

60th
**ANNUAL
AMERICAN
ADVERTISING**
Awards
2025 WINNERS BOOK





Before You Dig In...

A NOTE FROM THE PRESIDENT

On behalf of the Nashville Chapter of the American Advertising Federation, it is my absolute pleasure to welcome you to our Annual Award Show—a celebration of the incredible talent, innovation, and dedication that define our city’s advertising community.

As a chapter, our mission is simple: to connect, inspire, and celebrate the vibrant minds shaping the future of advertising in Nashville. Whether you’re a student taking your first steps in the industry or a seasoned professional with years of expertise, tonight we come together to honor the extraordinary work being done across our community.

The Nashville advertising landscape has always been a place of endless creativity, bold ideas, and collaboration, and this evening is a testament to the passion and hard work of all who contribute to it. Flip through these pages and you’ll find a powerful reminder of the impact our industry has, and the passion that fuels it. As we celebrate the best in advertising, we also recognize the power of connection—how our diverse backgrounds, experiences, and perspectives drive the success of our industry.

To the students, I encourage you to be inspired by the remarkable work you’ll see tonight. To the professionals, I thank you for your leadership and for continuously raising the bar for excellence in our field. Together, we are building a future that will inspire the next generation of storytellers, creatives, and innovators.

Tonight, we celebrate not just the winners, but the entire Nashville advertising community. Your passion, dedication, and creativity are what make this city a hub of advertising excellence. So, let us take this moment to appreciate the creativity that unites us, the accomplishments that inspire us, and the relationships that make us stronger. Thank you for being a part of this special evening, and I hope you leave feeling as inspired and motivated as I do to continue pushing the boundaries of what’s possible in our industry.

Here’s to a night of celebration, connection, and the brilliant future of Nashville advertising.

Jeanine Mahone
PRESIDENT, AAF NASHVILLE

WELCOME

2025 MEMBERSHIP NOTE

If tonight's award wins are any indication, it's clear that 2025 will be another excellent year of creativity in Nashville. And your Nashville AAF Chapter is feeling extra saucy with some sizzling new member benefits.

We'll of course continue to offer robust networking events, discounted AAF Award entries, and savings on national AAF events and programs. But we're not stopping there. Here's a taste of what's to come:

Thought leadership: You want your agency recognized for your unique thinking. We'll now offer the opportunity to publish one thought leadership piece per agency, per year on our platforms.

Agency member visibility: We plan to share the logos of our bundled members as much as possible in our communications and events—get ready to be noticed!

Job postings: We are also amping up our job posting board to benefit all members looking for their next opportunity.

Stay tuned for our 2025 calendar, and be sure to come out, get involved, and bring your energy! Together, we're going to make this year one to remember.

Want to get more involved? Reach out directly at caitbradley@gmail.com.

Caitlin Bradley Barnes
MEMBERSHIP CHAIR, AAF NASHVILLE

Thank You to Our 2025-26 SPONSORSHIPS

GS&F

AMERICAN
ADVERTISING
AWARDS



harken hall
NASHVILLE

NASHVILLE
SCENE



ALLEN
PRINTING

GrandCentral
PARTY RENTAL, INC



DANIEL
BROWN
PHOTO



athens
PAPER • PACKAGING • WIDE FORMAT

Nashville**Post**

LITHO**GRAPHICS**
SINCE 1975

DYNAMARK

OUTFRONT



JUNIPER GREEN



AlMichael DJ

MEMBERSHIP NOTE & SPONSORSHIPS

Meet The JUDGES



Gina Pietramale

CREATIVE SERVICES LEAD,
THE GAZETTE

Born and raised in Omaha, Nebraska, Gina Pietramale received her BFA in graphic design from Drake University in Des Moines, Iowa. After moving to Colorado Springs, Gina joined The Gazette where she currently manages the Creative Services department for the Sales and Marketing division. Over the course of her career, she has won awards from the Art Director's Association of Iowa, the International News Media Association, the Colorado Press Association, and the American Advertising Federation.



Mona Hasan

CREATIVE DIRECTOR,
FORTNITE COLLECTIVE

Mona has been writing since she could hold a crayon. Today, she has two decades of storytelling, digital innovation, and brand campaign experience. She's helped lead creative work for multiple brands like Nike, Hershey's, Kraft, and American Airlines, at agencies like Crispin Porter + Bogusky and R/GA. She grew up in different countries around the world, giving her insight into multiple points of view. Mona has a master's degree in Advertising and Copywriting. At Fortnight Collective, Mona leads creative work for national brands and up-and-coming start-ups. She also has a certificate in Hot Air Ballooning. She's only crashed once.



Anuar Morad

ASSOCIATE CREATIVE
DIRECTOR, LEO BURNETT

Anuar is an international creative who has worked in multiple markets and agencies around São Paulo, Brazil; New York City; Miami; and Chicago. Currently as ACD at Leo Burnett he works on multiple Kellogg's accounts—including Froot Loops, Eggo Waffles, Special K and more—repositioning many iconic cereal and snack brands. Previously at Grey New York, he was leading the copy on many P&G projects and was responsible for all the concepting, ideation and development of new product launches and institutional campaigns for Pantene in the entire LATAM region.



Genaro Solis Rivero

ASSISTANT PROFESSOR
OF ART, BAYLOR UNIVERSITY

Genaro Solis Rivero is a graphic designer and educator specializing in branding, currently an Assistant Professor of Art at Baylor University. With over 22 years of experience in branding, corporate marketing, and editorial design, he also serves on the leadership team at Legacy79, a branding agency in San Antonio. His work has earned recognition from prestigious design organizations, and he is passionate about human-centered design and community support. Genaro's teaching philosophy, "Teaching what I love and loving what I teach," has led his students to national and international acclaim. He holds a BFA and MFA in Communication Design from Texas State University and enjoys good food, wine, and espresso.

OUR JUDGES

Meet The Student JUDGES



Mary Alice
Bernal

CREATIVE DIRECTOR,
FINN PARTNERS

With a career spanning 38 years, Mary Alice specializes in visual communications, from concept to execution. She collaborates with clients to craft compelling storytelling solutions. Her award-winning work includes projects for Vanderbilt Magazine, Bridgestone, Ford, and John Deere, earning recognition such as Gold Quill Awards and PRSA Parthenon Awards.



Laura
Powers

COPYWRITER,
LAURA POWERS CREATIVE

Laura Powers is a Nashville-based freelance copywriter and creative director with decades of experience creating award-winning branding, advertising, and marketing solutions for clients in a wide variety of industries including healthcare, finance, tourism, and retail. A graduate of The University of Georgia and The Creative Circus, Laura has been named AAF Nashville's Copywriter of the Year five times.



Alex
Miracle

ASSOCIATE CREATIVE
DIRECTOR, GS&F

Alex is a proud graduate of the MTSU graphic design program and native Tennessean. As an ACD (art) at GS&F, Alex leads creative development on campaigns, productions, visual identities and more.



Jamal
Hipps

CHIEF CREATIVE OFFICER & FOUNDER,
MPYER MARKETING & ADVERTISING

Jamal L. Hipps is the founder and CCO of MPYER, a full-service marketing and advertising firm specializing in branding and strategic brand management. With over 25 years of experience, he transitioned from a 12-year banking career into leading MPYER full-time, serving a diverse client base across industries including nonprofits, healthcare, finance, and government.

Beyond MPYER, Jamal is actively involved in professional and community organizations, serving on multiple boards and committees. He holds an M.B.A. from Belmont University and a bachelor's in marketing from Middle Tennessee State University. An avid snowboarder, mountain biker, and traveler, he enjoys great food, antique cars, films, live music, and time with his rescue dog, Quake.

OUR JUDGES

Board of **DIRECTORS**

JEANINE MAHONE, PRESIDENT

Associate Media Director, bohan

SHARI DENNIS, VICE PRESIDENT

EVP/Managing Partner, Client Engagement and Business Development, BUNTIN

PATTY DONDEVILLE, SECRETARY/TREASURER

VP, Operations, iostudio

SUSAN HART, AWARDS CHAIR

New Business and Internal Marketing Operations Manager, FINN Partners

MARGARET SHAUL, STUDENT ENGAGEMENT CHAIR

Senior Strategist, Czarnowski Collective

HANNAH WILLIAMSON, PROGRAMS CHAIR

Research Project Manager at Lewis Communications

CAITLIN BRADLEY BARNES, MEMBERSHIP CHAIR

Marketing Director, MP&F

SCOTT BROOKS, COMMUNICATIONS CHAIR

Post Production Supervisor, GS&F

Creative **PARTNERS**

SERVED UP TO
YOU BY GS&F

Melvin Strobbe, EVP, Executive Creative Director

Sydney Johnson, Associate Art Director

Anna Maack, Associate Art Director

Forrest Quinn, Associate Creative Director, Copy

Kari Cottrell, Senior Graphic Designer

James Hoag, Senior Account Executive

Leslie Torrico, Print Production Director

BOARD OF DIRECTORS & CREATIVE

Overall Best of SHOW

BECAUSE GOLD

Entrant: Fire Kite

Client: Vaulted, McAlvany Financial Group

Credits:

Alex Goulart, Founder & ECD, Fire Kite

Tim Anderson, Head of Strategy

Judy Kreiter, Head of Production

Zach Fugate, Creative Director

Austin Arnold, Creative Director

Alex Goulart, Copywriter

Jen Lee, Executive Producer, JAMD Productions

Marshall Lee, Editor, JAMD Productions

David Ogle, Director of Photography

Alex Goulart, Director

Nissi Lee, Stylist

Kristen Kelleher, Media Strategist

Victor Morón, Jose Hernandez, StudioAldeal

Patrick Whitehorn-Schmidt, Motion Designer

Christina Chern, Developer

Kelly Phipps, Media Manager

Copeland Culp, Sound Engineer, Singing Serpent

Nathan Johnson, Photographer

David McAlvany, CEO, McAlvany Financial Group

Mason Stetler, Operating Vice President

Vaulted, the leading precious metals investment app from Colorado-based McAlvany Financial Group, launched a new advertising campaign, “Because Gold,” to highlight gold’s unmatched historical and cultural significance. Flipping the script on industry conventions, the campaign is fronted by the instantly recognizable figure of King Tut, underscoring gold’s revered status both in pop culture and as a time-tested investment. The spots were created with live action scenes, stock footage and computer-generated AI, which made up almost half of the ads. To create these scenes, we tapped Amsterdam-based StudioAldeal for their award-winning experience creating AI-only short films. Improv actor and comedian Chris Guerra was chosen to play King Tut—and every other character shot for the ads. Jumping between alter egos is familiar territory for Chris, who has acquired almost 800,000 TikTok followers for re-enacting people’s real Facebook Marketplace nightmares. The irreverent creative overdelivered on the stated goals by about 500%, with Vaulted account signups and in-app trade volume almost doubling during the campaign.



