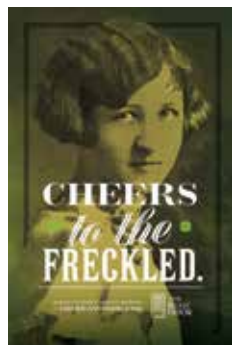
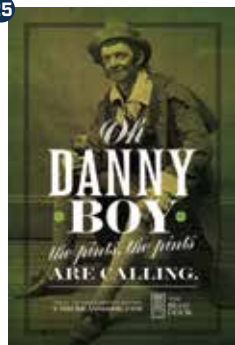
Duncan-Williams, Inc.
Live at the Garden - Aretha Franklin
Sam Keasler, Art Director
Zach Smith, Account Executive
Ben Couvillion, Creative Director

24 Red Deluxe

Duncan-Williams, Inc.
Live at the Garden - Chaka Khan
Sam Keasler, Art Director
Zach Smith, Account Executive
Ben Couvillion, Creative Director



25



26



27



28



29



OUT-OF-HOME & AMBIENT MEDIA (CONT.)

Out-of-Home

Poster (Campaign)

25

Sullivan Branding

The Brass Door

Brass Door Poster Campaign

David Hardin, Designer

Don MacDougall, Copywriter

Chris O'Brien, Creative Director

Laura Ladd Poff, Account Executive

26

Farmhouse

Agave Maria Kitchen & Cantina

Agave Maria Saints Poster Campaign

Ben Fant, Creative Director

Jason Prater, Senior Art Director

27

Archer Malmo

Beale Street Caravan

Beale Street Caravan Poster Campaign

Kong Wee Pang, Senior Digital Art Director/Illustrator

Chris O'Brien, Associate Creative Director/Copywriter

Gary Backaus, Chief Creative Officer

Wes Melton, Account Coordinator

Kay Patat, Production Manager

28

Red Deluxe

Duncan-Williams, Inc.

Live at the Garden - Poster Campaign 1

Sam Keasler, Art Director

Zach Smith, Account Executive

Ben Couvillion, Creative Director

29

Red Deluxe

Duncan-Williams, Inc.

Live at the Garden - Poster Campaign 2

Sam Keasler, Art Director

Zach Smith, Account Executive

Ben Couvillion, Creative Director

OUT-OF-HOME & AMBIENT MEDIA (CONT.)

Out-of-Home

Site (Large Venue - Single)

30 Running Pony

University of Memphis Athletics

Tigers Football Intro 2015

Drew Smith, Producer/Director
Ryan Goble, Director of Photography
Scott Mahr, Art Director
Mitch Martin, Editor
Matt Fremstad, 2nd Camera
Greg Massey, Grip
Gabe DeCarlo, Gaffer
Ted Goble, Camera Assistant
Nate Reisman, Sound Design



31 Running Pony

University of Memphis Athletics

Tigers Basketball Intro 2015

Drew Smith, Producer/Director
Ryan Goble, Director of Photography
Scott Mahr, Art Director
Mitch Martin, Editor
Gabe DeCarlo, Gaffer
Peter Braswell, Grip
Ted Goble, Grip
Nate Reisman, Sound Design

32 Red Deluxe

Memphis Grizzlies

Marc Gasol Alley Banners

Ben Couvillion, Creative Director/Designer
Martin Wilford, Executive Creative Director
Zachary Smith, Account Executive
Andrew D. Bernstein, Photographer



33 Red Deluxe

Memphis Grizzlies

Zach Randolph Alley Banners

Ben Couvillion, Creative Director/Designer
Martin Wilford, Executive Creative Director
Zachary Smith, Account Executive
Garrett Ellwood, Photographer

34



35



36



OUT-OF-HOME & AMBIENT MEDIA (CONT.)

Out-of-Home

Out-of-Home Campaign

34 Archer Malmo

Southland Park

Sammy Hagar's Red Rock Bar & Grill
Hockey & Baseball

Richard Williams, Associate Creative Director/Art Director

Chris O'Brien, Associate Creative Director/Copywriter

Walter Rose, Group Creative Director

Gary Backaus, Chief Creative Officer

Rob Hoerter, Account Supervisor

ONLINE/INTERACTIVE

Websites

Websites (Consumer)

35 Harvest Creative

Porcellino's Craft Butcher
Website

Michael Hildebrand, Art Director

Andrew Holliday, Copywriter

Josh Bryant, Developer

Jenna Kaufman, Account Executive

Daniel Brown, Principal/Creative Director

Andrew Holliday, Principal/Creative Director

FILM, VIDEO & SOUND

Television Advertising

Television Advertising - Local (One DMA)

(Single Spot :30 seconds)

36 Disciple Design

Briarcrest Christian School

Briarcrest TV - Basketball

Craig Thompson, Creative Director

Craig Thompson, Writer

Edison Creative, Videographer/Editing

FILM, VIDEO & SOUND (CONT.)

