

DON'T
OVERTHINK
SHIT

The
2024
AMERICAN
ADVERTISING
AWARDS GALA





AMANDA ACEVEDO

Amanda is a Creative Lead with over a decade of creative and strategic experience as an advertising art director. She's worked on brands across the gamut for consumer, b2b, academia, healthcare, probono, and nonprofit.

Her award-winning work has been recognized by Effie Awards, New York Festivals, The Drum Awards, The Rx Club, GDUSA's American Graphic Design Awards, PRINT, and GRAPHIS.

She's an avid mentor. And, she serves on the Executive Board for 100 Roses From Concrete, a nonprofit providing opportunities to underrepresented groups for a more equitable advertising industry. Her compassion drives her to create human-centered work.

Her curiosity pushes her to keep honing her craft. She's a proud Miami Ad School and University of Illinois alum.



GREG KERNS

Greg has always been passionate about creating work that makes people think, feel and respond. He began his professional career as an Off-Off-Broadway Playwright, then a television writer/producer on shows for Disney Channel, MTV, and BET. Over the past 20 years, he's transferred his entertainment knowledge into the advertising world with top agencies like Grey, Digitas, Moxie and Rauxa.

As a creative director, he's crafted compelling digital experiences for Verizon, BB&T Bank, Equifax and BMW & MINI Financial Services. Most recently, he served as co-lead of Moxie's creative department comprised of art directors, designers, copywriters, content creators, front-end web developers and user experience architects.

Greg is also known for being a Diversity and Inclusion champion. He is the former head of the Atlanta chapter Men of Color Alliance at Publicis. He is also the former President of the Parent Association Board at St. Benedict's Episcopal School in Smyrna.

Currently, he is the head of Mohawk Industries in-house creative agency. He oversees copywriting, design, photography and video production.



JOSEPH MAYERNIK

At 6'4", it's little wonder Joe likes thinking big: Creating strategic communications in all facets of advertising on a regional and national level. A song-and-dance and DJ man, Joe is also known as a nationally and internationally recognized Creative Director responsible for shaping brands as diverse as Tek Experts, Textron, NYSEG/RG&E, The Rochester Philharmonic Orchestra, and more.

Joe is currently the owner and Creative Director of Brandtatorship – a boutique advertising agency in western New York that specializes in forging ideas that help companies take charge of their brand. He started his career over 25 years ago at JWT in Detroit, MI where he helped grow clients like The Ford Motor Company and White Castle.

From there, he traveled south to JWT Atlanta and after a couple of years enduring the sweltering heat, he landed in Rochester, NY working for the McCann Worldwide subsidiary, Jay Advertising.

Currently, Joe volunteers as the Governor of District 2 of the American Advertising Federation, which guides local AAF chapters across NY, PA, MD, NJ, DE, and Washington D.C. Joe's expertise shines across a diverse field of disciplines including art direction, digital, broadcast production, illustration, and social media.

Thank you
TO OUR SPONSORS:



PUBLIC SERVICE & SOCIAL RESPONSIBILITY



Millcreek Elementary Brand

OneFold/Brandcat Millcreek Elementary

Molly Green
Lauren Harris
Blake Meade
Jenny Jones
Amelia Bisceglia
Whitman Bussey (Oculus Studios)
Brock Smith (Oculus Studios)

Creative Director
Copywriter
Mascot Illustrator
Graphic Designer
Graphic Designer
Videographer
Videographer

Public Service & Social
Responsibility

Brand Elements





GE Appliances ERG Logos

OneFold/Brandcat
GE Appliances

Molly Green
Lauren Harris

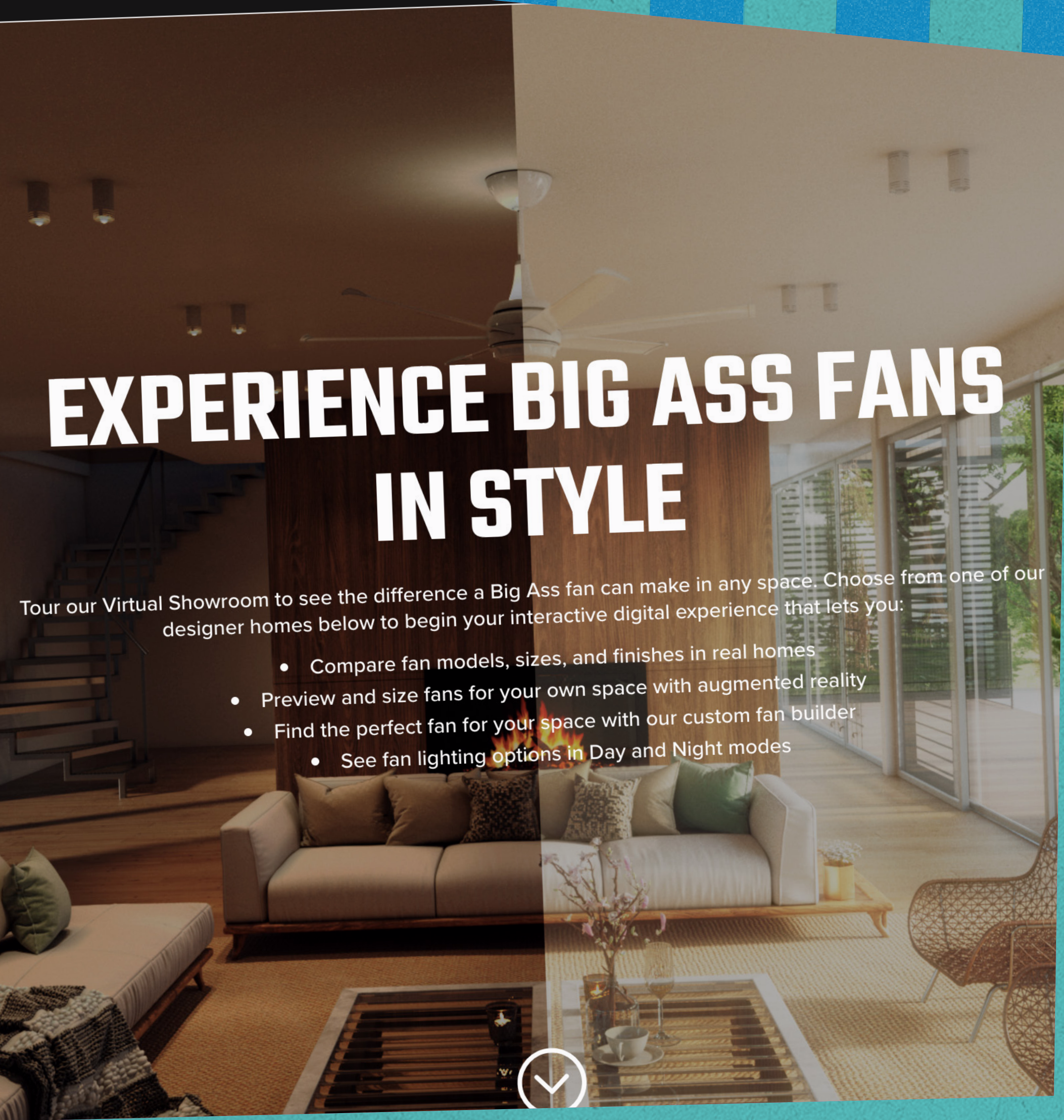
Graphic Designer
Copywriter

**Public Service & Social
Responsibility**

Brand Elements

*Gold
Faddy*

ELEMENTS OF ADVERTISING & SELF PROMOTION



EXPERIENCE BIG ASS FANS IN STYLE

Tour our Virtual Showroom to see the difference a Big Ass fan can make in any space. Choose from one of our designer homes below to begin your interactive digital experience that lets you:

- Compare fan models, sizes, and finishes in real homes
- Preview and size fans for your own space with augmented reality
- Find the perfect fan for your space with our custom fan builder
 - See fan lighting options in Day and Night modes



Showroom Tycoon: Deluxe Edition

Big Ass Fans Big Ass Fans

Paul Cox
Ian Rios
Kim Tegge
Katie Doefler

3D Artist
Developer
Technical Communicator
Technical Communications Manager





Hunsicker Logo Design

COOMER Hunsicker

David Coomer
Ana Maldonado-Coomer
Jen Stratton
Greta Pittard Wright
Gates Sweeney
Lua Cieza
Nathan March Jones
John Herskind
Allison Antram

CEO & Head of Strategy
Creative Director
Producer
COO & Head of Strategic Planning
Web Designer
Designer
Producer
Designer
Copywriter





Joy Ride Spot

COOMER Kentucky Bluegrass Region

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Nikki Leonard
Madeleine Stone
Nita Kiem
Amy Preske
Chelsea Curran
Lauren Smalley
Aspen Grender
Brooke Strozdas
John Herskind
Caleb Costelle
Studio Muti
Bennie Wells
Elena Li
Steve Shanabruch
Ann-Sophie De Steur
Remko Heemskerk

CEO & Head of Strategy
Creative Director
COO & Head of Strategic Planning
Senior Producer
Project Manager
Awards Manager
Junior Creative Producer
Publicist
Publicist
Media Manager
Copywriter
Copywriter
Designer
Designer, Illustrator
Designer
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator

Dongkyu Lim
Gary Miller
Jeremiah Oschwald
Victor Sizemore
Kevin Bryan
John Buckman
Markus Cook
Defacto Sound
The Falconer
Robbie Morgan
Mary Quinn Ramer
Mike Wolfe
Leticia Cline
Harlen Wheatley
Ouita Michel
Toribio Powell
Darrell Boaz
Stacia Gambrell
Charlie Cheatham
Jamie Tate

Illustrator
Photography
Photography
Photography
Videography
Videography
Videography
Sound
Sound
Client - Kentucky Tourism
Client - Kentucky Tourism
Talent
Talent
Talent
Talent
Production Assistant
Production Assistant
Production Assistant
Car Handling
Car Handling