WATCH THE
FULL VIDEO HERE



Judges' CHOICE

IF I WERE HERE TODAY

Entrant: Fire Kite

Client: Hope Haven Rwanda

Credits:

Alex Goulart, Founder & ECD, Fire Kite

Eric Nkurunziza, Director

Alex Goulart, Copywriter, Fire Kite

Marshall Lee, Editor, JAMD Productions

Jeremy Griffith, Sound Engineer

Dennis Culp, Music and Sound, Singing Serpent

Angeline Robertson, Graphic Designer

Susan Hollern, Founder, Hope Haven Rwanda



CHET ATKINS'S "JITTERBUG WALTZ"

Entrant: Country Music Hall of Fame and Museum

Client: Country Music Hall of Fame and Museum

Credits:

Warren Denny, VP of Creative, Executive Producer

Luke Wiget, Creative Director, Co-Director

Sam Farahmand, Content Director

Nick Mullikin, Co-Director, Choreographer

Chad Driver, Co-Director, Director of Photography, Editor

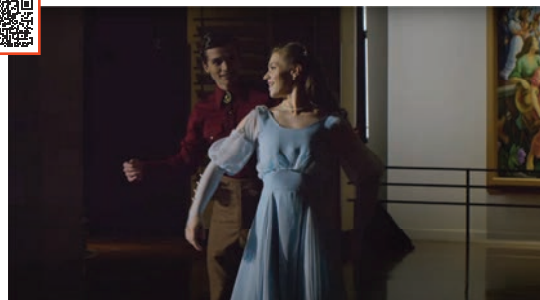
Emma Kieffer, Content Producer

Austin Lott, Content Producer

Sydney Gilbert, Director of Project Management

Lisa Purcell, Executive Producer

Kyle Young, Executive Producer



WRITE IT OFF

Entrant: Fire Kite

Client: Hope Haven Rwanda

Credits:

Alex Goulart, Founder & ECD, Fire Kite

Zach Fugate, Creative Director, Fire Kite

Judy Kreiter, Head of Production

Jess Redmon, Graphic Designer

Dennis Culp, Sound Engineering, Singing Serpent

Travis Flynn, Colorist

Susan Hollern, Founder & President, Hope Haven Rwanda



JACK DANIEL'S BBQ POSTER

Entrant: FINN Partners

Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator

Sean Williams, Creative Director

Nelson Eddy, Copywriter

Erica Mikrut, Copywriter

Ricky Carroll, Production Manager

Niki Giacchina, Project Manager

Bobby Rosenstock, Lithographer/Printer



Digital Best of SHOW

SERVPRO DISMANTLE

Entrant: BUNTIN

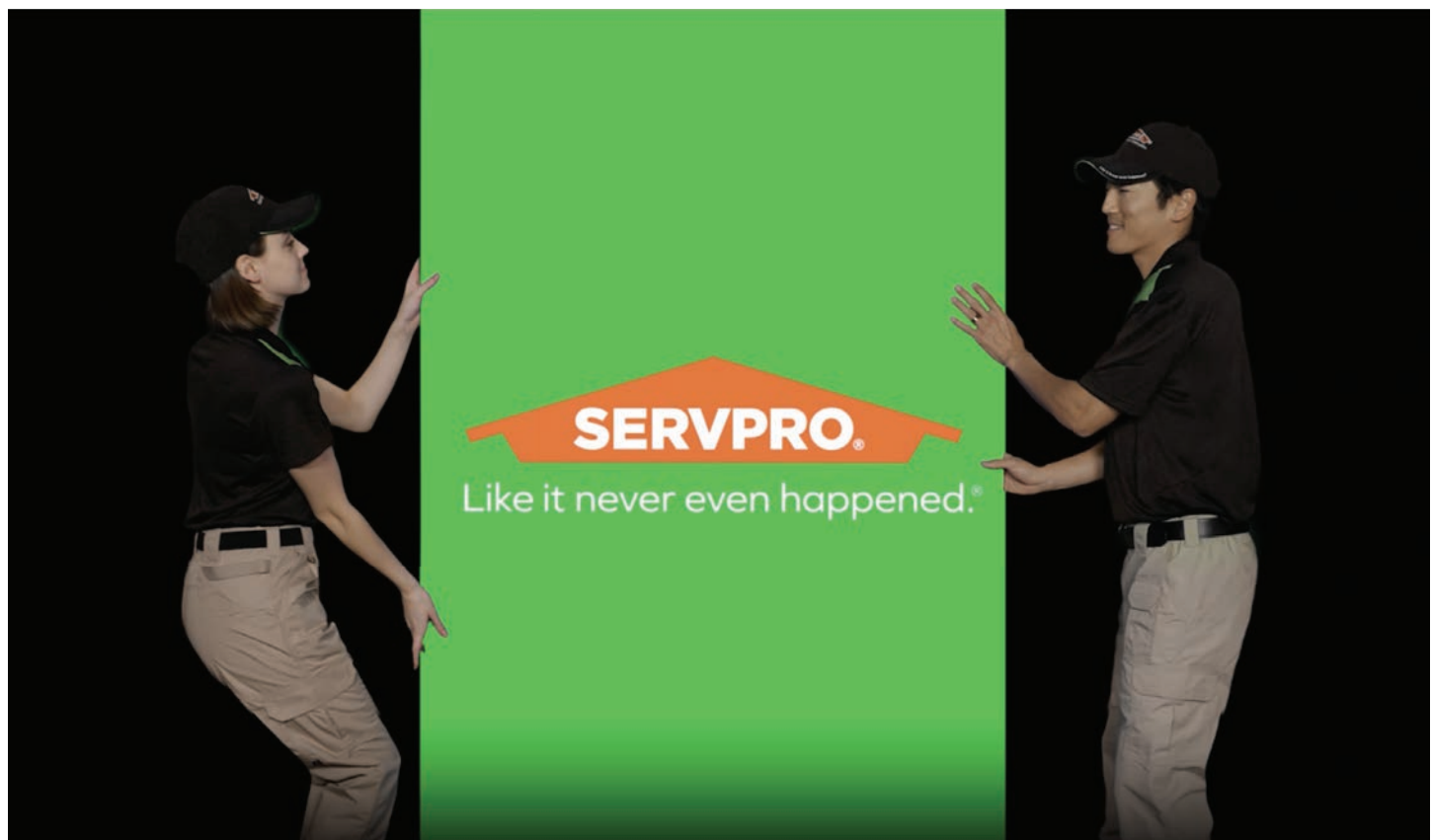
Client: SERVPRO Industrial, LLC

Credits:

Dave Damman, CCO
Jonatan Maldonado, Art Director
Frank Bertino, Copywriter
Pat Haertel, Production Lead
Heather Melrose, Brand Director
Maya Lozada, Brand Manager
Maddie Gosson, Designer
Sam Pinsly, Social Specialist



WATCH THE
FULL VIDEO HERE



Print Best of SHOW

JACK DANIEL'S BBQ POSTER

Entrant: FINN Partners

Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator

Sean Williams, Creative Director

Nelson Eddy, Copywriter

Erica Mikrut, Copywriter

Ricky Carroll, Production Manager

Niki Giacchina, Project Manager

Bobby Rosenstock, Lithographer/Printer



Broadcast Best of SHOW

BECAUSE GOLD

Entrant: Fire Kite

Client: Vaulted, McAlvany Financial Group

Credits:

Alex Goulart, Founder & ECD, Fire Kite

Tim Anderson, Head of Strategy

Judy Kreiter, Head of Production

Zach Fugate, Creative Director

Austin Arnold, Creative Director

Alex Goulart, Copywriter

Jen Lee, Executive Producer, JAMD Productions

Marshall Lee, Editor, JAMD Productions

David Ogle, Director of Photography

Alex Goulart, Director

Nissi Lee, Stylist

Kristen Kelleher, Media Strategist

Victor Morón, Jose Hernandez, StudioAldeal

Patrick Whitehorn-Schmidt, Motion Designer

Christina Chern, Developer

Kelly Phipps, Media Manager

Copeland Culp, Sound Engineer, Singing Serpent

Nathan Johnson, Photographer

David McAlvany, CEO, McAlvany Financial Group

Mason Stetler, Operating Vice President



WATCH THE
FULL VIDEO HERE



Mosaic Award FOR DIVERSITY & INCLUSION



GS&F

What Is Family?—Oasis Video
Oasis—What Is Family?

Credits:

Melvin Strobbe, Executive Creative Director
Crystal Hubbard, Creative Director
Tatum Hanson, Copywriter/Script Writer
Amanda Bowring, Art Director
Anne Morgan, Associate Creative Director
Kari Cottrell, Senior Designer
Sydney Johnson, Associate Art Director
Scott Brooks, Editor
Nick Waugh, Director of Photography
Liz Johnson, Producer
Allie Williams, Group Account Director
Alex Taliaferro, Senior Account Manager
Abby Thomas, Account Executive

**WATCH
THE FULL
VIDEO HERE**



**2025 RISING STAR
OF THE YEAR**

Laney Smith

MIDDLE TENNESSEE STATE UNIVERSITY

**2025 ART DIRECTOR
OF THE YEAR**

Alex Goulart

FIRE KITE

**2025 COPYWRITER
OF THE YEAR**

Tatum Hanson

GS&F

THE 2025

Silver Medal Award



PATTY DONDEVILLE

Vice President, Operations
iostudio

With more than 30 years of experience in the advertising industry, Patty Dondeville is recognized as a dynamic leader known for driving operational excellence and fostering agency growth. A results-driven professional, her ability to integrate creativity with operational strategy has positioned her as a trusted leader in the field.

Patty has been instrumental in the growth of two Nashville advertising agencies, including iostudio, a small business, woman-owned and woman-led agency, where she has helped shape a culture of innovation and efficiency. Her experience spans a comprehensive perspective on the agency infrastructure and at iostudio, she plays a pivotal role in optimizing operational strategies, resource management, and personnel development.

