

AMERICAN
ADVERTISING
AWARDS

**Congratulations to the
2021 American Advertising Awards Winners
in Gainesville!**

Professional **GOLD Winners:**

UF Health CHC Outcomes Report (Best of Show)

Digital Publication - Single

UF Health CHC Outcomes Report

Client: UF Health Congenital Heart Center

Credits: Marketing Manager, UF Health: Alisha Katz, Owner/Graphic Designer, Indigo Designs: Lorraine McGill, Photographer, UF Health: Louis Brems, Photographer, UF Health: Jesse Jones, Videographer, UF Health: Kyle Walker

PHOS Creative

Consumer Website

Big Bison Excursions Website

Client: Big Bison Excursions

Credits: Designer: Ashlee Scott, WordPress Developer: Hendrik Wendt, Project Manager: Derrak Ostovic

Consumer Website

Cherokee Rose Website

Client: Cherokee Rose

Credits: Designer: Ashlee Scott, WordPress Developer: Hendrik Wendt, Project Manager: Derrak Ostovic

Advertising Industry Self-Promotion Film/Video/Sound

PHOS 2.0 Breakup Video

Client: PHOS Creative

Credits: Creative Media Associate: Rebecca Flores, Inbound Marketing Executive: Bailey Revis,

Logo Design

City Auto Repair Logo

Client: City Auto Repair

Credits: Designer: Ashlee Scott, Project Manager: Derrak Ostovic

Tri County Metals

Internet Commercial

Helping Hands

Client: Tri County Metals

Credits: Director: Scott DeBerry

Heart Happy Films

Internet Commercial

Training for Life

Client: Sun Country Sports Center

Credits: Creative Director / Editing: Kimberly Farris, Director of Photography / Cameraman: Kyle Farris, Cameraman: James Lightner, Script: Brian Hunt

Santa Fe College

Photography, Color

Institute for Public Safety – Cadet

Client: Santa Fe College

Credits: Digital Photographer and Designer: Matt Stamey

NCCER

Webisode Series

Discover More: Success Stories

Client: NCCER

Credits: BYF Manager: Holly Mathis, Communications Manager: Rachel Burris, Social Media Specialist: Jonathan Arnholz, Video Production Specialist: Alex Zawoy.

Professional **SILVER Winners:**

UF College of Journalism and Communications/WUFT

Magazine Self Promotion - Single Unit – Any Size

UF CJC 2020 Dean's Report

Client: University of Florida College of Journalism and Communications

Credits: Executive Director, External Communications: Randy Bennett, Opus Design – Boston

NetSource Technologies, Inc.

Branded Content & Entertainment – Any print medium

Northgate RV - Buyers Guide

Client: Northgate RV Center

Credits: Graphic Designer: Lauryn Crowley

Consumer Website

Homes by Deltona

Client: Homes by Deltona

Credits: Graphic Designer: Derek Heron, Programmer: Jae Jung

Consumer Website

Drake Construction

Client: Drake Construction

Credits: Graphic Designer: Lauryn Crowley

Logo Design

Yamaha Marine Center

Client: Yamaha Marine Center of Jacksonville

Credits: Graphic Designer: Lauryn Crowley

PHOS Creative

Consumer Website

Faith Community Church Website

Client: Faith Community Church

Credits: Senior Designer: Jenelle Kruse, WordPress Developer: Mike Rogowski, Project Manager: Derrak Ostovic

Advertising Industry Self-Promotion Online/Interactive

PHOS Creative Website

Client: PHOS Creative

Credits: Senior Designer: Jenelle Kruse, WordPress Developer: Mike Rogowski, Inbound Marketing Executive: Bailey Revis, Inbound Marketing Manager: Alexis Fillmer, Project Manager: Derrak Ostovic, Creative Media Associate: Becca Flores

Film/Video/Sound Branded Content, More Than :60 Seconds

City Auto Repair Anchor Video

Client: City Auto Repair

Credits: Creative Media Associate: Rebecca Flores, Project Manager: Derrak Ostovic,

Film/Video/Sound Branded Content, More Than :60 Seconds

Gaston Legacy Video

Client: Gaston Tree Debris Recycling

Credits: Creative Media Associate: Rebecca Flores, Project Manager: Derrak Ostovic,