Film, Video & Sound

Internet Commercial (Single Spot - Any Length)

37 inferno

FedEx

FedEx Train

Rebecca Zeits, Greg Miller, Copywriters

Greg Miller, Director

Rebecca Zeits, Producer

Rebecca Zeits, Account Executive

Michael Overton, Creative Director

Running Pony, Production

Branded Content & Entertainment

Branded Content & Entertainment for Online Film,
Video & Sound (Single Entry - More Than :60 Seconds)

38 inferno

FedEx

FedEx Train

Rebecca Zeits, Greg Miller, Copywriters

Greg Miller, Director

Rebecca Zeits, Producer

Rebecca Zeits, Account Executive

Michael Overton, Creative Director

Running Pony, Production



CROSS PLATFORM

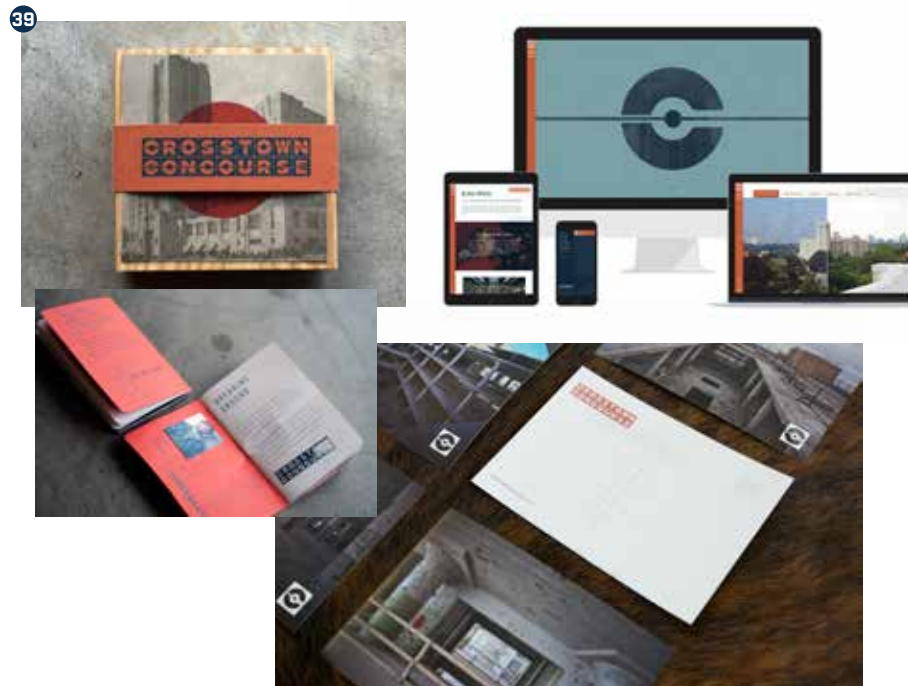
Integrated Campaigns

Integrated Brand Identity Campaign

39 Loaded For Bear

Crosstown Concourse

Integrated Campaign



Integrated Campaigns

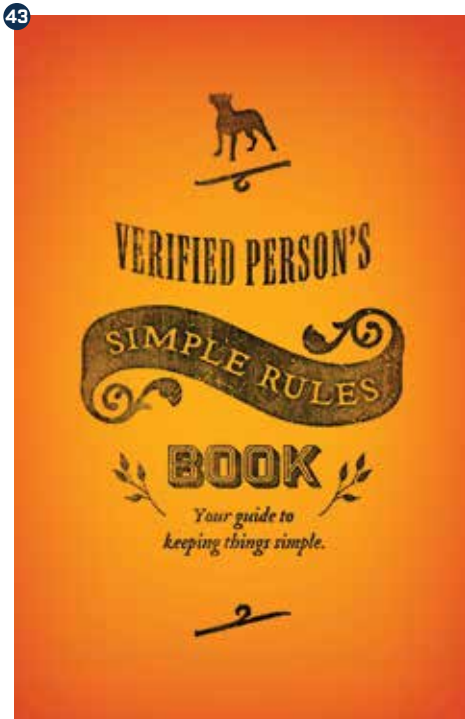
Integrated Branded Content Campaign

40 Loaded For Bear

Crosstown Concourse

Integrated Campaign





ELEMENTS OF ADVERTISING

Copywriting Copywriting

41 DCA

Dunavant Logistics
Dunavant Logistics 2015 Holiday Email
Andria Brown, Copy Chief
Mollie Baker, Senior Art Director
Doug Carpenter, Principal
Andrea Wiley, Director of Accounts
Cara Greenstein, Account Coordinator

42 Archer Malmo

Beale Street Caravan
Posters
Chris O'Brien, Associate Creative Director/Copywriter
Kong Wee Pang, Senior Digital Art Director/Illustrator
Gary Backaus, Chief Creative Officer
Wes Melton, Account Coordinator
Kay Patat, Production Manager

43 Combustion

Verified Person
Simple Rules Booklet
Adam Shellabarger, Senior Designer
Eric Christopherson, Copywriter

ELEMENTS OF ADVERTISING (CONT.)

Visual

Logo Design

- 44 **Reece with a C**
Memphis Productions
Logo for Memphis Productions
Cathy Reece, Designer
- 45 **Paradigm Marketing & Creative**
Stacks on Main Apartments
Stacks on Main Logo
Becca Hand, Art Director & Designer
- 46 **Farmhouse**
Catfish Blues
Catfish Blues Logo
Ben Fant, Creative Director
Jason Prater, Senior Art Director

Visual

Illustration (Single)

- 47 **Farmhouse**
Agave Maria Kitchen & Cantina
Agave Maria Saints Poster: Aretha Franklin
Ben Fant, Creative Director
Jason Prater, Senior Art Director
- 48 **Farmhouse**
Agave Maria Kitchen & Cantina
Agave Maria Saints Poster: BB King
Ben Fant, Creative Director
Jason Prater, Senior Art Director
- 49 **Farmhouse**
Agave Maria Kitchen & Cantina
Agave Maria Saints Poster: Elvis Presley
Ben Fant, Creative Director
Jason Prater, Senior Art Director