Previously, she held a 17-year tenure as Vice President, Operations at Bohan Agency, where she led the operational and production management for an agency that specializes in tourism and healthcare industries.

A dedicated advocate for the advertising community, Patty also serves on the board of the American Advertising Federation of Nashville, where she contributes her expertise to advancing the local advertising community.

Student AWARDS

Overall Best of SHOW

HOSTILE ZINE

Student: Kaleb Cruz

School: Watkins College of Art and Design at Belmont University



HOSTILE ARCHITECTURE, ALSO KNOWN AS DEFENSIVE ARCHITECTURE, REFERS TO THE IMPLEMENTATION OF AGGRESSIVE DESIGN AS A MEANS TO DISSUADE CERTAIN BEHAVIORS, TARGETING PRIMARILY HOMELESS POPULATIONS. THESE INSTALLATIONS ALL SERVE TO DISCOURAGE AND EFFECTIVELY CRIMINALIZE THE PRESENCE OF ALREADY MARGINALIZED COMMUNITIES, USING DESIGN TO SUBVERT SPACES THAT ARE BOTH USED AND CREATED FOR BEST DISPLAYING A CLEAR BIAS FOR EXCLUSION OVER EMPATHY. HOSTILE ARCHITECTURE SERVES TO PROMOTE SOCIAL INEQUALITY AND CONSEQUENTLY DIVIDES THE HUMANITY AND LIFE OF PUBLIC SPACES, ALL IN THE HYPOCRITICAL NAME OF "SAFETY" AND "ORDER".

THE DESIGN MAY BE SUBTLE
THE MESSAGE IS CLEAR.



SALES & MARKETING S05D

Hostile Zine
Kaleb Cruz
Watkins College of Art and
Design at Belmont University



G

ELEMENTS OF ADVERTISING, ILLUSTRATION S25A

New Yorker Cover
Laney Smith
Middle Tennessee State University



G

ELEMENTS OF ADVERTISING, PHOTOGRAPHY—BLACK & WHITE, SINGLE S26A

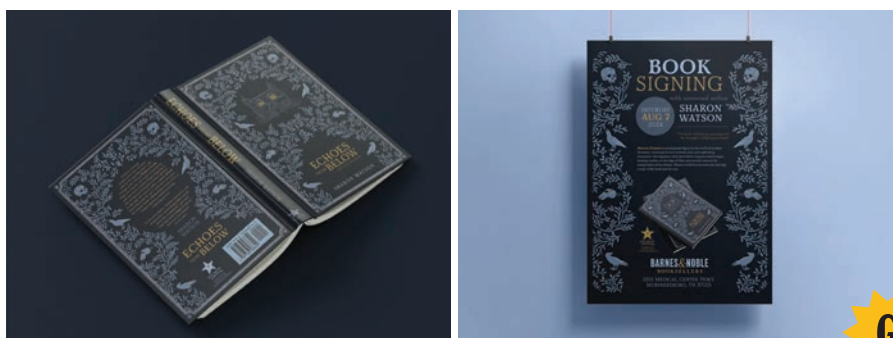
Untitled
Jason Pham
Nashville State Community College



G

SALES & MARKETING, COLLATERAL MATERIAL S05A

Echos from Below Book Cover
Laney Smith
Middle Tennessee State University



G

OUT OF HOME & AMBIENT MEDIA, SINGLE OCCURRENCE OR INSTALLATION S11A

Heist Files Interactive Table
Savannah Harden, Anna Wright, Mo Marler
Middle Tennessee State University

Credits:

Savannah Harden, Art Director/Interaction Designer
Anna Wright, Art Director/Interaction Designer
Mo Marler, Art Director/Interaction Designer



SALES & MARKETING, SPECIAL EVENT MATERIALS S04

Frist Gala
Halle Harris
Watkins College of Art and Design at Belmont University



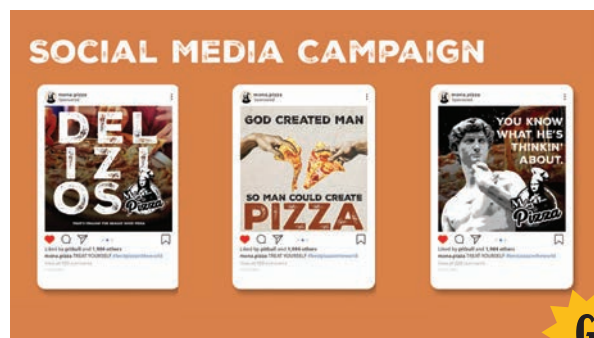
SALES & MARKETING, SPECIAL EVENT MATERIALS S04

Frist Gala
Lainey Holland
Watkins College of Art and Design
at Belmont University



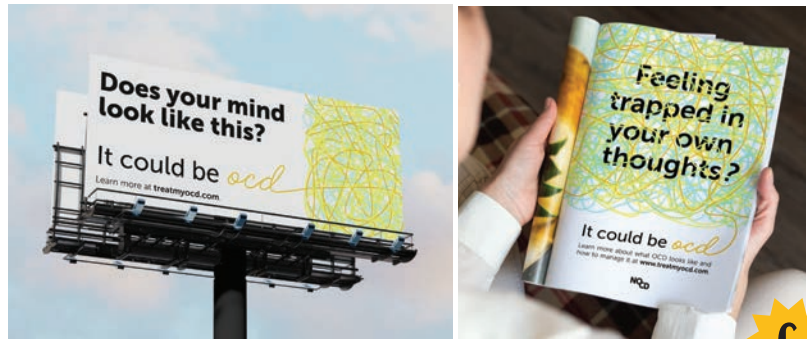
ONLINE/INTERACTIVE, SOCIAL MEDIA CAMPAIGN.....S13B

Mona Pizza Instagram Campaign
Zachary Byrum
Middle Tennessee State University



CROSS-PLATFORM, CONSUMER CAMPAIGN S21

OCD Campaign
Izzy Marino
Watkins College of Art and
Design at Belmont University



G

ELEMENTS OF ADVERTISING, ANIMATION OR SPECIAL EFFECTS S29

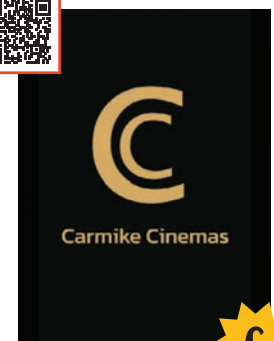
Tales of Homer
Chloe Metzgar
Middle Tennessee State University



G

ONLINE/INTERACTIVE, APP S14

Carmike Cinemas Movie App
Braeden Davis
Trevecca Nazarene University



G

ELEMENTS OF ADVERTISING, STILL PHOTOGRAPHY—CAMPAIGN S26D

Strings
Michael Grando
Nashville State Community College



S

CROSS-PLATFORM, CONSUMER CAMPAIGN S21

Sea Slugs: Illuminating the Unknown
Savannah Harden, Lukas Byrum,
Maricella Guerrero
Middle Tennessee State University

Credits:
Savannah Harden
Lukas Byrum
Maricella Guerrero



SALES & MARKETING, PACKAGING S04

Matryoshka Coffee Packaging
Rachel Harrell
Watkins College of Art and
Design at Belmont University



ELEMENTS OF ADVERTISING, STILL PHOTOGRAPHY—CAMPAIGN S26D

Work
Lucky Highers
Nashville State Community College



CROSS-PLATFORM, INTEGRATED BRAND IDENTITY CAMPAIGN S13B

Cargo
Natalie Hickman
Nashville State Community College



ELEMENTS OF ADVERTISING, DIGITAL CREATIVE TECHNOLOGY S31

Slugopedia Interactive Poster App
Savannah Harden
Middle Tennessee State University



ELEMENTS OF ADVERTISING, LOGO DESIGN S24A

The Dugout: Dads on Deck
Laney Smith
Middle Tennessee State University



CROSS-PLATFORM, INTEGRATED BRAND IDENTITY CAMPAIGN S22B

High Society Brand Campaign
Savannah Harden
Middle Tennessee State University



CROSS-PLATFORM, INTEGRATED ADVERTISING CAMPAIGN S21

Smithsonian Summer Camp Campaign
Lainey Holland
Watkins College of Art and Design
at Belmont University



ELEMENTS OF ADVERTISING, STILL PHOTOGRAPHY—COLOR, SINGLE S26B

The Aftermath
Natalie Hickman
Nashville State Community College



S

SALES & MARKETING, PACKAGING S01

Mumford Album Package
Kaleb Cruz
Watkins College of Art and
Design at Belmont University



S

SALES & MARKETING, DIRECT MARKETING S06

Adidas Holiday Catalog 2024
Kimberly Ortiz
Middle Tennessee State University



S

CROSS-PLATFORM, INTEGRATED BRAND IDENTITY CAMPAIGN S13B

Check Your Drip
Halle Harris
Watkins College of Art and
Design at Belmont University