Ale-8-One Musical

Eppic Films Ale-8-One

Jason Epperson
Tim Obeck
Seth Graham
Mike Morlote
Caleb Releford
Elizabeth Epperson
Chris Phelps
Ellie Miller

Director/Co-Writer
Cinematographer
Assistant Director
1st AC
2nd AC
Producer/Wardrobe
Music Composer/Co-Writer
Choreographer



Serenity Brand Refresh

Tempur Sealy
Tempur Sealy International

Elizebeth Layne
Rachel Dame
PowerSchoppechio

Creative Direction
Art Direction
Photography and Videography





Bakersfield Brandcats Brand

OneFold/Brandcat Brandcat Creative

Molly Green
Lauren Harris

Graphic Designer
Copywriter

Advertising & Media
Industry Self-Promotion

Brand Elements

Silver
Fddy



Joy Ride Spot

COOMER

Kentucky Bluegrass Region

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Nikki Leonard
Madeleine Stone
Nita Kiem
Amy Preske
Chelsea Curran
Lauren Smalley
Aspen Grender
Brooke Strozdas
John Herskind
Caleb Costelle
Studio Muti
Bennie Wells
Elena Li
Steve Shanabruch
Ann-Sophie De Steur
Remko Heemskerk

CEO & Head of Strategy
Creative Director
COO & Head of Strategic Planning
Senior Producer
Project Manager
Awards Manager
Junior Creative Producer
Publicist
Publicist
Media Manager
Copywriters
Copywriters
Designers
Designers
Designers
Illustrators
Illustrators
Illustrators
Illustrators
Illustrators



Joy Ride Illustrated Posters

COOMER

Kentucky Bluegrass Region

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Nikki Leonard
Madeleine Stone
Nita Kiem
Amy Preske
Chelsea Curran
Lauren Smalley
Aspen Greder
Brooke Strozdas
John Herskind
Caleb Costelle
Studio Muti
Bennie Wells
Elena Li
Steve Shanabruch
Ann-Sophie De Steur
Remko Heemskerk

CEO & Head of Strategy
Creative Director
COO & Head of Strategic Planning
Senior Producer
Project Manager
Awards Manager
Junior Creative Producer
Publicist
Publicist
Media Manager
Copywriters
Copywriters
Designers
Designers
Designers
Illustrators
Illustrators
Illustrators
Illustrators



Ale-8-One Musical

Eppic Films Ale-8-One

Jason Epperson
Tim Obeck
Seth Graham
Mike Morlote
Caleb Releford
Elizabeth Epperson
Chris Phelps
Ellie Miller

Director/Co-Writer
Cinematographer
Assistant Director
1st AC
2nd AC
Producer/Wardrobe
Music Composer/Co-Writer
Choreographer



NMSU Journeys Campaign

Hook

New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
Colin Doherty
John Buckman
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director
Producer
Cinematographer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

FILM, VIDEO & SOUND



Joy Ride Spot

COOMER Kentucky Bluegrass Region

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Nikki Leonard
Madeleine Stone
Nita Kiem
Amy Preske
Chelsea Curran
Lauren Smalley
Aspen Grender
Brooke Strozdas
John Herskind
Caleb Costelle
Studio Muti
Bennie Wells
Elena Li
Steve Shanabruch
Ann-Sophie De Steur
Remko Heemskerk

CEO & Head of Strategy
Creative Director
COO & Head of Strategic Planning
Senior Producer
Project Manager
Awards Manager
Junior Creative Producer
Publicist
Publicist
Media Manager
Copywriter
Copywriter
Designer
Designer, Illustrator
Designer
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator

Dongkyu Lim
Gary Miller
Jeremiah Oschwald
Victor Sizemore
Kevin Bryan
John Buckman
Markus Cook
Defacto Sound
The Falconer
Robbie Morgan
Mary Quinn Ramer
Mike Wolfe
Leticia Cline
Harlen Wheatley
Ouita Michel
Toribio Powell
Darrell Boaz
Stacia Gambrell
Charlie Cheatham
Jamie Tate

Illustrator
Photography
Photography
Photography
Videography
Videography
Videography
Sound
Sound
Client - Kentucky Tourism
Client - Kentucky Tourism
Talent
Talent
Talent
Talent
Production Assistant
Production Assistant
Production Assistant
Car Handling
Car Handling

Film, Video & Sound

Internet Commercial

*Silver
Faddy*



Bourbonland

Cornett VisitLEX

Jonathon Spalding
Randy Steward
Natalie Wilks
Caitlin Schile
Nicole Kukurugya
Sarah Vaughan
Coleman Larkin
Alexis Wilkinson
Lauren McDowell
Jared Lee
Jalyn Clark
Matt Goddard
Haley Bottorff
Mariam Said
Pierina Galvez
Phill Foster
Leslie Miller

Creative Director
Art Director
Account Executive
Sr. Account Executive
Art Director
Associate Art Director
Sr. Copywriter
Sr. Copywriter
Account Coordinator
Business Support Lead
Graphic Designer
Jr. Graphic Designer
Assistant Account Executive
Account Executive
UI/Web Designer
Creative Resources Intern
Vice President of Marketing, VisitLEX

Parker Mack
Erika Lynn
Aaliyah Russell
Gabriel Savage
John Buckman
Callaway Stivers

Talent
Talent
Talent
Talent
Production Partner
Production Partner

Film, Video & Sound

Online Film Video & Sound – Single

*Silver
Fddy*



Unfixables

Cornett Q Mixers

Whit Hiler
Jason Majewski
Jonathon Spalding
Randy Steward
Sarah Vaughan
Nicole Kukurugya
Laura Merchant
Jalyn Clark
Coleman Larkin
Alexis Wilkinson
Dave Walker
Lacy Madden
Jeff Venable
Monica Stephens
Gear Seven
Nicholas Wootten
Jocelyn Hurley
Erin Kelley
Greg Cypser

Executive Creative Director
Group Creative Director
Creative Director
Associate Creative Director
Associate Art Director
Associate Art Director
Sr. Graphic Designer
Graphic Designer
Sr. Copywriter
Sr. Copywriter
SVP, Director of Brand Strategy
Director of Brand Management
Director Partner
Photographer Partner
Production Partner
Chief Marketing Officer, Q Mixers
Brand Marketing Director, Q Mixers
Brand Manager, Q Mixers
Head of Creative, Q Mixers

Film, Video & Sound

Online Film Video & Sound – Single

*Silver
Faddy*



Together, We Breed Future Champions

Spendthrift Spendthrift Farm

Joel Cunningham
Nadus Films
Coury Deeb
Nicole Finch
Kendall Wucker

Marketing Director
Video Production
Writer & Voiceover
Marketing & Experience Coordinator
Marketing & Experience Coordinator

Film, Video & Sound

Online Film Video & Sound – Single

*Silver
Fiddy*



Walmart - Wreaths Across America

Courage Media
Walmart

Mike Benton
Davd Rodd

Director, Cinematography
Camera and Drone Operator

Film, Video & Sound

Online Film Video & Sound – Single

*Silver
Faddy*



NMSU Journeys: Kaitlin Marry

Hook

New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
Colin Doherty
John Buckman
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director
Producer
Cinematographer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

Film, Video & Sound

**Online Film Video & Sound –
Single**

*Gold
Faddy*



NMSU Journeys Campaign

Hook

New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
Colin Doherty
John Buckman
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director
Producer
Cinematographer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

Film, Video & Sound

**Branded Content &
Entertainment – Campaign**

*Gold
Fiddy*



NMSU Journeys Campaign

Hook

New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
Colin Doherty
John Buckman
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director
Producer
Cinematographer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

Film, Video & Sound

**Regional/National Television –
Campaign**

*Gold
Faddy*

ONLINE & INTERACTIVE



INDUSTRIAL & COMMERCIAL

EXPERIENCE BIG ASS FANS IN STYLE

Tour our Virtual Showroom to see the difference a Big Ass fan can make in any space. Choose from one of our designer homes below to begin your interactive digital experience that lets you:

- Compare fan models, sizes, and finishes in real homes
- Preview and size fans for your own space with augmented reality
- Find the perfect fan for your space with our custom fan builder
 - See fan lighting options in Day and Night modes