44



45



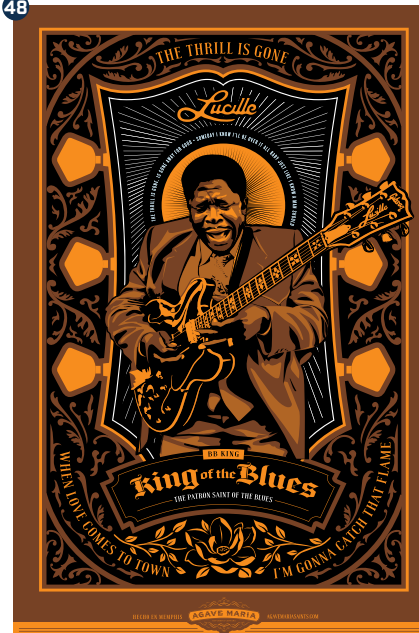
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47



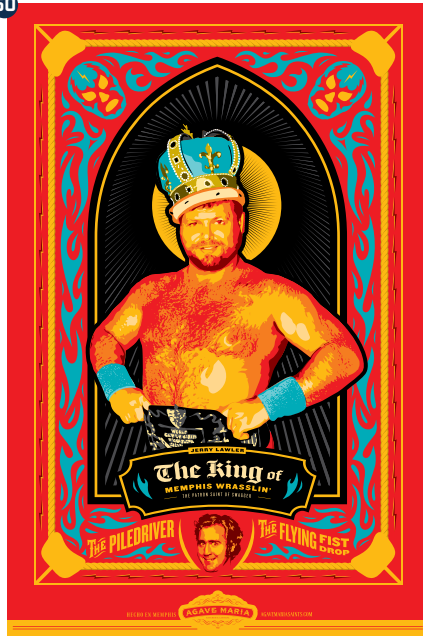
48



49



50



51



52



53



54



ELEMENTS OF ADVERTISING [CONT.]

Visual

Illustration (Single)

50 Farmhouse

Agave Maria Kitchen & Cantina
 Agave Maria Saints Poster: Jerry Lawler
 Ben Fant, Creative Director
 Jason Prater, Senior Art Director

51 Farmhouse

Agave Maria Kitchen & Cantina
 Agave Maria Saints Poster: Johnny Cash
 Ben Fant, Creative Director
 Jason Prater, Senior Art Director

52 Archer Malmo

Overton Park
 Overton Park Map
 Kong Wee Pang, Illustrator/Designer
 Jay Crum, Illustrator/Designer

53 Jay Crum Illustration

Jay Crum Illustration
 The Mockingbird 6 Cover
 Jay Crum, Illustrator
 Tom Martin, Art Director

54 Archer Malmo

University of Memphis
 University of Memphis Law School
 Magazine Illustration - Coffee Girl
 Kong Wee Pang, Illustrator
 Ben Hampton, Art Director
 Walter Rose, Group Creative Director
 Gary Backaus, Chief Creative Officer
 Terri Harris, Account Supervisor
 Donna Morley, Production Manager
 Jason Jones, Account Coordinator
 Debbie Dole, Traffic Manager

ELEMENTS OF ADVERTISING (CONT.)

Visual

Illustration (Single)

55 Archer Malmo

University of Memphis
University of Memphis Law School
Magazine Illustration - Farmer
Kong Wee Pang, Illustrator
Ben Hampton, Art Director
Walter Rose, Group Creative Director
Gary Backaus, Chief Creative Officer
Terri Harris, Account Supervisor
Donna Morley, Production Manager
Jason Jones, Account Coordinator
Debbie Dole, Traffic Manager

56 Archer Malmo

University of Memphis
University of Memphis Law School
Magazine Illustration - Community
Kong Wee Pang, Illustrator
Ben Hampton, Art Director
Walter Rose, Group Creative Director
Gary Backaus, Chief Creative Officer
Terri Harris, Account Supervisor
Donna Morley, Production Manager
Jason Jones, Account Coordinator
Debbie Dole, Traffic Manager

Visual

Illustration (Series)

57 Archer Malmo

Beale Street Caravan
Illustration
Kong Wee Pang, Senior Digital Art Director/Illustrator
Chris O'Brien, Associate Creative Director/Copywriter
Gary Backaus, Chief Creative Officer
Wes Melton, Account Coordinator
Kay Patat, Production Manager



58



59



60



ELEMENTS OF ADVERTISING [CONT.]

Visual

Illustration (Series)

58 Archer Malmo

University of Memphis
University of Memphis Law School
Magazine Illustrations - Paper Cut
Kong Wee Pang, Illustrator
Ben Hampton, Art Director
Gary Backaus, Chief Creative Officer
Walter Rose, Group Creative Director
Terri Harris, Account Supervisor
Donna Morley, Production Manager
Jason Jones, Account Coordinator
Debbie Dole, Traffic Manager

Film & Video

Animation or Special Effects

59 Running Pony

University of Memphis Athletics
Tigers Football Intro 2015
Scott Mahr, Art Director

Film & Video

Video Editing

60 inferno

FedEx
FedEx Train
Rebecca Zeits, Greg Miller, Copywriters
Greg Miller, Director
Rebecca Zeits, Producer
Rebecca Zeits, Account Executive
Mitch Martin, Rebecca Zeits, Editors
Michael Overton, Creative Director
Matt Fremstad, Greg Miller, Directors of Photography
Running Pony, Production

LOCAL ONLY

Art Direction
Campaign

61 Archer Malmo

University of Memphis
Basketball Season Ad Campaign -
I Play For Memphis
Richie Weaver, Art Director
Justin Dobbs, Creative Director
Casey Lissau, Associate Creative Director
Ben Colar, Associate Creative Director
Walter Rose, Group Creative Director
Terri Harris, Account Supervisor

Copywriting
Campaign

62 Archer Malmo

University of Memphis
Basketball Season Ad Campaign -
I Play For Memphis
Richie Weaver, Art Director
Justin Dobbs, Creative Director
Casey Lissau, Associate Creative Director
Ben Colar, Associate Creative Director
Walter Rose, Group Creative Director
Terri Harris, Account Supervisor