NCCER

Microsite

2019 NCCER Annual Report

Client: NCCER

Credits: Director of Marketing, Public Relations & Build Your Future: Jennifer Wilkerson, Marketing & Design Senior Manager: Chrise Catron, Marketing Project Manager: Jessica Gray, Communications Manager: Rachel Burris, Graphic Designer: Liz Saare, Marketing Administrative Assistant: Tracy Orner

UF Health

Integrated Brand Identity Campaign

Bird Strike

Client: UF Health

Credits: Producer: Garrett Hall, Videography/Editing: Kyle Walker, Creative Direction: Selena Carter, Animation: Carlos Campos, Copywriting: Theresa Bradley, Web design: Jeff Stevens, Web design: Greg Turner, Strategic management: John Berg.

Student GOLD Winners:

(Best of Show) Art Director and Creative: Sydney Schultheis, Magazine Advertising - Campaign

Any Excuse Will Do Educational Institution: University of Florida

Art Director / Copywriter: Kendal Frantz Magazine Advertising - Single (Full Page or Less)

Stains

Educational Institution: University of Florida

Art Director, Strategist, Copywriter: Andrew Clow, Art Director, Strategist, Copywriter: Max Rosewater

Magazine Advertising - Single (Full Page or Less)

OFF! "Conquer the Outdoors"

Educational Institution: University of Florida

Copywriter: Alexa Schummer, Art Director: Nicole Lopez, Art Director: Andrea Wood Social Media - Single Execution

UNSHARED MEMORIES

Educational Institution: University of Florida

Art Director: Andrea Wood, Art Director: Nicole Lopez Social Media - Campaign

Alzheimer's Association

Educational Institution: University of Florida

Copywriter: Alexa Schummer, Art Director: Nicole Lopez, Art Director: Andrea Wood

Social Media - Campaign

UNSHARED MEMORIES

Educational Institution: University of Florida

Student SILVER Winners:

Copywriter: Alexa Schummer, Art Director: Nicole Lopez, Art Director: Andrea Wood

Point of Purchase

What you see is what you eat

Educational Institution: University of Florida

Ian Flores, Christian Garcia, Mia Omayá

Point of Purchase

Live Vibrantly

Educational Institution: University of Florida

Copywriter: Alexa Schummer, Nicole Lopez, Art Director: Andrea Wood

Special Event Materials (invitations, announcements, cards, etc.)

Know your farmer. Know your food

Educational Institution: University of Florida

Jess Fullerton

Magazine Advertising - Campaign

Krave - Embrace Jerky's Complexity

Educational Institution: University of Florida

Copywriter: Alexa Schummer, Art Director: Nicole Lopez, Art Director: Andrea Wood

Magazine Advertising - Campaign

What you see is what you eat

Educational Institution: University of Florida

Copywriter: Alexa Schummer, Art Director: Nicole Lopez, Art Director: Andrea Wood

Out Of Home & Ambient Media - Campaign

Know your food.

Educational Institution: University of Florida

Copywriter: Alexa Schummer, Art Director: Nicole Lopez, Art Director: Andrea Wood

Out Of Home & Ambient Media - Single Occurrence or Installation

Avocado

Educational Institution: University of Florida

Art Director, Copywriter: Nicole Lopez

Out Of Home & Ambient Media - Campaign

Built On Differens

Educational Institution: University of Florida

Copywriter: Alexa Schummer, Art Director: Nicole Lopez, Art Director: Andrea Wood

Social Media - Campaign

Know your farmer. Know your food

Educational Institution: University of Florida

Copywriter: Alexa Schummer, Art Director: Nicole Lopez, Art Director: Andrea Wood

Cross Platform - Consumer Campaign

Greenwise

Educational Institution: University of Florida

Copywriter: Alexa Schummer, Art Director: Nicole Lopez, Art Director: Andrea Wood

Cross Platform - Consumer Campaign

What you see is what you eat

Educational Institution: University of Florida

Art Director & Illustrator: Natalia Pineda

Elements of Advertising - Illustration – Single

For Every Season. Starbucks.