Showroom Tycoon: Deluxe Edition

Big Ass Fans Big Ass Fans

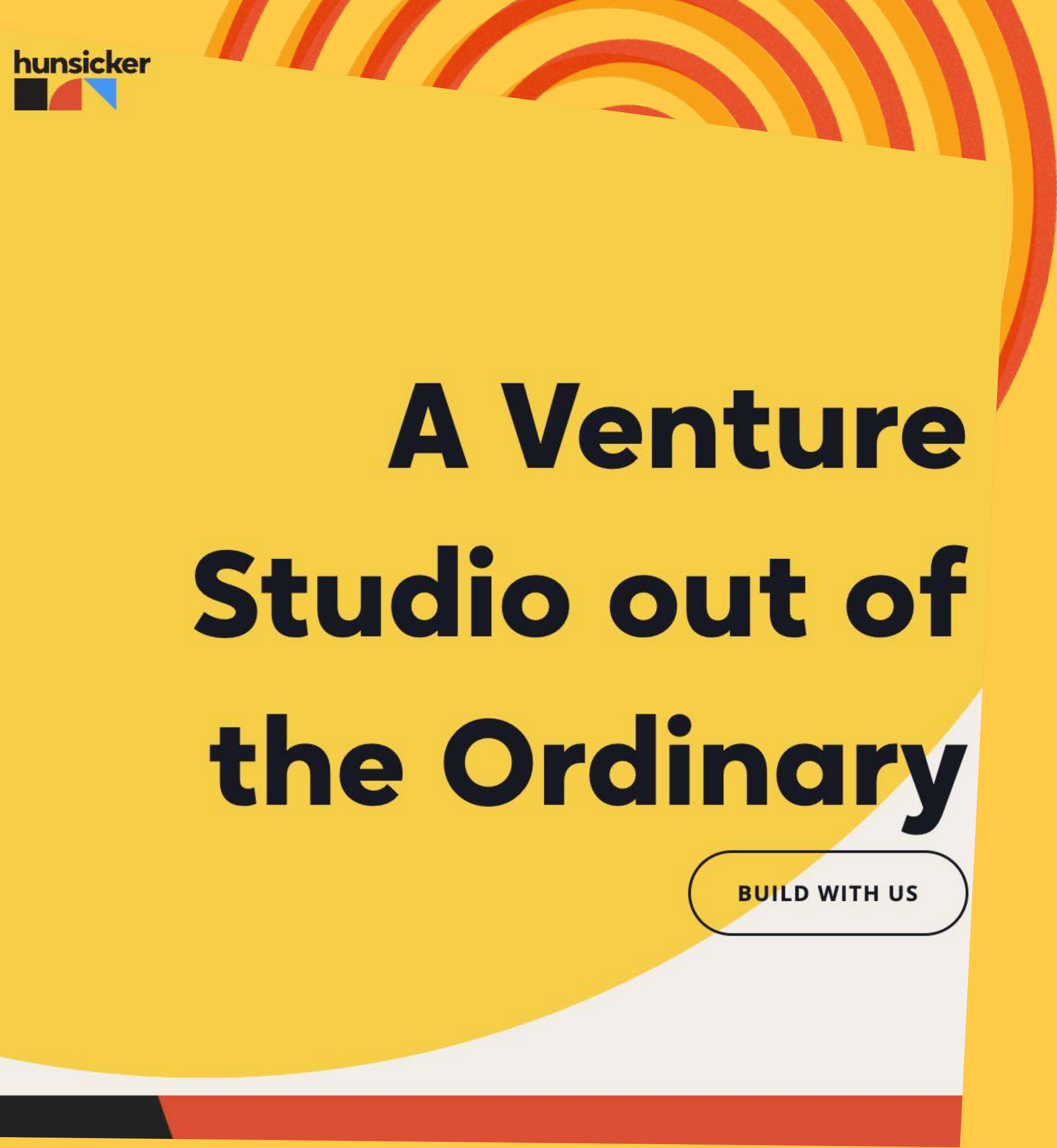
Paul Cox
Ian Rios
Kim Tegge
Katie Doefler

3D Artist
Developer
Technical Communicator
Technical Communications Manager

Online & Interactive

Microsite

*Gold
Faddy*



A Venture Studio out of the Ordinary

BUILD WITH US

Hunsicker Website

COOMER Hunsicker

David Coomer
Ana Maldonado-Coomer
Jen Stratton
Greta Pittard Wright
Gates Sweeney
Lua Cieza
Nathan March Jones
John Herskind
Allison Antram

CEO & Head of Strategy
Creative Director
Producer
COO & Head of Strategic Planning
Web Designer
Designer
Producer
Designer
Copywriter





Kentucky After Dark Website

COOMER

Kentucky Tourism

David Coomer

Ana Maldonado-Coomer

Greta Pittard Wright

Jen Stratton

Robbie Morgan

Bryan Barger

Nikki Leonard

Jason Carne

Stanley Sievers

Justin Gammon

John Herskind

Gates Sweeney

Nita Kiem

Victor Sizemore

Markus Cook

Justin Lee

Aspen Grender

Madeleine Stone

CEO & Head of Creative Strategy

Creative Director

COO & Head of Strategic Planning

Producer

Client - Marketing Director

Visual Director (AI/3D)

Project Manager

Branding & Design

Copywriter

Illustrator

Designer

Web Designer

Junior Creative Producer

Photographer

Editor & Videographer

Editor

Copywriter

Awards Manager

Online & Interactive

Website

*Gold
Faddy*



Hey Aliens, Look at Lexington!

Cornett VisitLEX

Jonathon Spalding
Dave Walker
Robert Baker
Randy Steward
Sarah Vaughan
Coleman Larkin
Peter Cook
Daniel Boone
Natalie Wilks
Caitlin Schile
Lauren McDowell
Audrey Moeglin
Caitlin Leiby
Jared Lee
Matt Goddard
Jalyn Clark
Eric Waters
Ty Duckwyler
Paige Hansen
Emily Reitnauer

Creative Director
SVP, Director of Brand Strategy
Director of Social Strategy
Associate Creative Director
Associate Art Director
Sr. Copywriter
Director of Interactive Strategy
Digital Producer
Account Executive
Sr. Account Executive
Account Coordinator
Assistant Account Executive
Content Strategy Manager
Business Support Lead
Jr. Graphic Designer
Graphic Designer
Content Creation Manager
Social Content Creator
Integrated Media Associate
Integrated Media Associate

Online & Interactive

Branded Content &
Entertainment



MARKETING, OUT OF HOME, AND CROSS PLATFORM



Serenity Brand Refresh

Tempur Sealy
Tempur Sealy International

Elizebeth Layne
Rachel Dame
PowerSchoppechio

Creative Direction
Graphic Designer
Photography and Videography

**Marketing, Out-of-Home,
and Cross Platform**

Intergrated Campaign





McBrayer Bourbon Legacy Book

OneFold/Brandcat McBrayer Legacy Spirits

Molly Green
Lauren Harris
Suzy McBrayer
Bill McBrayer

Graphic Designer
Copywriter
Historian and Content Contributor
Historian and Content Contributor

Marketing, Out-of-Home,
and Cross Platform

Book Design

Silver
Fiddy



Q It Up

Cornett

Q Mixers

Whit Hiler
Jason Majewski
Jonathon Spalding
Randy Steward
Sarah Vaughan
Nicole Kukurugya
Laura Merchant
Jalyn Clark
Coleman Larkin
Alexis Wilkinson
Dave Walker
Lacy Madden
Jeff Venable
Monica Stephens
Gear Seven
Nicholas Wootten
Jocelyn Hurley
Erin Kelley
Greg Cypser

Executive Creative Director
Group Creative Director
Creative Director
Associate Creative Director
Associate Art Director
Associate Art Director
Sr. Graphic Designer
Graphic Designer
Sr. Copywriter
Sr. Copywriter
SVP, Director of Brand Strategy
Director of Brand Management
Director Partner
Photographer Partner
Production Partner
Chief Marketing Officer, Q Mixers
Brand Marketing Director, Q Mixers
Brand Manager, Q Mixers
Head of Creative, Q Mixers

**Marketing, Out-of-Home,
and Cross Platform**

Outdoor Boards

*Gold
Fiddy*



Vitail Packaging

COOMER Vitail

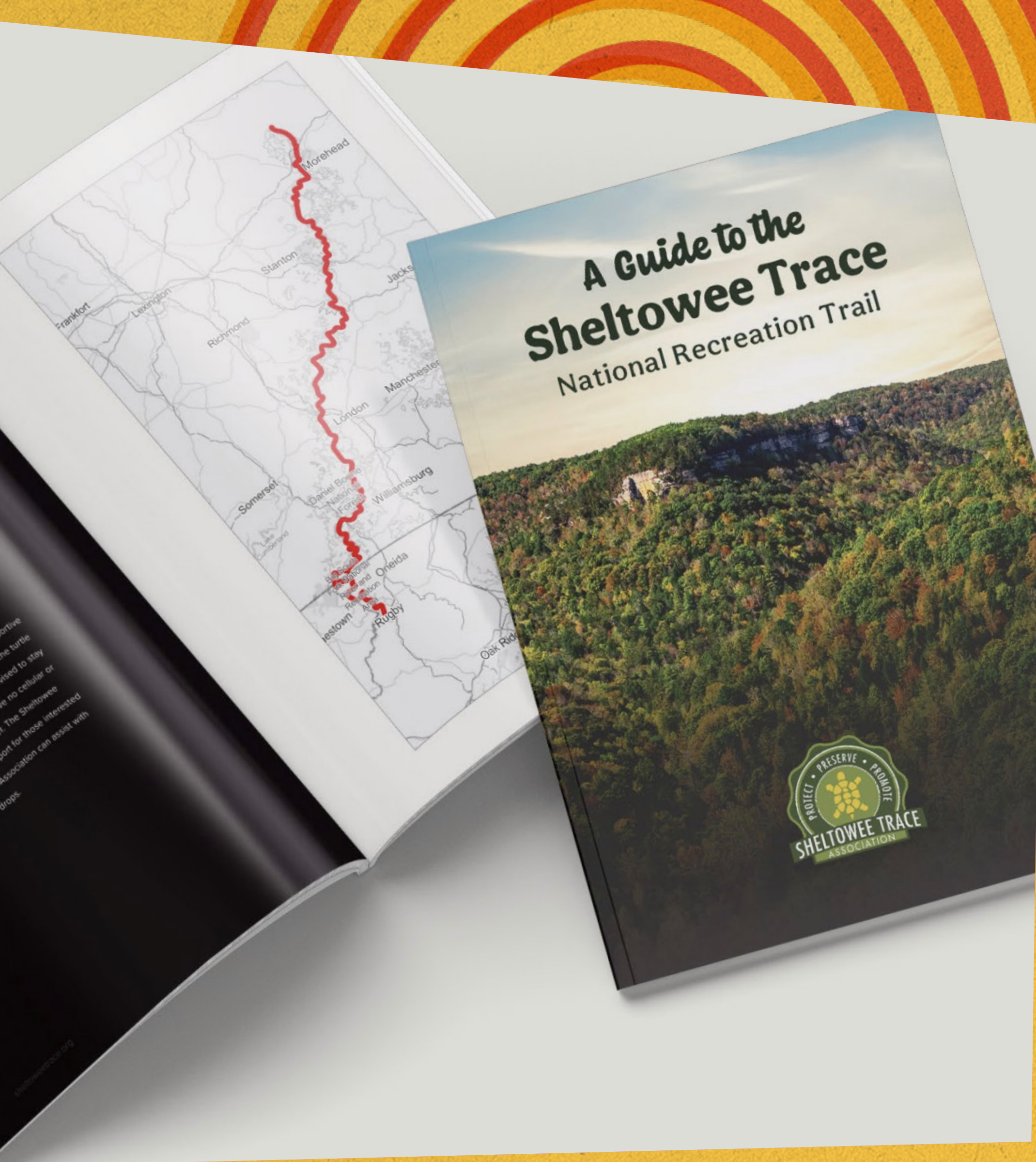
David Coomer
Ana Maldonado-Coomer
Jen Stratton
Nathan March-Jones
Greta Pittard Wright
Lua Cieza
Bryan Barger
Brooke Strozdas