Other

Apparel Campaign

63 DCA

TNMG, LLC
Luke McLuke Limited APA Release
John David Dowdle, Senior Art Director
Andria Brown, Copy Chief
Doug Carpenter, Principal
Cara Greenstein, Account Coordinator
Sache, Apparel



64



65

66



Postcard 01 : Front



Postcard 01 : Back



Postcard 02 : Front



Postcard 02 : Back

67



68



INSTAGRAM



FACEBOOK

69



INSTAGRAM

WEBSITE

FACEBOOK



FINAL INSTALLATION

FINAL INSTALLATION DETAIL including design brief, dragonfly, postcards, and display

STUDENT GOLD AWARDS SALES & MARKETING Collateral Material Stationary Package

64 Victoria Sisnette Bigelow Tea Victoria Sisnette (Memphis College of Art)

Collateral Material Special Event Materials (Invitations, Cards, etc.)

65 Annie Lynne Kominek For the Dragonfly Postcards Annie Lynne Kominek, Designer (Memphis College of Art)

Direct Marketing Direct Marketing

66 Annie Lynne Kominek For the Dragonfly Postcards Annie Lynne Kominek, Designer (Memphis College of Art)

67 Shuai Tong Package Design M&M Repackage Design Shuai Tong (Memphis College of Art)

ONLINE/INTERACTIVE Social Media Multiple Platforms (Campaign)

68 Annie Lynne Kominek For the Dragonfly Social Media Annie Lynne Kominek, Designer (Memphis College of Art)

CROSS-PLATFORM Integrated Advertising Campaign Consumer Campaign

69 Annie Lynne Kominek For the Dragonfly Campaign Annie Lynne Kominek, Designer (Memphis College of Art)

STUDENT GOLD AWARDS CROSS-PLATFORM (CONT.)

Integrated Campaigns
Integrated Brand Identity Campaign

70 Ashley Lulo

Soup 'N' Stuff
Ashley Lulo (Memphis College of Art)

71 Rashad Worthy

Fight or Flight: Anxiety Awareness
Rashad Worthy (Memphis College of Art)

72 Annie Lynne Kominek

Zyrafa Learning Co.
Annie Lynne Kominek, Designer (Memphis College of Art)

ELEMENTS OF ADVERTISING

Visual

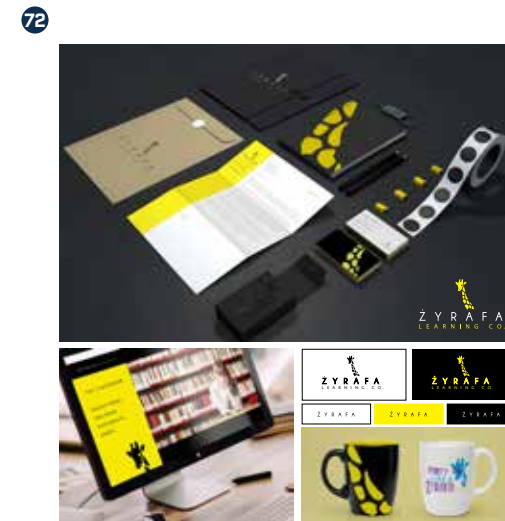
Logo Design

73 Annie Lynne Kominek

For the Dragonfly
Annie Lynne Kominek, Designer (Memphis College of Art)

74 Annie Lynne Kominek

Zyrafa Learning Co.
Annie Lynne Kominek, Designer (Memphis College of Art)



JUDGES SPECIAL AWARD FOR INNOVATIVE BRANDING



LOADED FOR BEAR

CROSTOWN CONCOURSE, COMMEMORATIVE IRON POURED MEDALLION



BEST OF ANIMATION



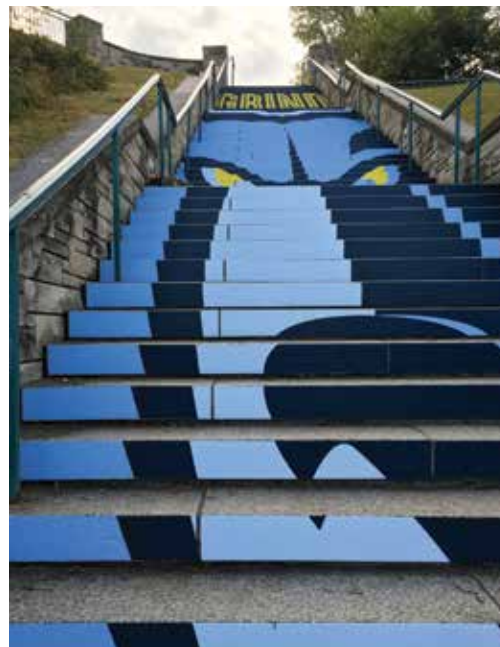
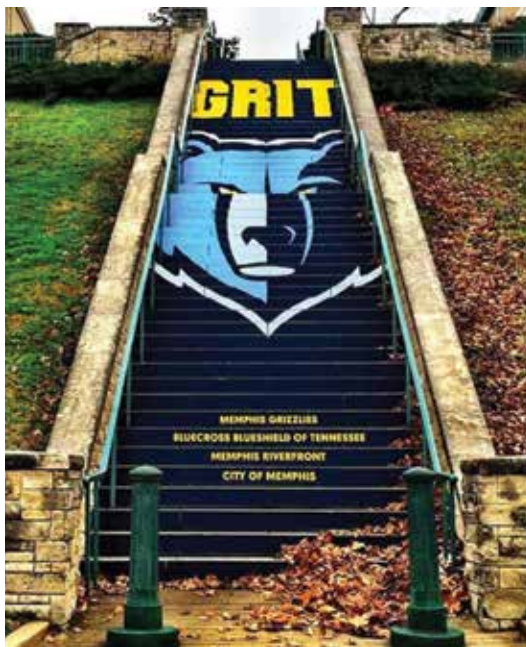
RUNNING PONY