S

ELEMENTS OF ADVERTISING, STILL PHOTOGRAPHY—COLOR, SINGLE S26B

Bill
Jack Cheasty
Nashville State Community College



S

SALES & MARKETING, POINT OF PURCHASE S01B

Sushian Menu
Kaleb Cruz
Watkins College of Art and
Design at Belmont University



S

CROSS-PLATFORM, CONSUMER CAMPAIGN S21

Trip
Natalie Hickman
Nashville State Community College



S

ELEMENTS OF ADVERTISING, LOGO DESIGN S24A

OBSURO cinema club
Blue Gallegos
Middle Tennessee State University



S

Judges' CHOICE

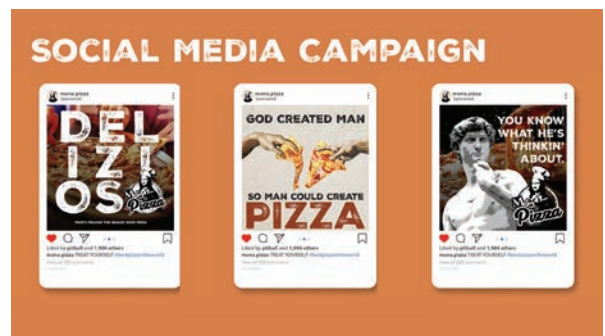
NEW YORKER COVER

Laney Smith
Middle Tennessee State University



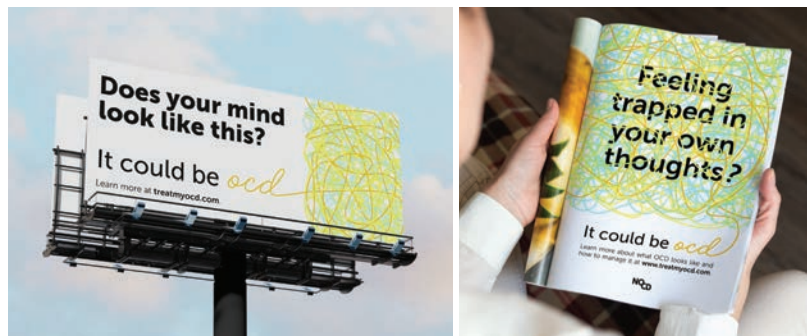
MONA PIZZA INSTAGRAM CAMPAIGN

Zachary Byrum
Middle Tennessee State University



OCD CAMPAIGN

Izzy Marino
Watkins College of Art and Design at Belmont University



MUMFORD ALBUM PACKAGE

Kaleb Cruz
Watkins College of Art and Design at Belmont University



Gold AWARDS

SPECIALTY ADVERTISING—OTHER MERCHANDISE 011B

Title: Jack Daniel's BBQ Poster
Entrant: FINN Partners
Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator
Sean Williams, Creative Director
Nelson Eddy, Copywriter
Erica Mikrut, Copywriter
Ricky Carroll, Production Manager
Niki Giacchina, Project Manager
Bobby Rosenstock, Lithographer/Printer



BRANDED CONTENT & ENTERTAINMENT—ANY PRINT MEDIUM 014

Title: Jack Daniel's BBQ Poster
Entrant: FINN Partners
Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator
Sean Williams, Creative Director
Nelson Eddy, Copywriter
Erica Mikrut, Copywriter
Ricky Carroll, Production Manager
Niki Giacchina, Project Manager
Bobby Rosenstock, Lithographer/Printer



OUT-OF-HOME POSTER—SINGLE UNIT 018A

Title: Jack Daniel's BBQ Poster
Entrant: FINN Partners
Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator
Sean Williams, Creative Director
Nelson Eddy, Copywriter
Erica Mikrut, Copywriter
Ricky Carroll, Production Manager
Niki Giacchina, Project Manager
Bobby Rosenstock, Lithographer/Printer



OUT-OF-HOME POSTER—CAMPAIGN 018B

Title: Jack Daniel's BBQ Poster
Entrant: FINN Partners
Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator
Sean Williams, Creative Director
Nelson Eddy, Copywriter
Erica Mikrut, Copywriter
Ricky Carroll, Production Manager
Niki Giacchina, Project Manager
Bobby Rosenstock, Lithographer/Printer



SINGLE SPOT—UP TO 2:00 032A

Title: Because Gold
Entrant: Fire Kite
Client: McAlvany Financial Group



Credits:

Alex Goulart, Founder & ECD, Fire Kite;
 Tim Anderson, Head of Strategy; Judy Kreiter,
 Head of Production; Zach Fugate, Creative
 Director; Austin Arnold, Creative Director; Alex
 Goulart, Copywriter; Jen Lee, Executive Producer,
 JAMD Productions; Marshall Lee, Editor, JAMD
 Productions; David Ogle, Director of Photography;
 Alex Goulart, Director; Nissi Lee, Stylist; Kristen
 Kelleher, Media Strategist; Victor Morón, Jose
 Hernandez, StudioAldeal; Patrick Whitehorn-Schmidt,
 Motion Designer; Christina Chern, Developer; Kelly
 Phipps, Media Manager; Copeland Culp, Sound
 Engineer, Singing Serpent; Nathan Johnson,
 Photographer; David McAlvany, CEO, McAlvany
 Financial Group; Mason Stetler, Operating Vice President



CAMPAIGN 032B

Title: Because Gold
Entrant: Fire Kite
Client: McAlvany Financial Group



Credits:

Alex Goulart, Founder & ECD, Fire Kite;
 Tim Anderson, Head of Strategy; Judy Kreiter,
 Head of Production; Zach Fugate, Creative
 Director; Austin Arnold, Creative Director; Alex
 Goulart, Copywriter; Jen Lee, Executive Producer,
 JAMD Productions; Marshall Lee, Editor, JAMD
 Productions; David Ogle, Director of Photography;
 Alex Goulart, Director; Nissi Lee, Stylist; Kristen
 Kelleher, Media Strategist; Victor Morón, Jose
 Hernandez, StudioAldeal; Patrick Whitehorn-Schmidt,
 Motion Designer; Christina Chern, Developer; Kelly
 Phipps, Media Manager; Copeland Culp, Sound
 Engineer, Singing Serpent; Nathan Johnson,
 Photographer; David McAlvany, CEO, McAlvany
 Financial Group; Mason Stetler, Operating Vice President



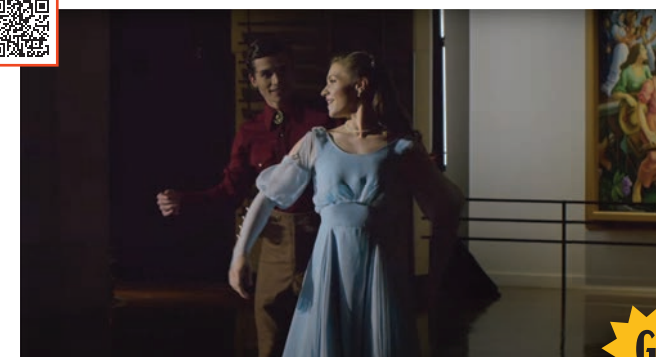
SINGLE ENTRY—MORE THAN :60 SECONDS 036B

Title: Chet Atkins's "Jitterbug Waltz"
Entrant: Country Music Hall of Fame
 and Museum
Client: Country Music Hall of Fame
 and Museum



Credits:

Warren Denny, VP of Creative, Executive Producer
 Luke Wiget, Creative Director, Co-Director
 Sam Farahmand, Content Director
 Nick Mullikin, Co-Director, Choreographer
 Chad Driver, Co-Director, Director of Photography, Editor
 Emma Kieffer, Content Producer
 Austin Lott, Content Producer
 Sydney Gilbert, Director of Project Management
 Lisa Purcell, Executive Producer
 Kyle Young, Executive Producer



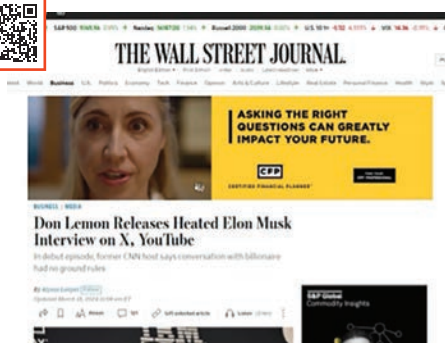
CONSUMER CAMPAIGN—REGIONAL/NATIONAL 044D

Title: CFP Board Integrated Campaign
Entrant: BUNTIN
Client: Certified Financial Planner
 Board of Standards, Inc.



Credits:

Dave Damman, CCO; Ray Reed, EVP, Executive
 Creative Director; Andrew Brooks, Associate Creative
 Director; Danielle Keenan, Head of Production; Brook
 Dore, SVP, Director of Brand Management; Tara Zottola,
 VP, Group Brand Director; Gabrielle Fanizzi, Brand Director;
 Morgan Beaty, Associate Brand Manager; Kathy Canady,
 EVP, Chief Insights Officer; Adam Panetta, VP, Strategy
 Director; Madison Bentley, Associate Strategist; Bunker
 Films, Production Company; Jason Farrand, Director;
 Wild Manor, Post Production; Ryan Simpson, Editor;
 Knock It Out Music, Music; Push Audio, Audio
 Mix/Sound Design



INTEGRATED BRAND IDENTITY CAMPAIGN LOCAL OR REGIONAL/NATIONAL 045

Title: Ugly Bagel Identity
Entrant: St8mnt Brand Agency
Client: Ugly Bagel

Credits:

Josh Newman, Creative Director
Abby Murdock, Art Director
Anthony Formisano, Senior Designer
Grace Goga, Senior Designer
Tanner Germany, Designer
Tanner Dunning, Designer
Afton Aurand, Senior Project Manager
Whitney Sutton, Production Manager



G

INTEGRATED BRAND IDENTITY CAMPAIGN LOCAL OR REGIONAL/NATIONAL 045

Title: The Forge Promotional Guide
Entrant: BUNTIN
Client: The Forge

Credits:

Dave Damman, Chief Creative Officer
Karinne Caulkins, Art Director
Jeffrey Buntin, Copywriter
India Hearn, Brand Director
Frank Bertino, Copywriter
Ryan Bailey, Jr. Art Director
Shelby Hicks, Production Artist



G

INTEGRATED BRAND IDENTITY CAMPAIGN LOCAL OR REGIONAL/NATIONAL 045

Title: The Forge Brand Guide
Entrant: BUNTIN
Client: The Forge

Credits:

Dave Damman, Chief Creative Officer
Karinne Caulkins, Art Director
Jeffrey Buntin, Copywriter
India Hearn, Brand Director
Frank Bertino, Copywriter
Ryan Bailey, Jr. Art Director
Shelby Hicks, Production Artist



G

COPYWRITING 048

Title: CFP Board Surgery Spot :30
Entrant: BUNTIN
Client: Certified Financial Planner
Board of Standards, Inc.