CEO & Head of Strategy
Creative Director
Producer
Producer
COO & Head of Strategic Planning
Designer
Designer
Copywriter

**Marketing, Out-of-Home,
and Cross Platform**

Packaging – Campaign

*Gold
Fddy*



Sheltowee Trace Guidebook

Roscoe Peacock

Sheltowee Trace Association

Roscoe Peacock
Katherine Stone
Barry Toning
Stephen Bowling
Chuck Nicholson

Creative Director
Editor
Editor
Historian
Proofreader

**Marketing, Out-of-Home,
and Cross Platform**

Book Design

*Gold
Fiddy*

STUDENT CATEGORY

Indeed "It's The Start"

Campaign

Cailey Bingham

Ben Johnson
Emme Schumacher
Kennedi Beam
Lauren Shaffer
Madi Rennie
Anjana Vedapuri
Madeline Davis
Megan Fezza
Jenna Rampenthal
Ashley Fisher
Fran Loise
Maya Malawi



Student Category

Cross-Platform

*Silver
Fddy*

WTF Candy Co Candy Package

Emma Reilly





My Dad's Pizzeria

Bianca Aparicio

Array Design Conference

Josephine Gabbard

Ashton Payne
Isaiah Flannery
John Tyler



Student Category

Cross-Platform

*Gold
Fiddy*



Chuckle's Chews

Jeremy Reed

Student Category

Elements of Advertising

Gold
Fddy

Array Design Conference

Josephine Gabbard

Ashton Payne
Isaiah Flannery
John Tyler



Student Category

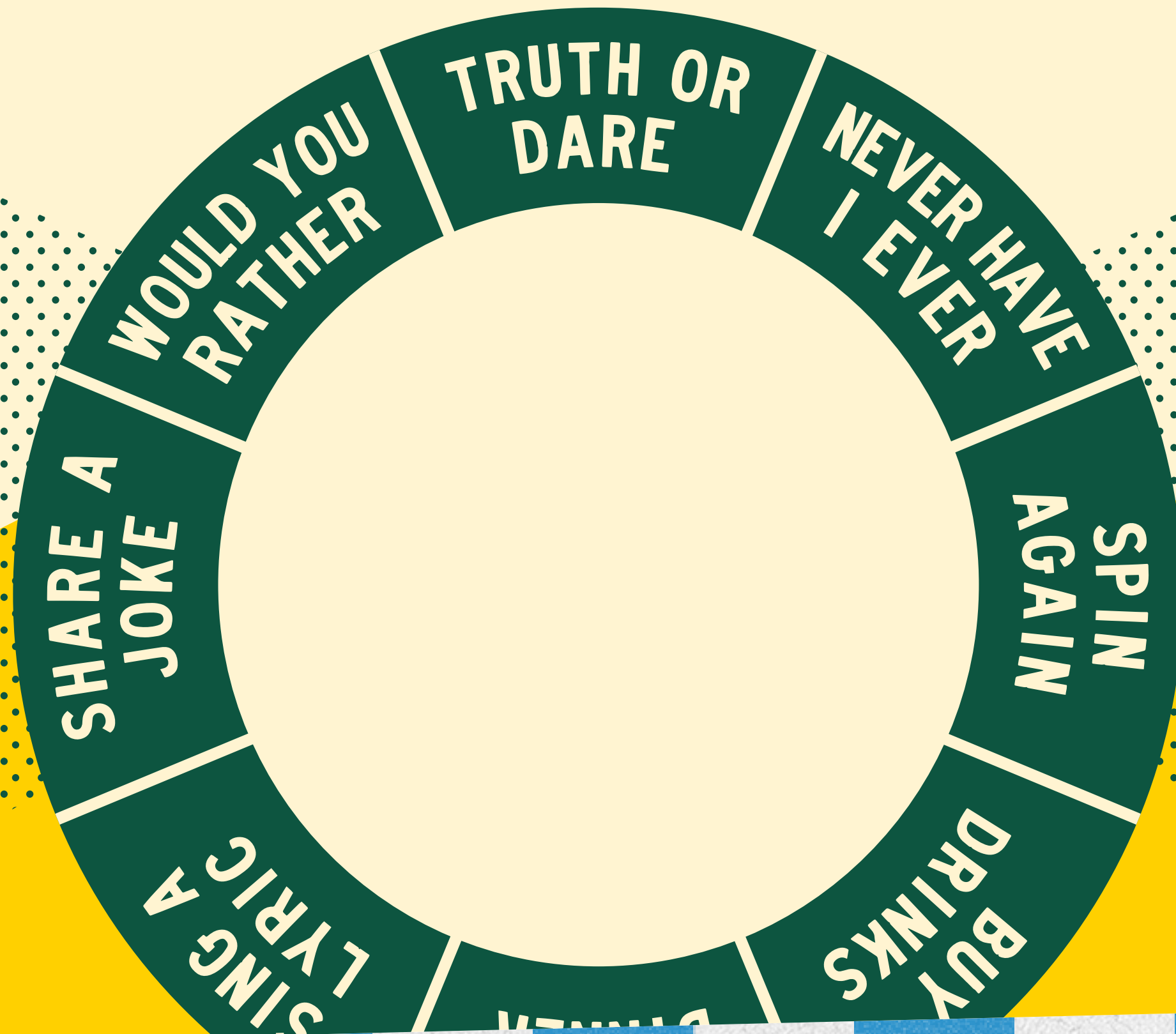
Cross-Platform



BOARD CERTIFIED

GINGER ALE

DREAMS OF BEING ALE-8-ONE



Ale-8-One Table Tents

Ale-8-One Bottling Ale-8-One Bottling

Clay Pullen
Kevin Price

Designer
CMO/Creative Director





Busch Light 401k

Cornett Anheuser-Busch

Whit Hiler
Jason Majewski
Nicole Kukurugya
Kathy Martinolich
Coleman Larkin
Jonathon Spalding
Audrey Moeglin
Natalie Wilks
Christina Danko
Krystyn Stowe

Executive Creative Director
Group Creative Director
Art Director
Sr. Copywriter
Sr. Copywriter
Creative Director
Account Executive
Account Executive
Brand Manager, Anheuser-Busch
Head of Busch Family & Natural Family, Anheuser-Busch



UKFCU Welcome Package

University of Kentucky Credit Union
University of Kentucky Credit Union

Shaina Renfro
Andrew Miller

Graphic Designer
Writer/Producer



HEAVYWEIGHT AWARD



**GREG
POTTS**

**HEAVYWEIGHT
AWARD**

MOSAIC ADDY AWARD

The
2024 AMERICAN
ADVERTISING
AWARDS GALA

THE CATEGORY



NMSU Journeys Campaign

Hook

New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director, Producer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

**Out-Of-Home
& Ambient Media**

**Branded Content &
Entertainment—Campaign**



JUDGES' CHOICE



Hey Aliens, Look at Lexington!

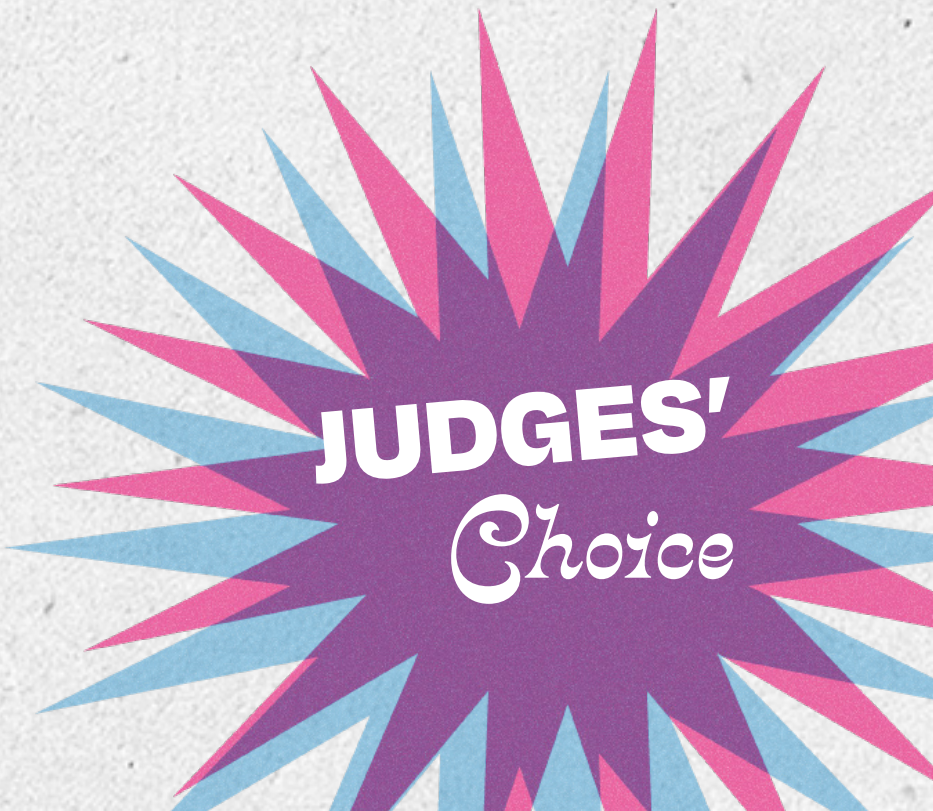
Cornett VisitLEX

Jonathon Spalding
Dave Walker
Robert Baker
Randy Steward
Sarah Vaughan
Coleman Larkin
Peter Cook
Daniel Boone
Natalie Wilks
Caitlin Schile
Lauren McDowell
Audrey Moeglin
Caitlin Leiby
Jared Lee
Matt Goddard
Jalyn Clark
Eric Waters
Ty Duckwyler
Paige Hansen
Emily Reitnauer