UNIVERSITY OF MEMPHIS ATHLETICS, TIGERS FOOTBALL INTRO 2015

Scott Mahr, Art Director



BEST OF GUERRILLA MARKETING



DCA

MEMPHIS GRIZZLIES FOUNDATION, THE MEMPHIS GRIZZLIES RIVERFIT "GRIT" AND "GRIND" STAIRCASES

John David Dowdle, Senior Art Director | Doug Carpenter, Principal
Cara Greenstein, Account Coordinator | Signs & Designs, Printing



BEST OF APPAREL



DCA

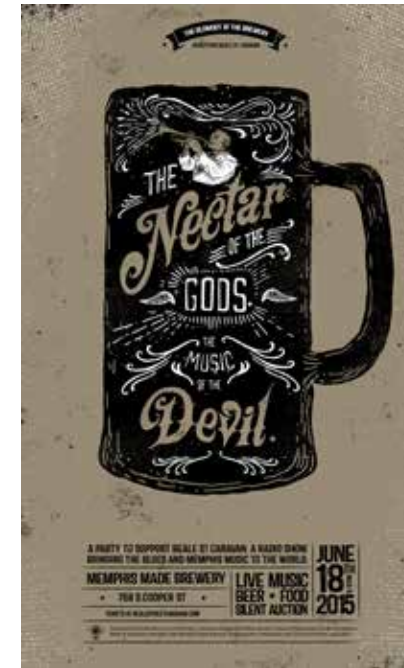
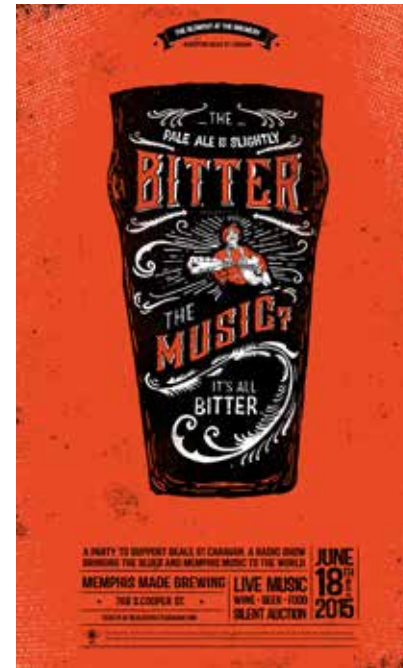
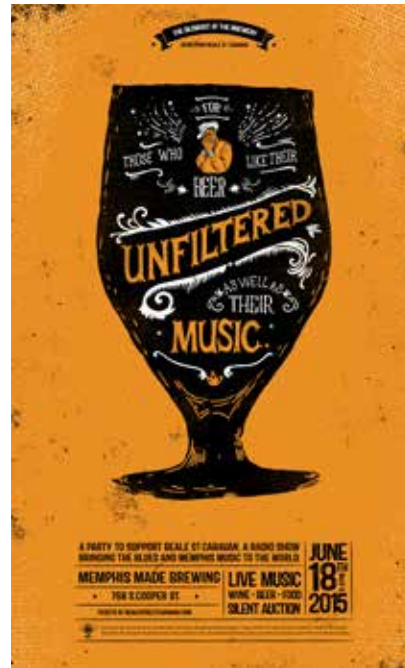
TNBG, LLC - LUKE MCLUKE LIMITED APA RELEASE

John David Dowdle, Senior Art Director | Andria Brown, Copy Chief | Doug Carpenter, Principal
Cara Greenstein, Account Coordinator | Satche, Apparel



DALE ODEN MEMORIAL AWARD

BEST OF ART DIRECTION



ARCHER MALMO

BEALE STREET CARAVAN, POSTERS

Kong Wee Pang, Senior Digital Art Director/Illustrator | Chris O'Brien, Associate Creative Director/Copywriter
 Gary Backaus, Chief Creative Officer | Wes Melton, Account Coordinator | Kay Patat, Production Manager



BEST OF OUT-OF-HOME



FARMHOUSE

AGAVE MARIA KITCHEN & CANTINA, AGAVE MARIA SAINTS POSTER CAMPAIGN

Ben Fant, Creative Director | Jason Prater, Senior Art Director



BEST OF BRANDING



FARMHOUSE

AGAVE MARIA KITCHEN & CANTINA, AGAVE MARIA SAINTS POSTER CAMPAIGN

Ben Fant, Creative Director | Jason Prater, Senior Art Director



WARD ARCHER SR. MEMORIAL

BEST OF COPYWRITING



I PLAY FOR HISTORY.
 I play for 96 years of basketball pride.
 I play for the Larrys, the Pennys, the E.P.s and the Genes.
 For the old-timer sitting courtside, and the kid in the nosebleeds.
 I play with a chip on my shoulder, and a city on my back.
 Because when I put on this blue and gray, I'm not just part of a team.
 I'm part of a legacy.

I PLAY FOR MEMPHIS.

For mini packs and single game tickets, visit gotigersports.com or call 801-878-2331.



I PLAY FOR 40 MINUTES.
 Not 32.
 Not 38.
 Not 39:59.
 I play both ends of the floor and both sides of the ball.
 I play to keep defenders on their heels and stat-keepers on their toes.
 And I only play at one speed: Full.
 Because in this game, just like this town, respect isn't given.
 It's earned.

I PLAY FOR MEMPHIS.

For mini packs and single game tickets, visit gotigersports.com or call 801-878-2331.