Credits:

Dave Damman, CCO; Ray Reed, EVP, Executive Creative Director; Andrew Brooks, Associate Creative Director; Danielle Keenan, Head of Production; Brook Dore, SVP, Director of Brand Management; Tara Zottola, VP, Group Brand Director; Gabrielle Fanizzi, Brand Director; Morgan Beaty, Associate Brand Manager; Kathy Canady, EVP, Chief Insights Officer; Adam Panetta, VP, Strategy Director; Madison Bentley, Associate Strategist; Bunker Films, Production Company; Jason Farrand, Director; Wild Manor, Post Production; Ryan Simpson, Editor; Knock It Out Music, Music; Push Audio, Audio Mix/Sound Design



G

ILLUSTRATION—SINGLE 051A

Title: Jack Daniel's BBQ Poster
Entrant: FINN Partners
Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator
 Sean Williams, Creative Director
 Nelson Eddy, Copywriter
 Erica Mikrut, Copywriter
 Ricky Carroll, Production Manager
 Niki Giacchina, Project Manager
 Bobby Rosenstock, Lithographer/Printer



ILLUSTRATION—SERIES 051B

Title: Jack Daniel's BBQ Poster
Entrant: FINN Partners
Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator
 Sean Williams, Creative Director
 Nelson Eddy, Copywriter
 Erica Mikrut, Copywriter
 Ricky Carroll, Production Manager
 Niki Giacchina, Project Manager
 Bobby Rosenstock, Lithographer/Printer



STILL PHOTOGRAPHY—SINGLE—COLOR 052B

Title: Gatlinburg Fall 24 Photography
Entrant: FINN Partners
Client: Gatlinburg Convention & Visitors Bureau

Credits:

Hart Armstrong, Senior Art Director
 David Bailey, Photographer
 Sean Williams, Creative Director



ART DIRECTION—SINGLE 053A

Title: BUNTIN Employee Handbook
Entrant: BUNTIN
Client: BUNTIN

Credits:

Aubrey Griggs, Art Director, Social
 Mike Boyd, VP, Director of Creative Services
 Jillian Wyatt, VP, Communications + Community



ART DIRECTION—SINGLE 053A

Title: Jack Daniel's BBQ Poster
Entrant: FINN Partners
Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator
 Sean Williams, Creative Director
 Nelson Eddy, Copywriter
 Erica Mikrut, Copywriter
 Ricky Carroll, Production Manager
 Niki Giacchina, Project Manager
 Bobby Rosenstock, Lithographer/Printer



ART DIRECTION—CAMPAIGN 053B

Title: KBT® "Art Direction" Campaign
Entrant: Lewis
Client: Kentucky Distillers' Association

Credits:

Tom Johnson, VP Creative Director/Art Director
 Robert Froedge, SVP/Creative Director
 Roy Burns III, Design Director/Art Director
 Ryan Gernenz, VP Creative Director



ART DIRECTION—CAMPAIGN 053B

Title: Jack Daniel's BBQ Poster
Entrant: FINN Partners
Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator
 Sean Williams, Creative Director
 Nelson Eddy, Copywriter
 Erica Mikrut, Copywriter
 Ricky Carroll, Production Manager
 Niki Giacchina, Project Manager
 Bobby Rosenstock, Lithographer/Printer



CINEMATOGRAPHY—SINGLE 054A

Title: FBITN Christmas TV Director's Cut
Entrant: MP&F
Client: Farm Bureau Insurance of Tennessee

Credits:

Vince Skyers, Executive Creative Director
 Tom Cocke, VP/Creative Director
 Don Bailey, VP/Creative Director
 Andrew Brooks, Associate Creative Director
 Annbern Holliman, Director of Creative Resourcing
 Greg Ellis, Associate Creative Director, Digital
 Jack Chisholm, Copywriter
 Bella, Production Partner
 Connor Carroll, Director
 Tim Moore, VFX



CINEMATOGRAPHY—SINGLE..... 054A

Title: Gatlinburg - Driving
Entrant: FINN Partners
Client: Gatlinburg Convention & Visitors Bureau



Credits:
 Jimmy Chaffin, Executive Producer
 Charlie Colombo, Producer
 David Poag, Director/DP
 Sean Williams, Creative Director
 Vic Samper, ACD/Writer
 Hart Armstrong, Art Director
 Niki Giacchina, Production Coordinator
 Brad Bartlett, Editor



CINEMATOGRAPHY—CAMPAIGN..... 054B

Title: Gatlinburg: Mountains Are Calling
Entrant: FINN Partners
Client: Gatlinburg Convention & Visitors Bureau



Credits:
 Jimmy Chaffin, Executive Producer
 Charlie Colombo, Producer
 Sean Williams, Creative Director
 David Poag, Director/DP
 Vic Samper, ACD/Writer
 Hart Armstrong, Art Director
 Niki Giacchina, Production Coordinator
 Brad Bartlett, Editor



COMPUTER GENERATED IMAGERY (CGI) 055B

Title: Because Gold
Entrant: Fire Kite
Client: McAlvany Financial Group



Credits:
 Alex Goulart, Founder & ECD, Fire Kite;
 Tim Anderson, Head of Strategy; Judy Kreiter,
 Head of Production; Zach Fugate, Creative
 Director; Austin Arnold, Creative Director; Alex
 Goulart, Copywriter; Jen Lee, Executive Producer,
 JAMD Productions; Marshall Lee, Editor, JAMD
 Productions; David Ogle, Director of Photography;
 Alex Goulart, Director; Nissi Lee, Stylist; Kristen
 Kelleher, Media Strategist; Victor Morón, Jose
 Hernandez, StudioAldeal; Patrick Whitehorn-Schmidt,
 Motion Designer; Christina Chern, Developer; Kelly
 Phipps, Media Manager; Copeland Culp, Sound
 Engineer, Singing Serpent; Nathan Johnson,
 Photographer; David McAlvany, CEO, McAlvany
 Financial Group; Mason Stetler, Operating Vice President

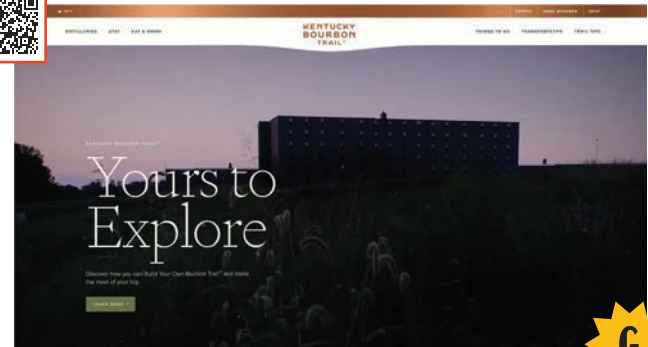


INTERFACE & NAVIGATION 060

Title: KBT @ Website
Entrant: Lewis
Client: Kentucky Distillers' Association



Credits:
 Tom Johnson, VP Creative Director / Art Director
 Robert Froedge, SVP / Creative Director
 Roy Burns III, Design Director / Art Director
 Katie Peninger, VP of Account Service
 Ryan Gernenz, VP Creative Director
 Nick Michel, Associate Account Director
 Eric Knepp, Senior UX/UI Designer
 Geoff Johnson, Senior Designer



PUBLIC SERVICE COLLATERAL—BRAND ELEMENTS 078A

Title: The Forge
Entrant: BUNTIN
Client: The Forge

Credits:
Dave Damman, Chief Creative Officer
Karinne Caulkins, Art Director
Jeffrey Buntin, Copywriter
India Hearn, Brand Director
Frank Bertino, Copywriter
Ryan Bailey, Jr. Art Director
Shelby Hicks, Production Artist



PUBLIC SERVICE COLLATERAL—BRAND ELEMENTS 078C

Title: The Forge
Entrant: BUNTIN
Client: The Forge

Credits:
Dave Damman, Chief Creative Officer
Karinne Caulkins, Art Director
Jeffrey Buntin, Copywriter
India Hearn, Brand Director
Frank Bertino, Copywriter
Ryan Bailey, Jr. Art Director
Shelby Hicks, Production Artist



PUBLIC SERVICE OUT-OF-HOME POSTER 081A

Title: Torch
Entrant: BUNTIN
Client: The Forge

Credits:
Karinne Caulkins, Art Director
India Hearn, Brand Director



PUBLIC SERVICE OUT-OF-HOME POSTER 081A

Title: Makers Gonna Make
Entrant: BUNTIN
Client: The Forge

Credits:
Karinne Caulkins, Art Director
India Hearn, Brand Director



PUBLIC SERVICE OUT-OF-HOME POSTER 081A

Title: Hammer
Entrant: BUNTIN
Client: The Forge

Credits:
Karinne Caulkins, Art Director
India Hearn, Brand Director



PUBLIC SERVICE OUT-OF-HOME POSTER 081A

Title: Paint
Entrant: BUNTIN
Client: The Forge

Credits:
Karinne Caulkins, Art Director
India Hearn, Brand Director



PUBLIC SERVICE OUT-OF-HOME CAMPAIGN 081C

Title: The Forge Posters
Entrant: BUNTIN
Client: The Forge

Credits:
Karinne Caulkins, Art Director
India Hearn, Brand Director



PUBLIC SERVICE ONLINE, FILM, AND SOUND 086

Title: If I Were Here Today
Entrant: Fire Kite
Client: Hope Haven Rwanda

Credits:
Alex Goulart, Founder & ECD, Fire Kite
Eric Nkurunziza, Director
Alex Goulart, Copywriter, Fire Kite
Marshall Lee, Editor, JAMD Productions
Jeremy Griffith, Sound Engineer
Dennis Culp, Music and Sound, Singing Serpent
Angeline Robertson, Graphic Designer
Susan Hollern, Founder, Hope Haven Rwanda



PUBLIC SERVICE NON-BROADCAST AUDIO/VISUAL 087

Title: What is Family?

Entrant: GS&F

Client: OASIS

Credits:

Melvin Stobbe, Executive Creative Director
 Crystal Hubbard, Creative Director
 Tatum Hanson, Copywriter/Script Writer
 Amanda Bowring, Art Director
 Anne Morgan, Associate Creative Director
 Kari Cottrell, Senior Designer
 Sydney Johnson, Associate Art Director
 Scott Brooks, Editor
 Nick Waugh, Director of Photography
 Liz Johnson, Producer
 Allie Williams, Group Account Director
 Alex Taliaferro, Senior Account Manager
 Abby Thomas, Account Executive



SELF PROMOTION OUT-OF-HOME 096

Title: GS&F Refresh

Entrant: GS&F

Client: GS&F

Credits:

Melvin Stobbe, Executive Creative Director;
 Eric Knittel, Creative Director/Copy; Alex Miracle,
 Associate Creative Director/Art; Kari Cottrell,
 Senior Designer; Michael McGee, Art Director;
 Anna Maack, Associate Art Director; Scott Brooks,
 Editor; Nick Waugh, Camera/Drone; Gregg Boling,
 CEO; John Anderson, VP, Strategy; Ryan Algaier,
 Group Account Director; Brent Barbour, Account
 Manager; Lindsey Zappia, Account Executive;
 Brooke Boling, Photographer; Jason Skinner, Illustrator



SELF PROMOTION VIRTUAL REALITY 098

Title: AI Holiday Card Maker

Entrant: iostudio, LLC

Client: iostudio

Credits:

Hayden Zelem, Graphic Designer, UX/UI Designer
 Jeff Ryan, Senior Web Developer
 Dan Morro, Web Developer
 Jon Walker, Senior Director of Engineering



SELF PROMOTION FILM, VIDEO, & SOUND 102

Title: GS&F Refresh

Entrant: GS&F

Client: GS&F

Credits:

Melvin Stobbe, Executive Creative Director;
 Eric Knittel, Creative Director/Copy; Alex Miracle,
 Associate Creative Director/Art; Kari Cottrell,
 Senior Designer; Michael McGee, Art Director;
 Anna Maack, Associate Art Director; Scott Brooks,
 Editor; Nick Waugh, Camera/Drone; Gregg Boling,
 CEO; John Anderson, VP, Strategy; Ryan Algaier,
 Group Account Director; Brent Barbour, Account
 Manager; Lindsey Zappia, Account Executive;
 Brooke Boling, Photographer; Jason Skinner, Illustrator



SELF-PROMOTION SINGLE-MEDIUM CAMPAIGN 104A

Title: GS&F Refresh

Entrant: GS&F

Client: GS&F

Credits:

Melvin Stobbe, Executive Creative Director;
Eric Knittel, Creative Director/Copy; Alex Miracle,
Associate Creative Director/Art; Kari Cottrell,
Senior Designer; Michael McGee, Art Director;
Anna Maack, Associate Art Director; Scott Brooks,
Editor; Nick Waugh, Camera/Drone; Gregg Boling,
CEO; John Anderson, VP, Strategy; Ryan Algaier,
Group Account Director; Brent Barbour, Account
Manager; Lindsey Zappia, Account Executive;
Brooke Boling, Photographer; Jason Skinner, Illustrator



SELF PROMOTION INTEGRATED MEDIA CAMPAIGN 104B

Title: GS&F Refresh

Entrant: GS&F

Client: GS&F

Credits:

Melvin Stobbe, Executive Creative Director;
Eric Knittel, Creative Director/Copy; Alex Miracle,
Associate Creative Director/Art; Kari Cottrell,
Senior Designer; Michael McGee, Art Director;
Anna Maack, Associate Art Director; Scott Brooks,
Editor; Nick Waugh, Camera/Drone; Gregg Boling,
CEO; John Anderson, VP, Strategy; Ryan Algaier,
Group Account Director; Brent Barbour, Account
Manager; Lindsey Zappia, Account Executive;
Brooke Boling, Photographer; Jason Skinner, Illustrator



Silver AWARDS

SALES KIT OR PRODUCT INFORMATION SHEETS 001B

Title: Jack Daniel's Jack & Cherry Coke Kit

Entrant: FINN Partners

Client: Jack Daniel Distillery

Credits:

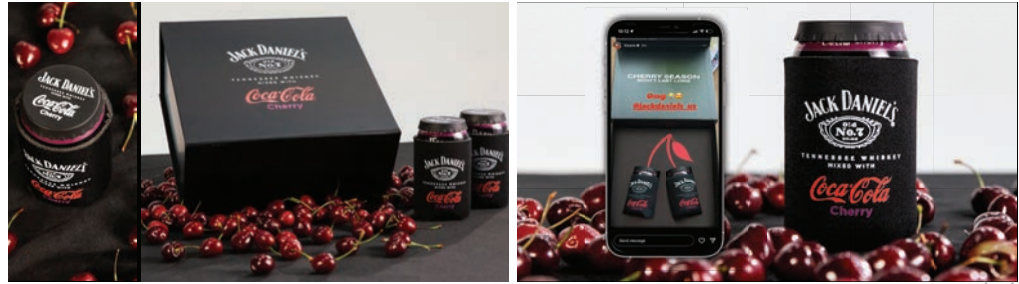
Hart Armstrong, Senior Art Director

Sean Williams, Creative Director

Ricky Carroll, Production Manager

Niki Giacchina, Project Manager

Erica Mikrut, Copywriter



SALES KIT OR PRODUCT INFORMATION SHEETS 001B

Title: Jack Daniel's BBQ Poster

Entrant: FINN Partners

Client: Jack Daniel Distillery

Credits:

Ted Cass, Senior Art Director/Illustrator

Sean Williams, Creative Director

Nelson Eddy, Copywriter

Erica Mikrut, Copywriter

Ricky Carroll, Production Manager

Niki Giacchina, Project Manager

Bobby Rosenstock, Lithographer/Printer



SINGLE NEWSLETTER 006

Title: BUNTIN CWCTCHR Issue 0015

Entrant: BUNTIN

Client: BUNTIN

Credits:

Jillian Wyatt, VP, Communications

+ Community

Alex Seals, Workflow Manager

Aaron Branch, Art Director

Jay Brockmeier, Sr. Copywriter

Maya Lozada, Brand Manager

Aubrey Griggs, Art Director, Social

Eli Damman, Social Media Associate

Morgan Murray, VP, Director of Social



PUBLICATION DESIGN—COVER 008A

Title: The Forge-Who We Are

Entrant: BUNTIN

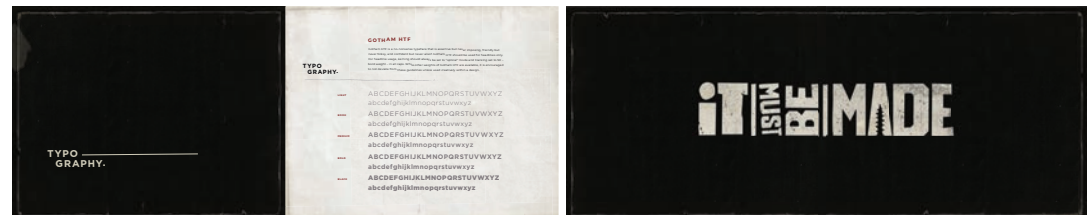
Client: The Forge

Credits:

Karinne Caulkins, Art Director

Shelby Hicks, Production Artist

India Hearn, Brand Director



BOOK DESIGN 008E

Title: BUNTIN CWCTCHR Issue 0015

Entrant: BUNTIN

Client: BUNTIN

Credits:

Jillian Wyatt, VP, Communications

+ Community

Alex Seals, Workflow Manager

Aaron Branch, Art Director

Jay Brockmeier, Sr. Copywriter

Maya Lozada, Brand Manager

Aubrey Griggs, Art Director, Social

Eli Damman, Social Media Associate

Morgan Murray, VP, Director of Social



BOOK DESIGN 008E

Title: Night Train to Nashville

Entrant: Country Music Hall of Fame and Museum

Client: Country Music Hall of Fame and Museum

Credits:

Warren Denny, VP of Creative

Bret Pelizzari, Design Director

Arlie Birket, Designer

Paul Kingsbury, Copywriter

Michael Gray, Copywriter

Sydney Gilbert, Project Manager



BOOK DESIGN 008E

Title: The Forge-Who We Are

Entrant: BUNTIN

Client: The Forge

Credits:

Karinne Caulkins, Art Director

Shelby Hicks, Production Artist

India Hearn, Brand Director



CARD, INVITATION, ANNOUNCEMENT—SINGLE UNIT 009A

Title: A&G Kickoff Coffee Invitation

Entrant: MP&F

Client: Antiques and Garden

Show Nashville

Credits:

Mary Elizabeth Davis, Partner

Don Bailey, VP/Creative Director

Tom Cocke, VP/Creative Director

Nick Bazzoni, Junior Designer

Jack Chisholm, Copywriter



3/D MIXED—SINGLE UNIT 010C

Title: Jack Daniel's Jack & Cherry Coke Kit

Entrant: FINN Partners

Client: Jack Daniel Distillery

Credits:

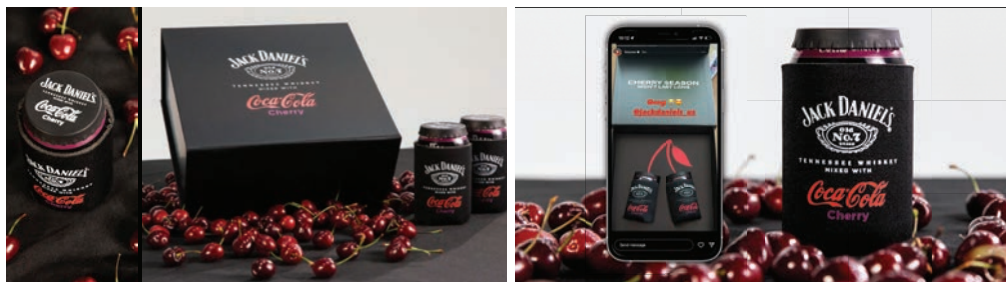
Hart Armstrong, Senior Art Director

Sean Williams, Creative Director

Ricky Carroll, Production Manager

Niki Giacchina, Project Manager

Erica Mikrut, Copywriter



3/D MIXED—SINGLE UNIT 010C

Title: Jack Daniel's Friends of Jack

Entrant: FINN Partners

Client: Jack Daniel Distillery

Credits:

Hart Armstrong, Senior Art Director

Sean Williams, Creative Director

Ricky Carroll, Production Manager

Niki Giacchina, Project Manager



SPECIALTY ADVERTISING—OTHER MERCHANDISE 011B

Title: Jack Daniel's Friends of Jack

Entrant: FINN Partners

Client: Jack Daniel Distillery

Credits:

Hart Armstrong, Senior Art Director

Sean Williams, Creative Director

Ricky Carroll, Production Manager

Niki Giacchina, Project Manager



SINGLE EVENT 017A

Title: Westview Friendsgiving

Broker Event

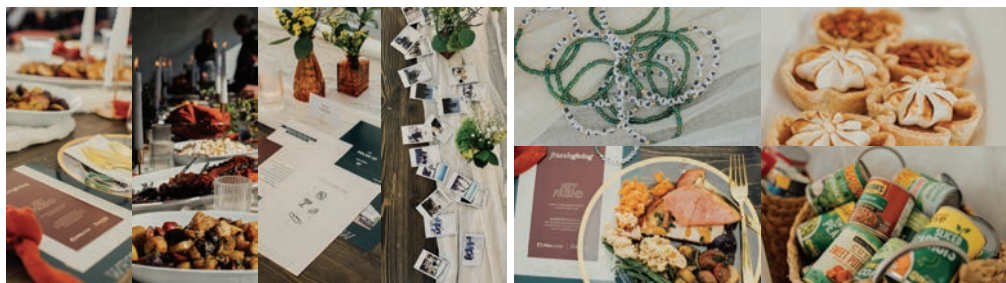
Entrant: Foundry Commercial

Client: Foundry Commercial

Credits:

Tara Ashton, Graphic Design Manager

Madi D'Ostuni, Marketing Associate



POSTER—SINGLE UNIT 018A

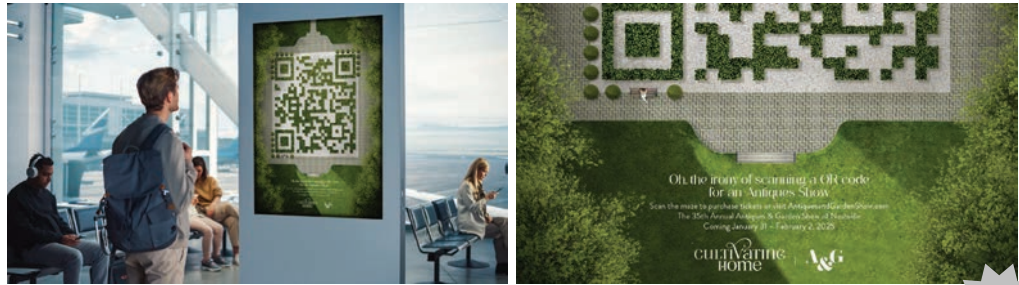
Title: A&G OOH QR Code Poster

Entrant: MP&F

Client: Antiques and Garden Show Nashville

Credits:

Mary Elizabeth Davis, Partner
Don Bailey, VP/Creative Director
Tom Cocke, VP/Creative Director
Nick Bazzoni, Junior Designer
Jack Chisholm, Copywriter



ONLINE/INTERACTIVE—CONSUMER 021A

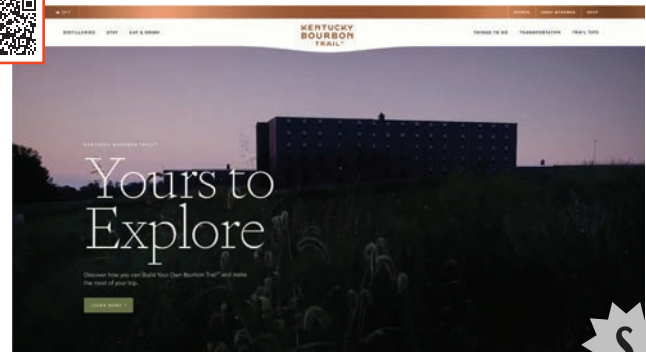
Title: KBT® Website

Entrant: Lewis

Client: Kentucky Distillers' Association

Credits:

Tom Johnson, VP Creative Director/Art Director
Stephen Curry, ECD/Copywriter
Robert Froedge, SVP/Creative Director
Roy Burns III, Design Director/Art Director
Ryan Gernenz, VP Creative Director
Katie Peninger, VP of Account Service
Nick Michel, Associate Account Director
Eric Knepp, Senior UX/UI Designer
Geoff Johnson, Senior Designer
Abby Mick, Account Coordinator
Kyle Daniel, Video Production Director



ONLINE/INTERACTIVE—SINGLE EXECUTION 022A

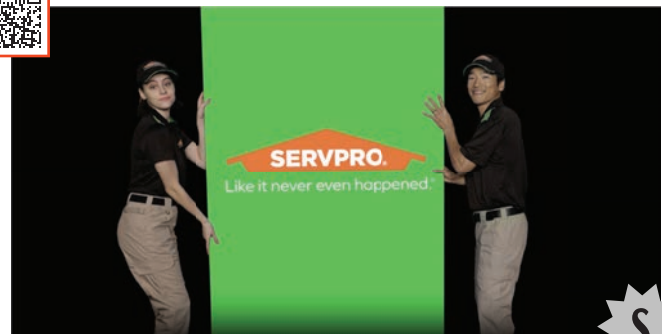
Title: SERVPRO Dismantle

Entrant: BUNTIN

Client: SERVPRO Industrial, LLC

Credits:

Dave Damman, CCO
Jonatan Maldonado, Art Director
Frank Bertino, Copywriter
Pat Haertel, Production Lead
Heather Melrose, Brand Director
Maya Lozada, Brand Manager
Maddie Gosson, Designer
Sam Pinsly, Social Specialist



ONLINE/INTERACTIVE—SINGLE EXECUTION 022A

Title: SERVPRO Vacuum Video

Entrant: BUNTIN

Client: SERVPRO Industries, LLC

Credits:

Dave Damman, CCO
Jonatan Maldonado, Art Director
Frank Bertino, Copywriter
Pat Haertel, Production Lead
Heather Melrose, Brand Director
Maya Lozada, Brand Manager
Maddie Gosson, Designer
Sam Pinsly, Social Specialist



ONLINE/INTERACTIVE—CAMPAIGN 022B

Title: Roam Beverages Social Media

Entrant: MP&F

Client: Roam Beverages

Credits:

Don Bailey, VP/Creative Director

Tom Cocke, VP/Creative Director

Greg Ellis, Associate Creative

Director, Digital

Layne Smith, Graphic Designer

Jack Chisholm, Copywriter



SINGLE SPOT—UP TO 2:00 032A

Title: CFP Board Surgery :30

Entrant: BUNTIN

Client: Certified Financial Planner

Board of Standards, Inc.

Credits:

Dave Damman, CCO; Ray Reed, EVP, Executive Creative Director; Andrew Brooks, Associate Creative Director; Danielle Keenan, Head of Production; Brook Dore, SVP, Director of Brand Management; Tara Zottola, VP, Group Brand Director; Gabrielle Fanizzi, Brand Director; Morgan Beaty, Associate Brand Manager; Kathy Canady, EVP, Chief Insights Officer; Adam Panetta, VP, Strategy Director; Madison Bentley, Associate Strategist; Bunker Films, Production Company; Jason Farrand, Director; Wild Manor, Post Production; Ryan Simpson, Editor; Knock It Out Music, Music; Push Audio, Audio Mix/Sound Design



SINGLE SPOT—UP TO 2:00 032A

Title: Chinet “Just Say Hi” TV

Entrant: BUNTIN

Client: CHINET

Credits:

Dave Damman, CCO

Aaron Branch, Art Director

Troy Leyenaar, Copywriter

Danielle Keenan, VP, Director of Content Production

Tara Zottola, Group Brand Director

Ann Katherine Vitti, Associate Brand Director

Max Cohen, Brand Manager



TELEVISION ADVERTISING REGIONAL/NATIONAL—CAMPAIGN 032B

Title: Chinet “Just Say Hi” TV

Entrant: BUNTIN

Client: CHINET

Credits:

Dave Damman, CCO

Aaron Branch, Art Director

Troy Leyenaar, Copywriter

Danielle Keenan, VP, Director of Content Production

Tara Zottola, Group Brand Director

Ann Katherine Vitti, Associate Brand Director

Max Cohen, Brand Manager



BRANDED CONTENT & ENTERTAINMENT—NON-BROADCAST 038

Title: Jack Daniel's Global Jack & Music
Entrant: FINN Partners
Client: Jack Daniel Distillery



Credits:
 Jimmy Chaffin, Director
 Charlie Colombo, Producer
 Tom Zaleski, Director of Photography
 Hart Armstrong, Art Director
 Brad Bartlett, Editor
 Niki Giacchina, Production Coordinator



CONSUMER CAMPAIGN—LOCAL 044C

Title: Go Fund Yourself
Entrant: FMS
Client: Andi/Fidelity Bank

Credits:
 Clark Hook, Creative Director
 MacKenzie Moore, Art Director
 Tori Hook, Copywriter
 Grant Claire, Video Production
 Zach Pannell, Brand Manager
 Mike Gibney, Voice Over/Music Production
 Yir Nucette, Designer



CONSUMER CAMPAIGN—REGIONAL/NATIONAL 044D

Title: Because Gold
Entrant: Fire Kite
Client: McAlvany Financial Group

Credits:
 Alex Goulart, Founder & ECD, Fire Kite;
 Tim Anderson, Head of Strategy; Judy Kreiter,
 Head of Production; Zach Fugate, Creative
 Director; Austin Arnold, Creative Director; Alex
 Goulart, Copywriter; Jen Lee, Executive Producer,
 JAMD Productions; Marshall Lee, Editor, JAMD
 Productions; David Ogle, Director of Photography;
 Alex Goulart, Director; Nissi Lee, Stylist; Kristen
 Kelleher, Media Strategist; Victor Morón, Jose
 Hernandez, StudioAldeal; Patrick Whitehorn-Schmidt,
 Motion Designer; Christina Chern, Developer; Kelly
 Phipps, Media Manager; Copeland Culp, Sound
 Engineer, Singing Serpent; Nathan Johnson,
 Photographer; David McAlvany, CEO, McAlvany
 Financial Group; Mason Stetler, Operating Vice President



LOGO DESIGN 049

Title: The Forge Logo
Entrant: BUNTIN
Client: The Forge

Credits:
 Dave Damman, Chief Creative Officer
 Karinne Caulkins, Art Director
 Jeffrey Buntin, Copywriter
 India Hearn, Brand Director
 Ryan Bailey, Jr. Art Director
 Frank Bertino, Copywriter



ILLUSTRATION—SERIES 051B

Title: The Forge Campaign

Entrant: BUNTIN

Client: The Forge

Credits:

Dave Damman, Chief Creative Officer

Karinne Caulkins, Art Director

Jeffrey Buntin, Copywriter

India Hearn, Brand Director

Frank Bertino, Copywriter

Ryan Bailey, Jr. Art Director

Shelby Hicks, Production Artist



STILL PHOTOGRAPHY—COLOR—SINGLE 052B

Title: Embrace

Entrant: Brookdale Senior Living

Client: Brookdale Senior Living

Credits:

John Mathis, Creative Direction

Chihiro Britt, Creative Direction

Gear Seven, Production



BLACK & WHITE/COLOR/ DIGITALLY ENHANCED—CAMPAIGN 052D

Title: Gatlinburg Fall 24 Photography

Entrant: FINN Partners

Client: Gatlinburg Convention and Visitors Bureau

Credits:

Hart Armstrong, Senior Art Director

David Bailey, Photographer

Sean Williams, Creative Director



ART DIRECTOR—SINGLE 053A

Title: Chinet "Just Say Hi" TV

Entrant: BUNTIN

Client: CHINET

Credits:

Dave Damman, CCO

Aaron Branch, Art Director

Troy Leyenaar, Copywriter

Danielle Keenan, VP, Director of Content Production

Tara Zottola, Group Brand Director

Ann Katherine Vitti, Associate Brand Director

Max Cohen, Brand Manager



ART DIRECTOR—SINGLE 053A

Title: KBT® “Endless” Outdoor Board

Entrant: Lewis

Client: Kentucky Distillers’ Association

Credits:

Tom Johnson, VP Creative Director/Art Director

Robert Froedge, SVP/Creative Director

Roy Burns III, Design Director/Art Director

Ryan Gernenz, VP Creative Director

Tim Moore, VFX



S

ART DIRECTOR—CAMPAIGN 053B

Title: Veterans

Entrant: Brookdale Senior Living

Client: Brookdale Senior Living

Credits:

John Mathis, Creative Direction

Chihiro Britt, Creative Direction

Gear Seven, Production



S

ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS 055A

Title: Chinnet “Just Say Hi” TV

Entrant: BUNTIN

Client: CHINET

Credits:

Dave Damman, CCO

Aaron Branch, Art Director

Troy Leyenaar, Copywriter

Danielle Keenan, VP, Director of Content Production

Tara Zottola, Group Brand Director

Ann Katherine Vitti, Associate Brand Director

Max Cohen, Brand Manager



S

ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS 055A

Title: Chinnet “Sustainability” TV

Entrant: BUNTIN

Client: CHINET

Credits:

Dave Damman, CCO

Aaron Branch, Art Director

Troy Leyenaar, Copywriter

Danielle Keenan, VP, Director of Content Production

Tara Zottola, Group Brand Director

Ann Katherine Vitti, Associate Brand Director

Max Cohen, Brand Manager



S

VIDEO EDITING 056

Title: FBITN Christmas TV Special Editing
Entrant: MP&F
Client: Farm Bureau Insurance of Tennessee



Credits:
 Vince Skyers, Executive Creative Director
 Tom Cocke, VP/Creative Director
 Don Bailey, VP/Creative Director
 Andrew Brooks, Associate Creative Director
 Annbern Holliman, Director of Creative Resourcing
 Greg Ellis, Associate Creative Director, Digital
 Jack Chisholm, Copywriter
 Bella, Production Partner
 Connor Carroll, Director
 Tim Moore, VFX



SOUND EDITING—CAMPAIGN 059B

Title: SERVPRO Mulligan Sound Design
Entrant: BUNTIN
Client: SERVPRO Industries, LLC



Credits:
 Dave Damman, CCO
 Jonatan Maldonado, Art Director
 Frank Bertino, Copywriter
 Pat Haertel, Production Lead
 Heather Melrose, Brand Director
 Maya Lozada, Brand Manager
 Maddie Gosson, Designer
 Sam Pinsly, Social Specialist



SOUND EDITING—CAMPAIGN 059B

Title: West Virginia Lottery iPlay
Entrant: BUNTIN
Client: West Virginia Lottery



Credits:
 Ray Reed, Executive Creative Director
 Maddie Gosson, Art Director
 Danielle Keenan, VP, Director of Content Production
 Madison Bentley, Strategist
 Ann Katherine Vitti, Brand Director
 Summerlyn Murray, Brand Manager
 Gear Seven, Production Company
 Coat of Arms, Post-Production

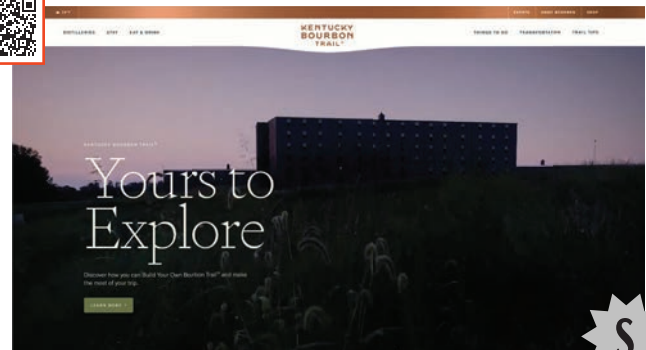


USER EXPERIENCE 063

Title: KBT® Website
Entrant: Lewis
Client: Kentucky Distillers' Association



Credits:
 Tom Johnson, VP Creative Director/Art Director
 Robert Froedge, SVP/Creative Director
 Roy Burns III, Design Director/Art Director
 Katie Peninger, VP of Account Service
 Ryan Gernenz, VP Creative Director
 Nick Michel, Associate Account Director
 Eric Knepp, Senior UX/UI Designer
 Geoff Johnson, Senior Designer



INNOVATIVE USE OF INTERACTIVE/TECHNOLOGY—COPYWRITING—SINGLE 065

Title: AI Holiday Card Maker
Entrant: iostudio, LLC
Client: iostudio

Credits:
Hayden Zelem, Graphic Designer, UXUI Designer
Jeff Ryan, Senior Web Developer
Dan Morro, Web Developer
Jon Walker, Senior Director of Engineering



BRAND ELEMENTS 078A

Title: The Forge
Entrant: BUNTIN
Client: The Forge

Credits:
Dave Damman, Chief Creative Officer
Karinne Caulkins, Art Director
Jeffrey Buntin, Copywriter
India Hearn, Brand Director
Frank Bertino, Copywriter
Ryan Bailey, Jr. Art Director
Shelby Hicks, Production Artist



PUBLIC SERVICE OUT-OF-HOME POSTER 081A

Title: Dare to Do
Entrant: BUNTIN
Client: The Forge

Credits:
Karinne Caulkins, Art Director
India Hearn, Brand Director



PUBLIC SERVICE OUT-OF-HOME POSTER 081A

Title: What is Family?
Entrant: GS&F
Client: OASIS

Credits:
Melvin Strobbe, Executive Creative Director
Crystal Hubbard, Creative Director
Tatum Hanson, Copywriter/Script Writer
Amanda Bowring, Art Director
Anne Morgan, Associate Creative Director
Kari Cottrell, Senior Designer
Sydney Johnson, Associate Art Director
Nick Waugh, Photographer
Allie Williams, Group Account Director
Alex Talianferro, Senior Account Manager
Abby Thomas, Account Executive



PUBLIC SERVICE OUT-OF-HOME CAMPAIGN 081C

Title: What is Family?

Entrant: GS&F

Client: OASIS

Credits:

Melvin Strobbe, Executive Creative Director

Crystal Hubbard, Creative Director

Tatum Hanson, Copywriter/Script Writer

Amanda Bowring, Art Director

Anne Morgan, Associate Creative Director

Kari Cottrell, Senior Designer

Sydney Johnson, Associate Art Director

Nick Waugh, Photographer

Allie Williams, Group Account Director

Alex Taliaferro, Senior Account Manager

Abby Thomas, Account Executive



S

MAGAZINE SELF-PROMOTION—CAMPAIGN 093B

Title: PowHERful Female Leadership

Entrant: MP&F

Client: MP&F

Credits:

Don Bailey, VP/Creative Director

Tom Cocke, VP/Creative Director



S

Local AWARDS

THE EXTREME MAKEOVER AWARD

Celebrates the best rebranding work done here in Nashville. Must include a before and after to demonstrate the massive improvements!

Title: GS&F Refresh

Entrant: GS&F

Client: GS&F

Credits:

Melvin Strobbe, Executive Creative Director;
Eric Knittel, Creative Director/Copy; Alex Miracle,
Associate Creative Director/Art; Kari Cottrell,
Senior Designer; Michael McGee, Art Director;
Anna Maack, Associate Art Director; Scott Brooks,
Editor; Nick Waugh, Camera/Drone; Gregg Boling,
CEO; John Anderson, VP, Strategy; Ryan Algaier,
Group Account Director; Brent Barbour, Account
Manager; Lindsey Zappia, Account Executive;
James Hoag, Account Executive; Brooke Boling,
Photographer; Jason Skinner, Illustrator

FOR THE LOVE OF NASHVILLE AWARD

Recognizes the best cause-related work for organizations within Nashville.

Title: Project Heart Website Design

Entrant: iostudio

Client: Project Heart

Credits:

Hayden Zelem, Graphic Designer
Matt Mason, Copywriter
Dan Morro, Website Developer

THE NASHVILLE HOT SHOT AWARD

Celebrates the best advertising that leverages a photoshoot using a Nashville location.

Title: American Job Center

Entrant: iostudio

Client: American Job Center

Credits:

Zack Wilcon, Director/Editor
Mika Carr, Producer
Monica Waller, Director of Photography
Mason Griffin, Grip/Utility/Colorist/Motion Graphics
Justin Lane, Copywriter & Creative Director
Hutson Kovanda, Creative Director

THE ZOMBIE AWARD

Recognizes, celebrates, and brings back to life the best work that was left for dead by a client and never used.

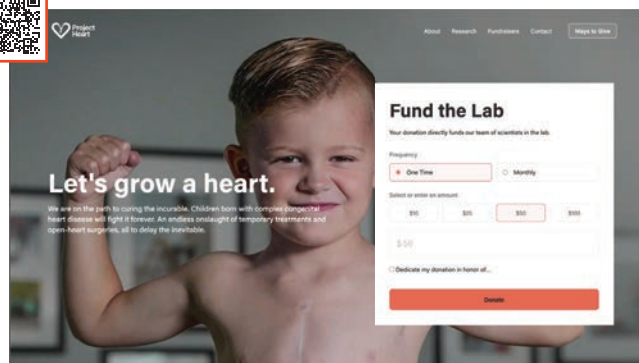
Title: D-Day

Entrant: iostudio

Client: iostudio

Credits:

Matt Mason, Creative Director
Sara Gentry, Copywriter
Gabby Kempter, Art Director
Robert Bright, Motion Designer
Trevyn Stegall, Sound Design







aaf nashville

**NASHVILLE'S
NOT CHICKEN**