Creative Director
SVP, Director of Brand Strategy
Director of Social Strategy
Associate Creative Director
Associate Art Director
Sr. Copywriter
Director of Interactive Strategy
Digital Producer
Account Executive
Sr. Account Executive
Account Coordinator
Assistant Account Executive
Content Strategy Manager
Business Support Lead
Jr. Graphic Designer
Graphic Designer
Content Creation Manager
Social Content Creator
Integrated Media Associate
Integrated Media Associate

Online & Interactive

Branded Content &
Entertainment





**WE CAN'T FIX
YOUR MOUNTING
EXISTENTIAL DREAD
BUT WE CAN FIX
YOUR COCKTAIL**

Q It Up

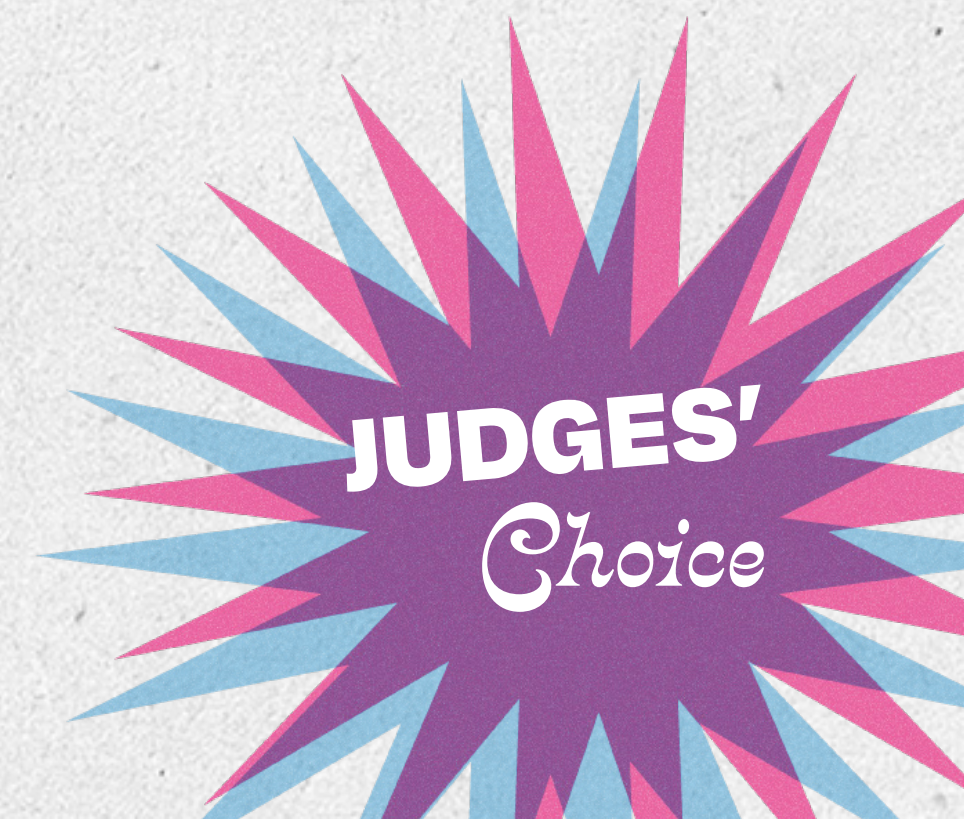
Cornett **Q Mixers**

Whit Hiler
Jason Majewski
Jonathon Spalding
Randy Steward
Sarah Vaughan
Nicole Kukurugya
Laura Merchant
Jalyn Clark
Coleman Larkin
Alexis Wilkinson
Dave Walker
Lacy Madden
Jeff Venable
Monica Stephens
Gear Seven
Nicholas Wootten
Jocelyn Hurley
Erin Kelley
Greg Cypser

Executive Creative Director
Group Creative Director
Creative Director
Associate Creative Director
Associate Art Director
Associate Art Director
Sr. Graphic Designer
Graphic Designer
Sr. Copywriter
Sr. Copywriter
SVP, Director of Brand Strategy
Director of Brand Management
Director Partner
Photographer Partner
Production Partner
Chief Marketing Officer, Q Mixers
Brand Marketing Director, Q Mixers
Brand Manager, Q Mixers
Head of Creative, Q Mixers

**Marketing, Out-of-Home,
and Cross Platform**

Outdoor Boards





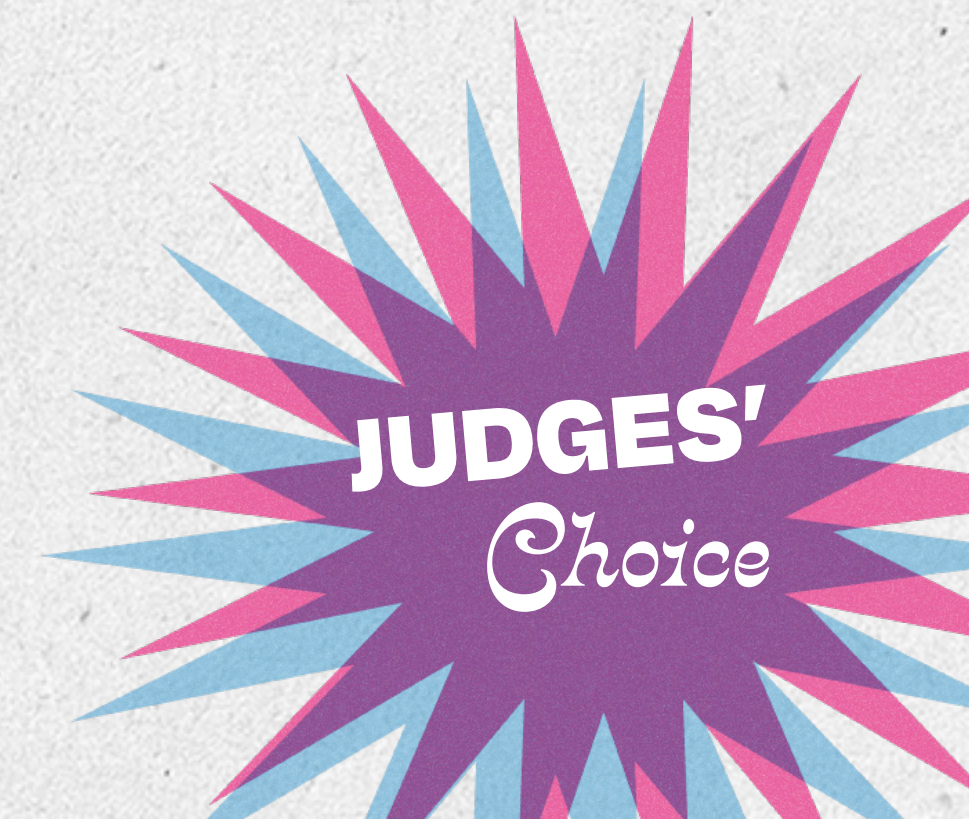
Kentucky After Dark Art Direction

COOMER

Kentucky Tourism

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Robbie Morgan
Bryan Barger
Nikki Leonard
Jason Carne
Stanley Sievers
Justin Gammon
John Herskind
Gates Sweeney
Nita Kiem
Victor Sizemore
Markus Cook
Justin Lee
Justin Gammon
Madeleine Stone

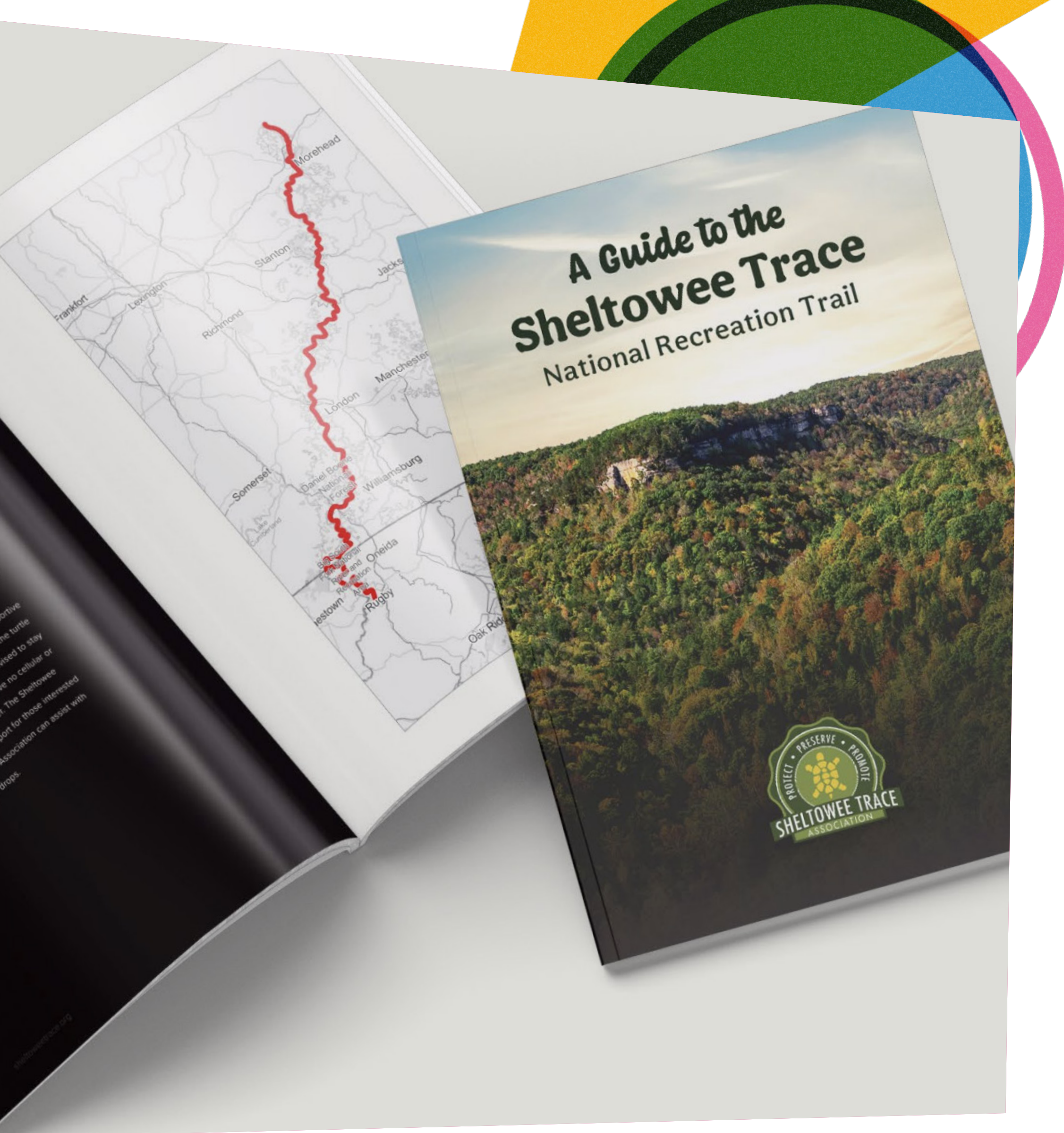
CEO & Head of Creative Strategy
Creative Director
COO & Head of Strategic Planning
Producer
Client - Marketing Director
Visual Director (AI/3D)
Project Manager
Branding & Design
Copywriter
Illustrator
Designer
Web Designer
Junior Creative Producer
Photographer
Editor & Videographer
Editor
Copywriter
Awards Manager