I PLAY FOR THE 901.
 I play for the name on the front of the jersey.
 For a school that taught me to play smart.
 And a city that taught me to play hard.
 Where terms like "tough place to play" and "ugly win" are badges of honor.
 And where winning means more than outscoring somebody.
 It means outworking them.

I PLAY FOR MEMPHIS.

For mini packs and single game tickets, visit gotigersports.com or call 801-878-2331.

ARCHER MALMO

UNIVERSITY OF MEMPHIS, UNIVERSITY OF MEMPHIS BASKETBALL SEASON AD CAMPAIGN - I PLAY FOR MEMPHIS

Richie Weaver, Art Director | Walter Rose, Group Creative Director | Justin Dobbs, Creative Director

Casey Lissau, Associate Creative Director | Ben Colar, Associate Creative Director | Terri Harris, Account Supervisor



BEST OF PHOTOGRAPHY



RED DELUXE

MEMPHIS GRIZZLIES, ZACH RANDOLPH ALLEY BANNERS, MARC GASOL ALLEY BANNERS

Ben Couvillion, Creative Director/Designer | Martin Wilford, Executive Creative Director | Zachary Smith, Account Executive
Garrett Ellwood, Photographer (Zach Randolph) | Andrew D. Bernstein, Photographer (Marc Gasol)



BEST OF SELF-PROMOTION



SIGNATURE ADVERTISING & DIGITAL SOLUTIONS

SIGNATURE ADVERTISING & DIGITAL SOLUTIONS, GIFT CARD CAMO

Charles Marshall, Chief Idea Officer | Kevin Miller, Creative Director | Cathy Reece, Senior Art Director
Curt Crocker, Art Director | Florencia Carrillo, Art Director | Jeremy Paine, Prepress/Production



BEST OF ILLUSTRATION



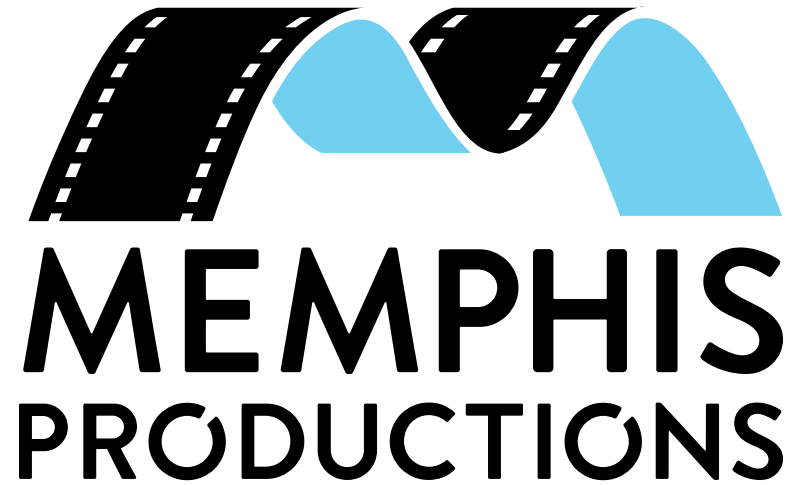
ARCHER MALMO

UNIVERSITY OF MEMPHIS, UNIVERSITY OF MEMPHIS LAW SCHOOL MAGAZINE ILLUSTRATION - FARMER

Kong Wee Pang, Illustrator/Designer | Ben Hampton, Art Director | Walter Rose, Group Creative Director | Gary Backaus, Chief Creative Officer
Terri Harris, Account Supervisor | Donna Morley, Production Manager | Jason Jones, Account Coordinator | Debbie Dole, Traffic Manager



BEST OF LOGO



REECE WITH A C
MEMPHIS PRODUCTIONS, LOGO FOR MEMPHIS PRODUCTIONS
Cathy Reece, Designer



BEST OF DIRECT MAIL



LOADED FOR BEAR

CROSTOWN CONCOURSE, CROSTOWN CONCOURSE PASSPORT AND POSTER INVITE



DELOSS WALKER MEMORIAL AWARD
BEST OF VIDEO



INFERNO

FEDEX, FEDEX TRAIN

Rebecca Zeits, Greg Miller, Copywriters | Greg Miller, Director | Rebecca Zeits, Producer
Rebecca Zeits, Account Executive | Michael Overton, Creative Director | Running Pony, Production



BEST OF WEB



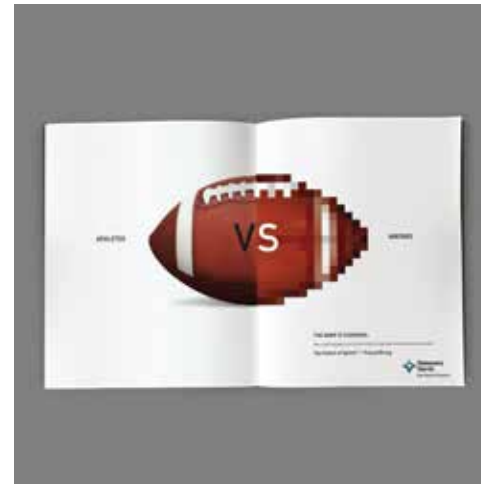
HARVEST CREATIVE

PORCELLINO'S CRAFT BUTCHER, WEBSITE

Michael Hildebrand, Art Director | Andrew Holliday, Copywriter | Josh Bryant, Developer
Jenna Kaufman, Account Executive | Daniel Brown, Principal/Creative Director | Andrew Holliday, Principal/Creative Director