BEST DESIGN

The
2024 AMERICAN
ADVERTISING
AWARDS GALA

THE CATEGORY



Sheltowee Trace Guidebook

Roscoe Peacock

Sheltowee Trace Association

Roscoe Peacock
Katherine Stone
Barry Toning
Stephen Bowling
Chuck Nicholson

Creative Director
Editor
Editor
Historian
Proofreader

**Marketing, Out-of-Home,
and Cross Platform**

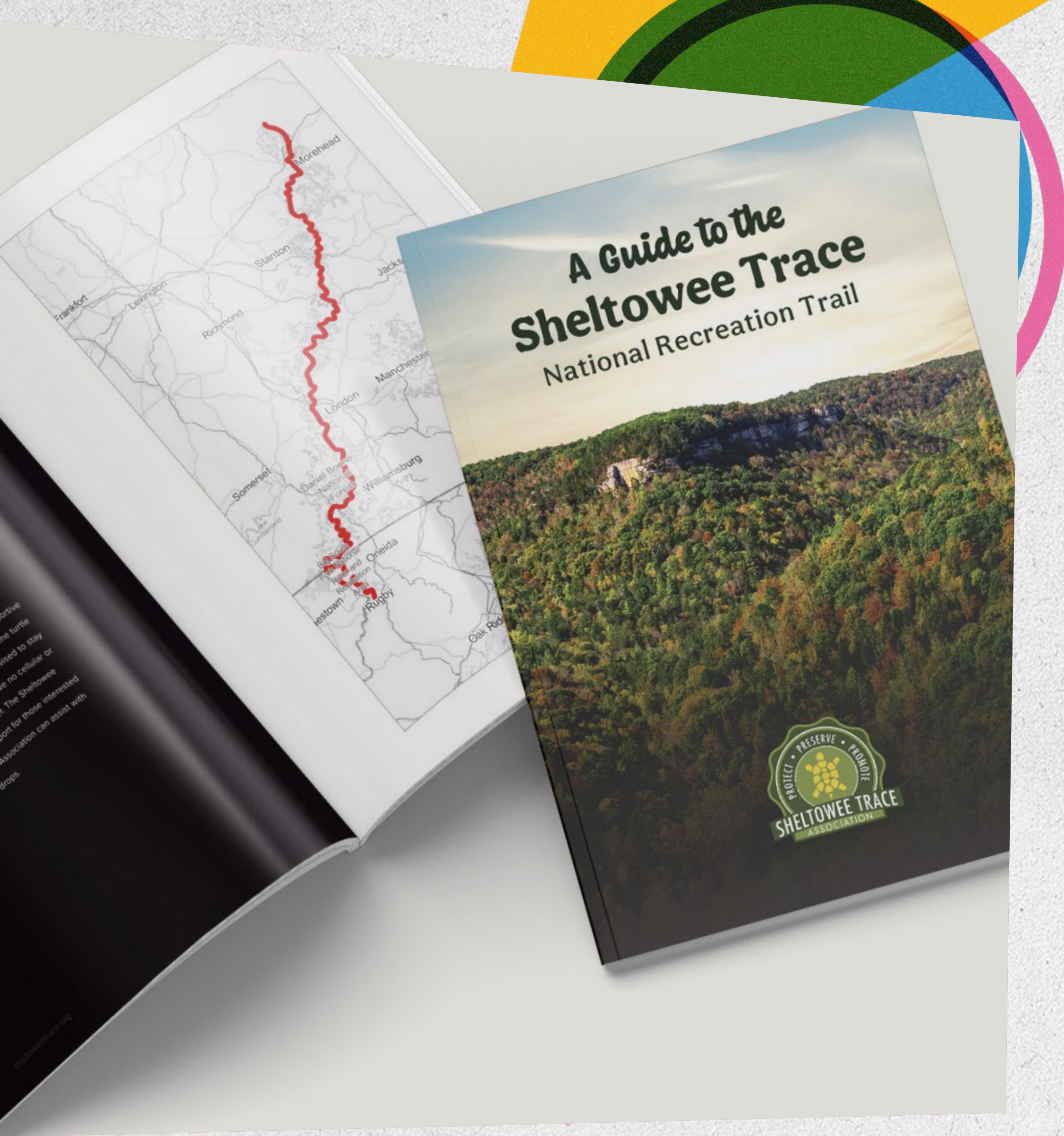
Book Design

**BEST
DESIGN**

BEST ONLINE & INTERACTIVE

The
2024 AMERICAN
ADVERTISING
AWARDS GALA

THE CATEGORY



Showroom Tycoon: Deluxe Edition

Big Ass Fans
Big Ass Fans

Paul Cox
Ian Rios
Kim Tegge
Katie Doefler

3D Artist
Developer
Technical Communicator
Technical Communications Manager

Online & Interactive

Microsite



BEST COPYWRITING

The
2024 AMERICAN
ADVERTISING
AWARDS GALA

THE CATEGORY



**WE CAN'T FIX
YOUR MOUNTING
EXISTENTIAL DREAD
BUT WE CAN FIX
YOUR COCKTAIL**

Q It Up

**Cornett
Q Mixers**

**Whit Hiler
Jason Majewski
Jonathon Spalding
Randy Steward
Sarah Vaughan
Nicole Kukurugya
Laura Merchant
Jalyn Clark
Coleman Larkin
Alexis Wilkinson
Dave Walker
Lacy Madden
Jeff Venable
Monica Stephens
Gear Seven
Nicholas Wootten
Jocelyn Hurley
Erin Kelley
Greg Cypser**

Executive Creative Director
Group Creative Director
Creative Director
Associate Creative Director
Associate Art Director
Associate Art Director
Sr. Graphic Designer
Graphic Designer
Sr. Copywriter
Sr. Copywriter
SVP, Director of Brand Strategy
Director of Brand Management
Director Partner
Photographer Partner
Production Partner
Chief Marketing Officer, Q Mixers
Brand Marketing Director, Q Mixers
Brand Manager, Q Mixers
Head of Creative, Q Mixers

**Out-Of-Home & Ambient
Media**

Outdoor Boards



BEST VIDEO

The
2024 AMERICAN
ADVERTISING
AWARDS GALA

THE CATEGORY



NMSU Journeys Campaign

Hook

New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
Colin Doherty
John Buckman
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director
Producer
Cinematographer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

Film, Video & Sound

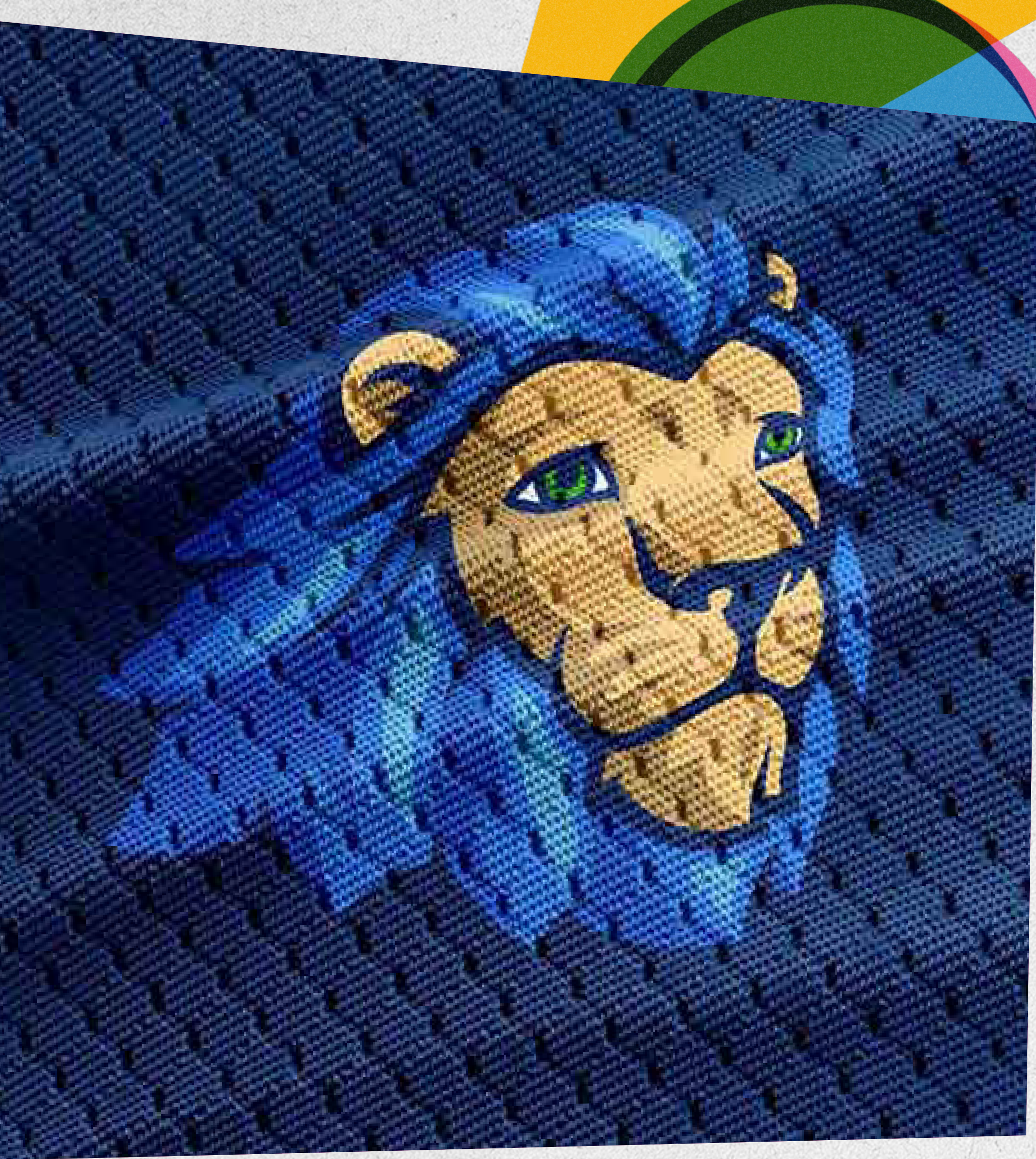
**Regional/National Television –
Campaign**

**BEST
VIDEO**

BEST PUBLIC SERVICE

The
2024 AMERICAN
ADVERTISING
AWARDS GALA

THE CATEGORY



Millcreek Elementary Brand

OneFold/Brandcat Millcreek Elementary

Molly Green
Lauren Harris
Blake Meade
Jenny Jones
Amelia Bisceglia
Whitman Bussey (Oculus Studios)
Brock Smith (Oculus Studios)

Creative Director
Copywriter
Mascot Illustrator
Graphic Designer
Graphic Designer
Videographer
Videographer

**Public Service & Social
Responsibility**

Brand Elements



BEST OF SHOW

The
2024 AMERICAN
ADVERTISING
AWARDS GALA

THE CATEGORY



Kentucky After Dark Website

COOMER Kentucky Tourism

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Robbie Morgan
Bryan Barger
Nikki Leonard
Jason Carne
Stanley Sievers
Justin Gammon
John Herskind
Gates Sweeney
Nita Kiem
Victor Sizemore
Markus Cook
Justin Lee
Aspen Grender
Madeleine Stone

CEO & Head of Creative Strategy
Creative Director
COO & Head of Strategic Planning
Producer
Client - Marketing Director
Visual Director (AI/3D)
Project Manager
Branding & Design
Copywriter
Illustrator
Designer
Web Designer
Junior Creative Producer
Photographer
Editor & Videographer
Editor
Copywriter
Awards Manager

Online & Interactive

Website





SHOUT OUT TO ALL OF THIS YEAR'S ENTRIES

Something missing?

Message us and we'll add it.

The
2024 AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

M E D I
O C R E



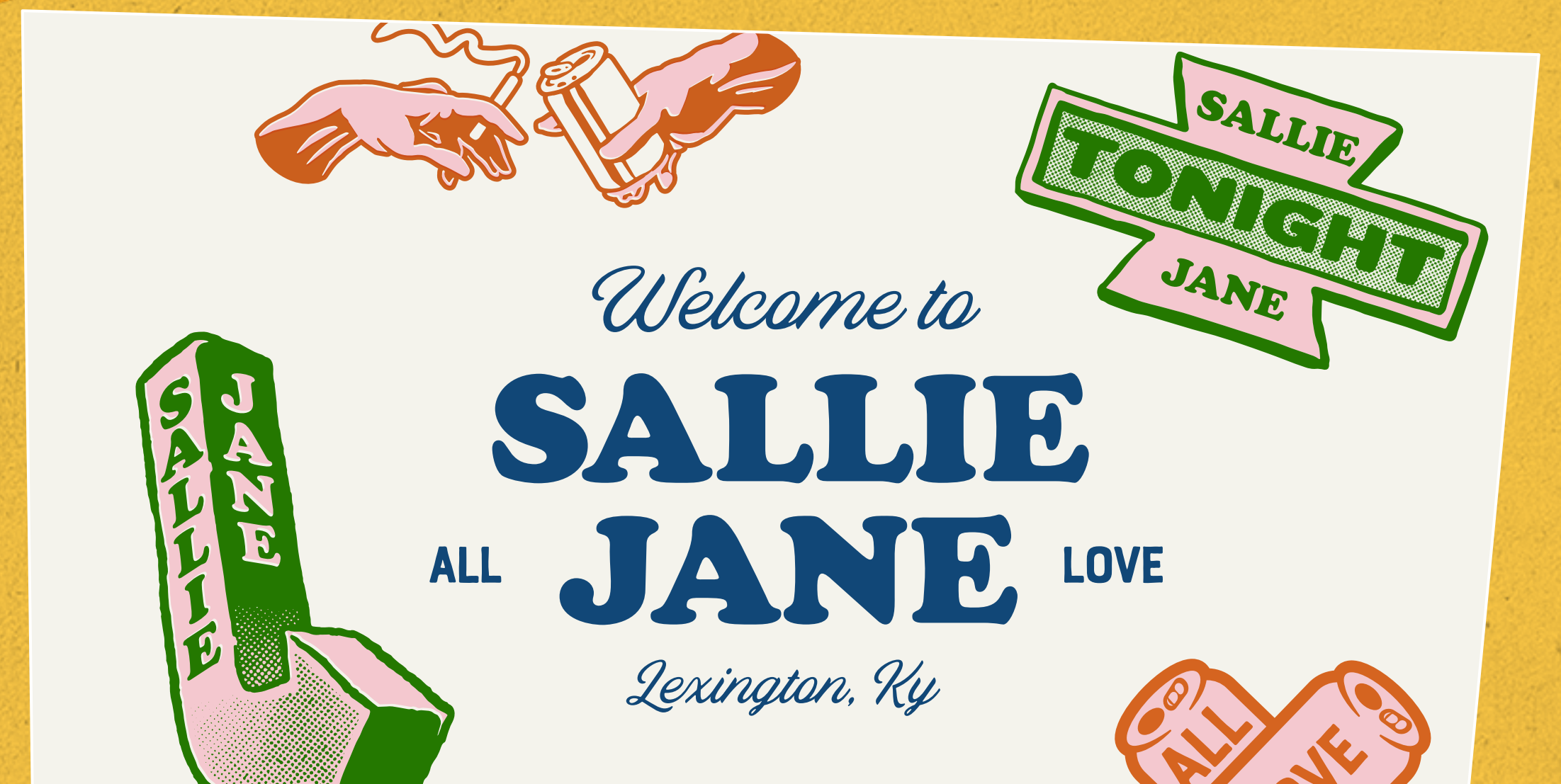
The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

M E D I
O C R E



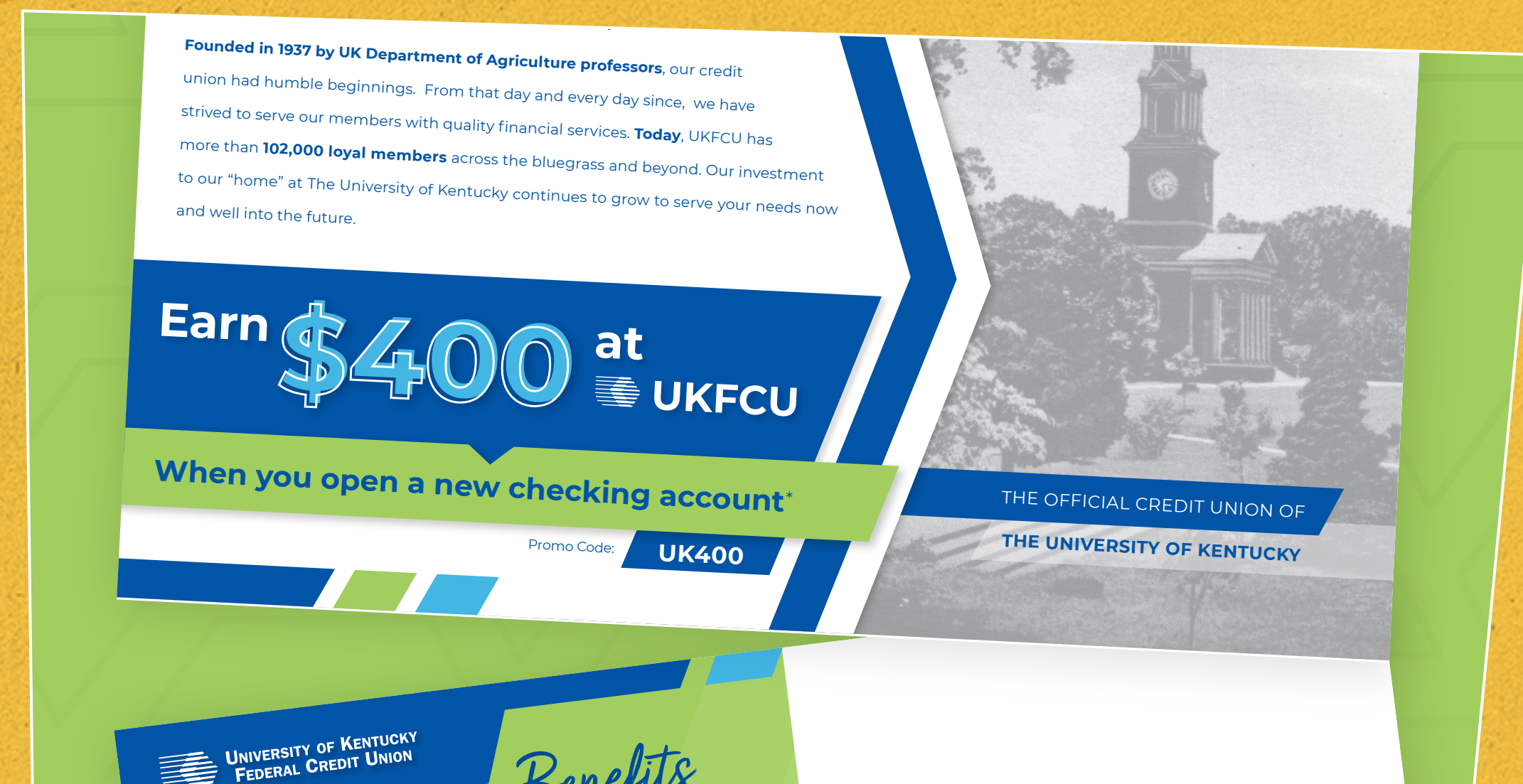
The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