BEST OF PRINT



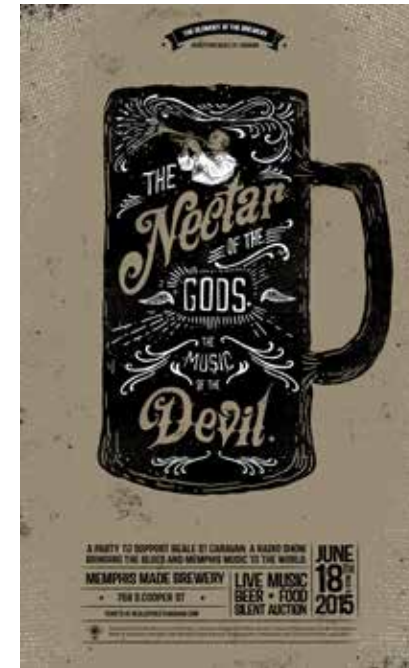
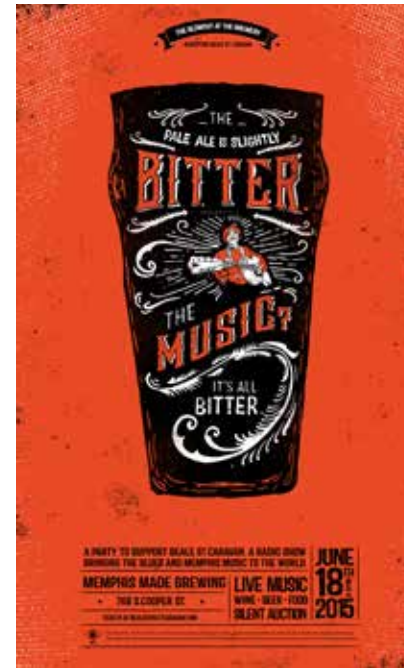
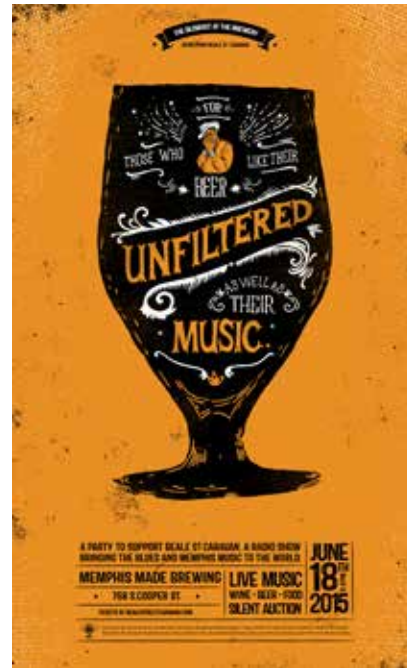
ARCHER MALMO

DELAWARE NORTH, THE FUTURE OF SPORTS

Justin Dobbs, Creative Director/Copywriter | Casey Lissau, Associate Creative Director/Art Director
Walter Rose, Group Creative Director | Gary Backaus, Chief Creative Officer | Rob Hoerter, Account Supervisor



BEST OF SHOW



ARCHER MALMO

BEALE STREET CARAVAN, POSTERS

Kong Wee Pang, Senior Digital Art Director/Illustrator | Chris O'Brien, Associate Creative Director/Copywriter
Gary Backaus, Chief Creative Officer | Wes Melton, Account Coordinator | Kay Patat, Production Manager



SALES & MARKETING

Sales Promotion

Product or Service Sales Promotion (Catalog)

Harvest Creative

True Temper
True Temper 2015 Golf Catalog

Product or Service Sales Promotion
(Sales Promotion Campaign)

DCA

Bring It Food Hub
Bring It Food Hub Fall Subscription Campaign

Direct Marketing

Direct Mail (Flat – Single)

Loaded For Bear

Crosstown Concourse
Crosstown Concourse Passport

Direct Mail – Flat Campaign

Loaded For Bear

Crosstown Concourse
Passport and Poster Invite

Specialty Advertising (Apparel)

Archer Malmo

taropop
Memphis T-shirt

Collateral Material

Brochure (Single Unit)

Archer Malmo

Mix by Trinity
Mix by Trinity Brochure

Publication Design (Editorial Spread or Feature)

Archer Malmo

University of Memphis
University of Memphis Magazine –
Entrepreneur Feature

Special Event Material (Card, Invitation,
Announcement – Single Unit)

DCA

Dixon Gallery and Gardens
Art on Fire Event Invitation

Stationery Package

Harvest Creative

DICOT
DICOT Business Cards

Special Event Material (Card, Invitation,
Announcement – Campaign)

Harvest Creative

Livable Memphis dba MEMFix
MEMFix The Pinch Campaign

Public Service

Public Service Direct Marketing & Specialty Advertising

Red Deluxe

Youth Villages
Janie’s Fund

ELEMENTS OF ADVERTISING

Visual

Art Direction

Loaded For Bear

Crosstown Concourse
Crosstown Concourse Art Direction

Logo Design

Disciple Design

S.Y. Wilson
S.Y. Wilson Logo

Tactical Magic

Shellee Graham
Shellee Graham

S2N Design

The Beef ’n’ the Chicken
Burrito Blues Logo

Harvest Creative

Harvest Creative
Harvest Creative Red River Beer Logo

Ducks Unlimited

Ducks Unlimited
Feather – Ducks Unlimited Annual Report

Red Deluxe

The Thrash Group
Artesian Metropolitan Residences

Illustration

S2N Design

Memphis Convention & Visitors Bureau
I Love Memphis Blog Map

Film & Video

Video Editing

Loaded For Bear

Musistic
Musistic

Cinematography

Archer Malmo

University of Memphis
University of Memphis Driven by Doing TV

Sound

Music

Archer Malmo

University of Memphis
University of Memphis Driven By Doing TV

Still Photography (Color, Single)

Archer Malmo

University of Memphis
University of Memphis Brand
Photography – Architecture

Archer Malmo

Palm Beach Tan
Palm Beach Tan – Wonder

OUT-OF-HOME & AMBIENT MEDIA

Out-of-Home

Poster (Single Unit)

Archer Malmo

The Donkeys and Robby Grant
The Donkeys and Robby Grant

Red Deluxe

Roots Memphis
Roots Memphis: Greens

Campaign

Archer Malmo

The Bridge
The Bridge Help Wanted Campaign

Outdoor Board

Flat – Single Unit

Archer Malmo

Southland Park
Sammy Hagar’s Red Rocker Bar & Grill Hockey

Advertising Industry Self-Promotion

Advertising Industry Self-Promotion Ambient Media

Harvest Creative

Harvest Creative
Harvest Creative Holiday Poster Series

FILM, VIDEO & SOUND

Television Advertising - Local

Single Spot :60 Seconds or More

Disciple Design

Briarcrest Christian School
Briarcrest TV - Basketball :60

Television - Local Campaign

Disciple Design

Briarcrest Christian School
Briarcrest TV Spots

Single Spot :30 Seconds

Sullivan Branding

Methodist Healthcare
Methodist Mayo :30

ONLINE/INTERACTIVE

Advertising Industry Self-Promotion

Advertising Industry Self-Promotion Online/Interactive

Counterpart

AAF Memphis
Bitches

CROSS PLATFORM

Advertising Industry Self-Promotion

Advertising Industry Single Medium Campaign

inferno

inferno
Mad Bibs: Big Sloppy Meat

Ad Club or Marketing Club

Harvest Creative

AAF Memphis
AAF Memphis Skull T-shirts

Integrated Campaigns

B-to-B Campaign - National

Archer Malmo

FedEx
One of a Kind

Consumer Campaign - Local

Archer Malmo

University of Memphis
University of Memphis Driven By Doing Campaign

DCA

TNBG, LLC
Brewery Revival Campaign

DCA

Explore Bike Share
Explore Bike Share Campaign

STUDENT SILVER AWARDS

SALES & MARKETING

Sales Promotion

Product or Service Sales Promotion (Packaging)

Ruby Zielinski

Free People Packaging

ELEMENTS OF ADVERTISING

Visual

Logo Design

Heather Lee

Ghost River Brewery Redesign

Bailey Brocato

Marrow Logo Design

OUT-OF-HOME & AMBIENT MEDIA

Out-of-Home

Poster (Single)

Michaela Cannon

Paws & Claws





JUDGES

Phil Davies is an award-winning Creative Director at GSD&M in Austin, Texas, with almost 15 years of experience in advertising and copywriting. His clients have included BMW, MINI, Southwest Airlines, Burger King, John Deere, Jarritos soda, Pacifico beer and Texas Rangers baseball. Phil's work has been recognized by Cannes, One Show, Communication Arts, New York Film Festival, Webbys, Effies, ADDYs, Gizmodo, Mashable and his mom and dad. He currently lives with his wife Jennifer, their son Luke and a Springer Spaniel who is totes cray.

Nathan Crow is a Group Creative Director at RPA in Santa Monica, Calif., where he oversees the QuickBooks, Clippers, ARCO and ampm accounts. In the spare time that he doesn't have, he enjoys drawing, molding young minds and spending time with his breathtakingly beautiful wife and their three-month-old little human.

Melissa Healy is a Group Creative Director at Frequency540 in Chicago, Ill., with strong strategic and client relationship skills. She has a proven record of team, client and financial success and believes that comes from her leadership philosophy with these three core values: enjoyment, trust and empowerment. When not creative-ing, she's mommy-ing two amazing girls, who are her toughest, yet cutest critics.



RUSS WILLIAMS

CEO, ARCHER MALMO

2016 SILVER MEDAL AWARD RECIPIENT

For Russ Williams, “talent first” isn’t just another advertising CEO platitude. It’s a guiding principle that’s led to doubling the size of Archer Malmo since 2000.

Now in Memphis and Austin, the company still looks to Russ for the humility, compassion, trust, and vision he’s shown since his first day as CEO. And those who work with Russ revel in his ability to create a vibrant agency culture, even across state lines.

Most impressive is his eagerness to ensure “talent first” isn’t just an Archer Malmo philosophy, but also a Memphis one. Truly, Russ Williams is not just a leader for a company or an industry — he is a leader for our city.

“Russ is completely committed to moving Memphis forward as an attractive workplace for talented creatives.”

Gary Backaus

Partner and Chief Creative Officer, Archer Malmo



SPECIAL THANKS

Andrea Wiley

Cynthia Saatkamp

Jen Swearingen

Michael Nunn

Blaine Loyd

Daniel Brown

Reuben Brunson

Liza Routh

Cecilia Walker

Martha Hample

Shaina Guttman

Grace Fong

Amy Hughes

Ben Fant

Don Nolan

Jeff Rower

Susanne Myers

Russ Williams

Gary Backaus

Emily Brueck

Ben Colar

Dan Price

Walter Rose

Ben Hampton

Brian Dixon

Lialah Putman-Harper

Phoebe Moore

Donna Morley

Gabe Martin

Chase Wallace

Alix Knight

Drew Fleming

Michael Norris

John Markham

Jason Hester

Charlie Harvey

Matt Whitney

Chad Schaffler

James Atkinson

Mickey Woodham

Sam Goff

Pam Branham

Cat Normoyle
& Memphis College
of Art Students

Manu Bhandari
& Arkansas State
Students

Dr. Sandra Utt &
University of Memphis
Journalism Students

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50 W&A
WALKER & ASSOCIATES

**iHeart
MEDIA**
MEMPHIS