M E D I
O C R E



The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

M E D I
O C R E



The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

M E D I
O C R E



The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

M E D I
O C R E

[View this email in your browser](#)



*Making the Workplace a Better Place—
For Everyone.™*



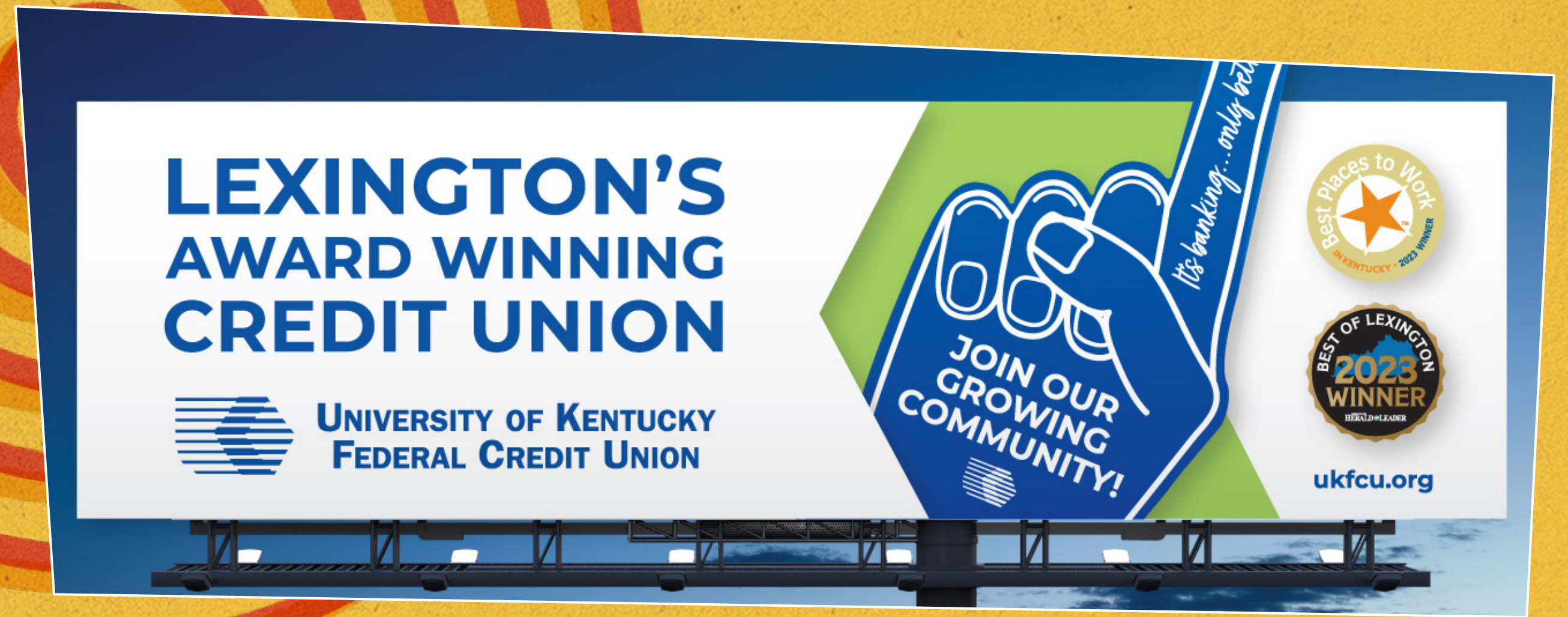
The
2024
**AMERICAN
ADVERTISING
AWARDS GALA**

Thank you
TO OUR SPONSORS:



**MONSTER
COLOR**
a lynn imaging company

**M E D I
O C R E**



The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

M E D I
O C R E



The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

MEDIA
OCRE

World's Best Products With You

Born in the U.S. and backed by the world's largest appliance brand, we're more than an appliance company. We're ordinary people who come together to do the extraordinary. We believe in the power of possibility in every person because when we embrace differences, we change the way we work—unlocking innovation by aligning people with passion.

We're not an average company making products for average people because we're here to design products with you, not for you. We're committed to making products as close to you as possible, because when we invest in people and communities, we help make the American Dream a reality.

GE Appliances 2022 Report outlines business progress through the lens of innovation, inclusivity and infinite possibilities brought to life through our voice, actions, brands and people.

Creating the Future

With appliances in half of U.S. homes, we're powered by inspiration, innovation and the commitment to serve our consumers, our customers and our communities. Consistently recognized for our industry-leading innovations for the home, we sell products under Monogram®, Café™, GE Profile™, GE®, Haier, and Hotpoint brands.

Innovation

Empowering our people to continuously ask "What if?" and to always look for a better way.

Inclusivity

Building a culture that reflects the diversity of its users, employees and communities.

Infinite Possibilities

Seeing the world through the lens of possibilities to create things that make life better at home in meaningful ways.

Kevin Nolan, President & CEO
GE Appliances, a Haier company

16,000 Employees in the U.S.
89,000 Additional Jobs Created by the Economic Impact of GEA, its Employees and Suppliers
\$24.5B Contributed to U.S. Gross Domestic Product (GDP)

6,300 U.S. Suppliers
\$2.4B Generated in Taxes
293% Increase in Spending with U.S. Suppliers and a 233% Increase in the Number of Suppliers Since 2018

Community Impact

\$2.5M Invested in Education & Nonprofits
\$2M Committed to 501(c)(3) Nonprofit Organizations
18K Employee Volunteer Hours Tracked

100 Partnerships with U.S. Schools, Colleges & Trade Organizations
732 Appliances Donated to Nonprofit Organizations
\$118K in Monetary Donations Raised for Disaster Relief

Learn more about our impact at geappliancesco.com



TWO HUNDRED FIFTY, SEVENTY FIVE.
SEVENTY FIVE. THREE! HEY, THREE,
TWENTY FIVE. E.C, THREE TWENTY FIVE.
THREE HUNDRED AND TWENTY FIVE!
FOUR HUNDRED TWENTY FIVE, ON
ROGER. FIFTY, NOW, IF YOU CAN DO IT?
SEVENTY FIVE HERE, SEVENTY FIVE, FIVE
HUNDRED. WHAT'D YOU SAY, ROG? FIVE
TWENTY FIVE HERE, TWENTY FIVE—YOU
ALL DONE. RALPH? ANYONE ELSE? I





FORWARD
THINKING.
THAT IS AIRFLOW
REIMAGINED.
THAT IS A
BIG ASS FAN.



The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLO R
a lynn imaging company

M E D I
O C R E



ANCE

FNU follows a model of shared governance, the purpose of which is to facilitate the involvement of its members in supporting FNU's mission. FNU's structure is focused on communication, joint planning, shared authority, and collaborative responsibility for decision making. The organizational structure of the shared governance model is composed of the faculty/staff at large, student body, academic and institutional standing committees, student council, faculty/staff council, president of the

than 80-year history, recognizing change is needed in order to expand enrollment and program offerings and meet the needs of our students. We are excited to educate more nurses to become competent, entrepreneurial, ethical and compassionate nurse-midwives and nurse practitioners on our Versailles, Ky. campus in order to improve health outcomes for mothers, babies, and families in diverse, rural, and underserved areas.

VERSAILLES
Versailles is a city in Woodford County, Kentucky, United States. It lies 13 miles by road west of Lexington. Versailles has a population of 10,4 according to 2021 census estimates. It is the seat of Woodford County.

WOODFORD COUNTY



The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

M E D I
O C R E



The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



MONSTER
COLOR
a lynn imaging company

M E D I
O C R E



Longevity in with multiple eventive touchpoints problems	All Big Ass Fan gearboxes are lubricated for life and designed to require little to no maintenance—far less than competitor's fans. Our premium fans are manufactured with more precise engineering including a Nitro Seal Gearbox (PFX4®) and Neodymium magnet direct-drive (PFD®).	
Big Ass 7-year "gotchas"	Many competitors do not disclose their full warranty information and do not cover the entire product.	
Service team that put the installations a longer	Big Ass Fans has an unmatched customer service experience with a net promoter score of 84%.	
the ask your s you need	We have a team of dedicated onsite application engineers that will facilitate custom CFD analysis with proprietary design tools like SpecLab®. The competition's offerings are comparatively little more than educated guesswork.	

Powerfoil X4®'s gearbox is hermetical sealed, and its VFD is housed in a custom ABS enclosure with a built-in heatsink to operate at peak performance in even the harshest conditions. Its c-face motor makes servicing a breeze—motor replacement possible in as little as an hour.

The
2024
AMERICAN
ADVERTISING
AWARDS GALA

Thank you
TO OUR SPONSORS:



