

2019 SAINT LOUIS ADDY AWARDS

TONIGHT,
IT WAS ALL
WORTH IT

2019 SAINT LOUIS ADDY AWARDS

**ADES
CLUB**

**TONIGHT,
IT WAS ALL
WORTH IT**

ADDY JUDGES

Clark Fisher

**Creative Director
Badger & Winters
New York, New York**

Over the past 24 years, Clark Fisher has built enduring and empathetic connections between consumers and brands at Badger and Winters. His work includes Peloton, Lose It!, Beam Suntory, Starboard Cruise Services, The Hope & Grace Foundation, MetLife, HP, JCPenney and Avon.

Clark began his career in New York as a graphic designer at Diagram Design, a firm that specialized in Corporate Communications and Annual Reports for Cushman & Wakefield, Fisher Brothers, and Rose Associates, among others. He then worked as an Art Director at Sotheby's.

Craig Mikes

**Principal / Creative Director
Proof Advertising
Austin, Texas**

Craig Mikes is a co-founder and executive creative director of Proof Advertising in Austin, Texas. Proof has had work featured in numerous publications like NY Times, Creativity, CA, Adweek, Archive and has been named Small Agency of the Year four times by Ad Age.

An art director by trade, Craig has accumulated over 250 individual awards along the way from Clios, Cannes, Graphis, Mercury Awards, Archive, AAF, 4As, and Ad Age. He even has a TV spot on permanent display at the MOMA.

Alina Moeller

**Integrated Producer
Crispin Porter Bogusky
Boulder, Colorado**

Ali Moeller is an integrated producer and has been with CPB since 2010. Her studies in studio art and early childhood education have served her well in the advertising and production worlds.

Her most recent productions include Domino's Paving for Pizza, INFINITI Automotive's Marvel Infinity War film partnership, and Fruit of the Loom's Holiday Magic web spot, filmed in a surprise NYC blizzard! When she's not producing, she's enjoying the outdoors with her deaf dog @deafpeppered, camping, paddle boarding, hiking, and developing theme-party costumes.

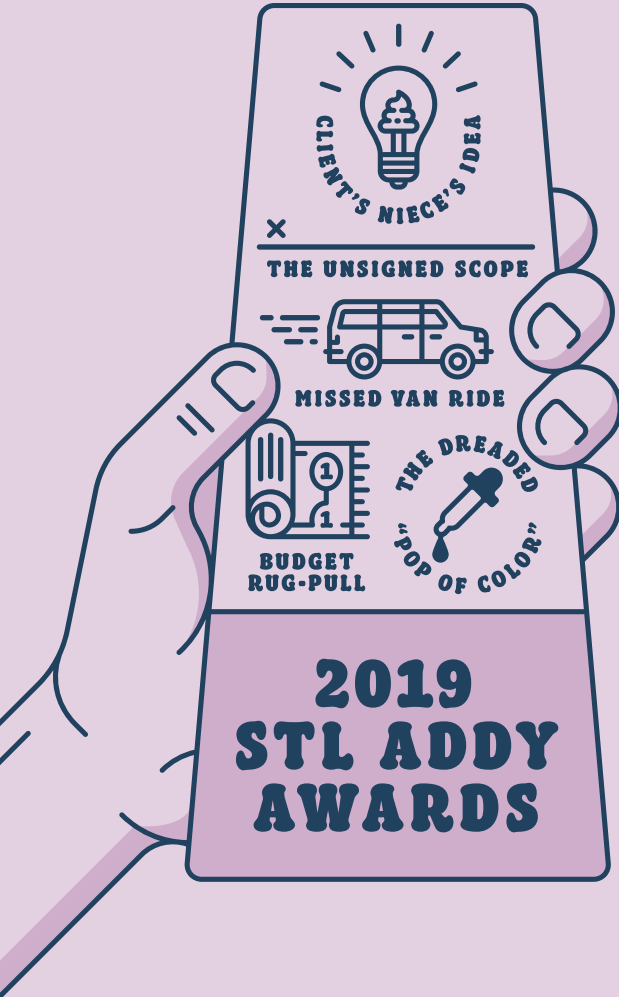
Megan Coughlin

**Creative Director
Schafer Condon Carter
Chicago, Illinois**

Megan Coughlin is a creative director and has been with Schafer Condon Carter since 2006. She has had clients from a local and national level. She has dabbled in California and landed firming in Chicago.

She's an artsy gal with a background in fine art and graphic design, but has found her calling in the ad world. She believes it is the perfect combination of problem solving, storytelling, and beauty.

CATEGORIES



- SALES & MARKETING
- OUT OF HOME & AMBIENT MEDIA
- ONLINE / INTERACTIVE
- FILM, VIDEO & SOUND
- CROSS PLATFORM
- ELEMENTS OF ADVERTISING
- STUDENT
- BEST OF OUT OF HOME & AMBIENT MEDIA
- BEST OF ONLINE / INTERACTIVE
- BEST OF FILM, VIDEO & SOUND
- BEST OF CROSS PLATFORM
- BEST OF ELEMENTS OF ADVERTISING
- BEST OF SHOW

SALES & MARKETING

SALES KIT OR PRODUCT INFORMATION SHEETS

SILVER ADDY

TOKY BRANDING + DESIGN

Client: Firecracker Pizza & Beer
Title: Firecracker Pizza & Beer Press Kit
Ashford Stamper, Designer
Katy Fischer, Creative Director
Eric Thielke, Executive Creative Director

SINGLE UNIT

SILVER ADDY

TOKY BRANDING + DESIGN

Client: Falling Fences
Title: Falling Fences Album
Katy Fischer, Designer
Geoff Story, Creative Director
Jane Winburn, Account Manager
Eric Thielke, Executive Creative Director

PACKAGING CAMPAIGN

01. GOLD ADDY

TOKY BRANDING + DESIGN

Client: Rockwell Beer Co.
Title: Rockwell Beer Co. Can Packaging
Kelcey Gray, Designer
Katy Fischer, Creative Director
Eric Thielke, Executive Creative Director
Jane Winburn, Account Manager

PUBLICATION DESIGN COVER

SILVER ADDY

FLEISHMAN HILLARD

Client: VF Corp
Title: 2017 Annual Report Cover Series
Patrick Kane, Account Director
Jim Mayfield, Group Creative Director
Sarah Saettele, Project Manager
Kevin Koestner, Creative Director
Rich Eichwald, Copywriter
Gemma Groch, Copywriter
Mark Dickmann, Producer
Scott Smith, Cover Photographers
Giacoma Biagi, Cover Photographer
Terrance Man, Cover Photographer
Michael Speckhard, Image Retoucher

SALES & MARKETING



SALES & MARKETING

OTHER MERCHANDISE

SILVER ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Dingo
Title: Freedom Through Their Eyes
Michael McCormick, EVP, Chief Creative Officer
Ross Bradley, Associate Creative Director
Jeremy Hagen, Senior Copywriter
Alex Kerlick, Strategy Director
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Cheryl Sparks, VP, Director of Production
Nate Townsend, Director / Editor

SPECIALTY ADVERTISING CAMPAIGN

SILVER ADDY

TOKY BRANDING + DESIGN

Client: Firecracker Pizza & Beer
Title: Firecracker Merch Campaign
Ashford Stamper, Designer
Katy Fischer, Creative Director
Eric Thaelke, Executive Creative Director

SILVER ADDY

TOKY BRANDING + DESIGN

Client: Rockwell Beer Co.
Title: Rockwell Beer Co. Glassware
Kelcey Gray, Designer
Katy Fischer, Creative Director
Eric Thaelke, Executive Creative Director
Jane Winburn, Account Manager

DIRECT MARKETING & SPECIALTY ADVERTISING

02. GOLD ADDY

NEW HONOR SOCIETY

Client: New Honor Society
Title: Holiday Cards
Heidi Singleton, Chief Creative Officer
Derek Burr, Director of Production
Matt Glarner, Creative Director
Tom Nations, Creative Director
Heath Harris, Associate Creative Director
Alaska Adams, Senior Designer
Loren Zaitz, Design Supervisor
Natasha Zerjav, Senior Designer
Amanda Burch, Copy Supervisor
Drew Grier, Copywriter
Collin Carpio, Copywriter



OUT-OF-HOME & AMBIENT MEDIA

GUERRILLA MARKETING - SINGLE

SILVER ADDY

FUSION MARKETING

Client: Bud Light
Title: Bud Light Victory Fridges
Matt Maddox, Group Creative Director
Pat Olds, Creative Director
Craig Stewart, Associate Creative Director
Jason Hackett, Art Director
Mike Beck, Director, Production
Angie Maniscalco, Account Director
Jonathan Thompson, Coordinator, Production
Chris Haffner, Supervisor, Production
Brad Harris, VP, Digital
Zach Hartwick, Application Developer
Amber Hawkins, Digital Business Analyst
Ben Loos, Director, Application Development

SILVER ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Dingo
Title: Freedom Through Their Eyes
Michael McCormick, EVP, Chief Creative Officer
Ross Bradley, Associate Creative Director
Jeremy Hagen, Senior Copywriter
Alex Kerlick, Strategy Director
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Cheryl Rockwell, VP, Director of Production
Nate Townsend, Director / Editor

GUERRILLA MARKETING - CAMPAIGN

SILVER ADDY

CANNONBALL ADVERTISING

Client: Lion's Choice
Title: Lion's Choice Snackers Campaign
Tony McCue, Associate Creative Director
Neil Wissmann, Associate Creative Director
Tanner Boyd, Copywriter

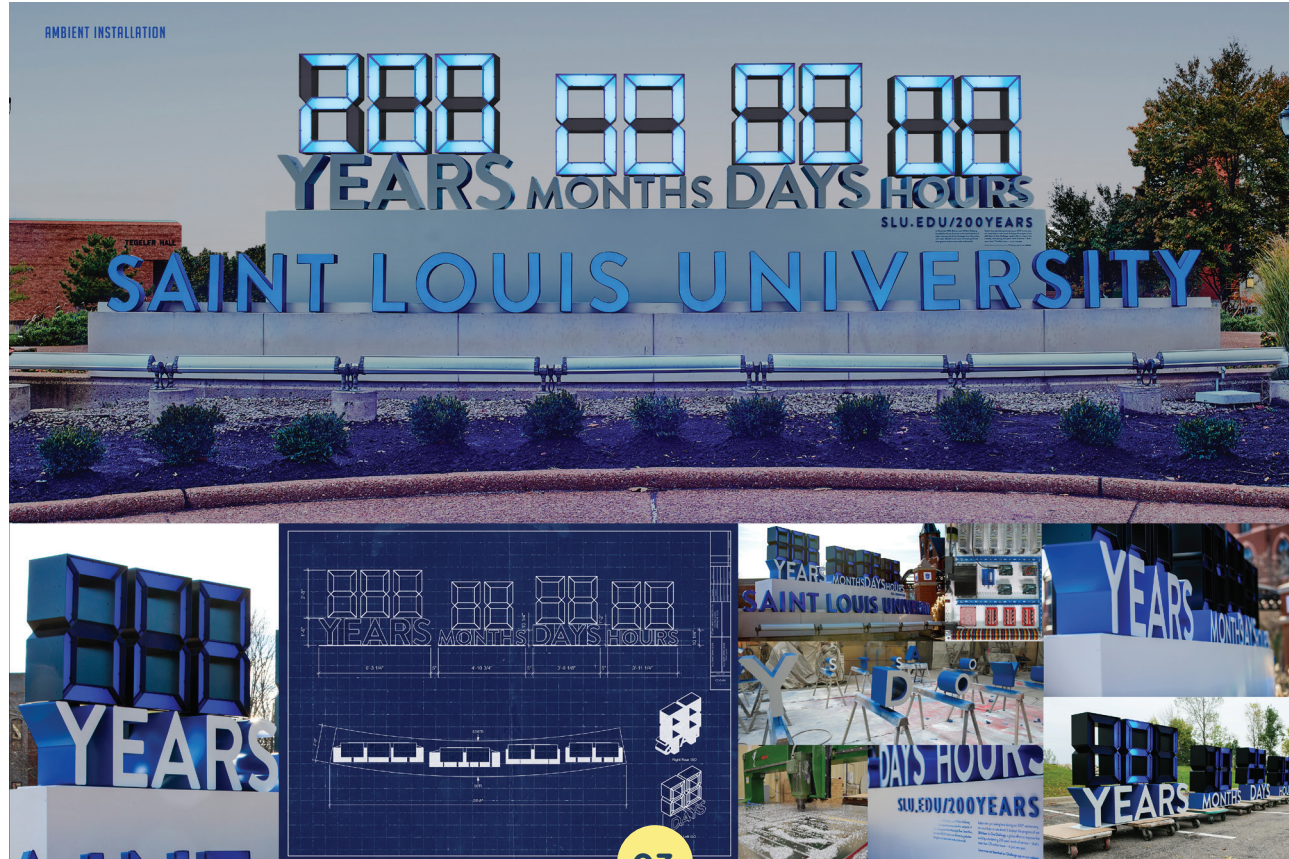
SINGLE INSTALLATION

03. GOLD ADDY

RODGERS TOWNSEND

Client: St. Louis University
Title: 200 Years in One
Michael McCormick, EVP, Chief Creative Officer
Erik Mathre, SVP, Group Creative Director
Ross Bradley, Associate Creative Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Tim Rodgers Jr., Senior Strategist
Jerry McNeive, Digital Production Developer / Designer
Dennis Caplinger, Digital Producer
Melinda Christman, Director of Digital Production
Robb Blackwell, Lead Production Designer
Nate Townsend, Director / Editor

OUT OF HOME & AMBIENT MEDIA



OUT OF HOME & AMBIENT MEDIA

POSTER

04. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide
Title: Prim and Powerful
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Susan Copeland, Production Artist
Christy Bockler, Senior Media Planner

05. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide
Title: Hundred Proof Handyman
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Susan Copeland, Production Artist
Christy Bockler, Senior Media Planner

06. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide
Title: Momma Muscle
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Susan Copeland, Production Artist
Christy Bockler, Senior Media Planner

OUT OF HOME & AMBIENT MEDIA

07. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide
Title: Masterful Dirt Digger
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Susan Copeland, Production Artist
Christy Bockler, Senior Media Planner

SILVER ADDY

OSBORN BARR

Client: Pedal the Cause
Title: Cancer Curing Bike - Prepare
Adnan Sabic, Chief Creative Officer
Zach Arnold, Executive Creative Director
Tommy Mattler, Art Director
Cordell Jeffries, Copywriter/Creative Director
Tammy Cheatham, Project Manager

SILVER ADDY

OSBORN BARR

Client: Pedal the Cause
Title: Cancer Curing Bike - Do
Adnan Sabic, Chief Creative Officer
Zach Arnold, Executive Creative Director
Tommy Mattler, Art Director
Cordell Jeffries, Copywriter/Creative Director
Tammy Cheatham, Project Manager

SILVER ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Canfield Drive
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

SILVER ADDY

TOKY BRANDING + DESIGN

Client: Falling Fences
Title: Falling Fences Poster
Katy Fischer, Designer
Jane Winburn, Account Manager
Eric Thaelke, Executive Creative Director

SILVER ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Crowns
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

SILVER ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Milk Like Sugar
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

OUT OF HOME & AMBIENT MEDIA



04



05



06



07

OUT OF HOME & AMBIENT MEDIA

POSTER - CAMPAIGN

08. GOLD ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: The Color of Our Character
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

09. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide
Title: Meet the Neighborhood
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Susan Copeland, Production Artist
Christy Bockler, Senior Media Planner

OUTDOOR BOARD - SINGLE

SILVER ADDY

DARLING MAKERY

Client: The Watering Bowl
Title: New Location Billboard
Peter Rodick, Art Director
Jake Edinger, Writer
Blake Padberg, Account Service

PUBLIC SERVICE - CAMPAIGN

SILVER ADDY

RODGERS TOWNSEND

Client: Pianos for People
Title: 100 Fingers
Michael McCormick, EVP, Chief Creative Officer
J Chambers, Creative Director
Jon Hansen, Creative Director
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Brian Cummings, Director of Photography

OUT OF HOME & AMBIENT MEDIA

ADVERTISING INDUSTRY SELF-PROMOTION OUT-OF-HOME

SILVER ADDY

RODGERS TOWNSEND

Client: Rodgers Townsend

Title: Fall Forum

Michael McCormick, EVP, Chief Creative Officer

Ron Copeland, VP, Group Creative Director

J Chambers, Creative Director

Marrissa Scully, Motion Graphic Designer

Carrie Muehlemann, VP, Director of Talent &

Agency Relations

Susan Copeland, Production Artist

Robb Blackwell, Lead Production Designer



THE BLACK REP
THEATRE OF THE SOUL SINCE 1978

SEASON 42
THE COLOR OF OUR CHARACTER

The Black Rep is the largest professional African-American theatre company in the nation and a necessary platform for voices of color in St. Louis. Season 42 is headlined by the premiere of "Canfield Drive," which confronts the shooting death of Michael Brown.

08



09



ALT LINES OF PERPETUITY

**TONIGHT,
IT WAS ALL
WORTH IT**

**It took every possible arrangement of the same sentence
for people to realize you had it right the first time.
Are you feeling smug now? You should be.**

ONLINE/INTERACTIVE

WEBSITES - CONSUMER

10. GOLD ADDY

H&L PARTNERS

Client: Missouri Division of Tourism
Title: VisitMO.com
Chris Kilcullen, Director of Digital Marketing
Matt Johnson, Technology Director
Shaun Young, Assoc. Creative Director
Diana Burnett, Digital Producer
Morgan Brown, Developer
Meredith Schasch, Account Executive
Genna Adkins, Social Media Manager
Brian Rehme, Account Director

SILVER ADDY

ATOMICDUST

Client: Yellowbelly
Title: Yellowbelly Website
Mike Spakowski, Creative Director
Katie Werges, Designer
Jazzy Danziger, Copy Writer
Christen Ringhausen, Project Manager
Tal Haberer, Web Developer

WEBSITES - B2B

SILVER ADDY

RODGERS TOWNSEND

Client: AT&T Services, Inc.
Title: Retail Apocalypse
Michael McCormick, EVP, Chief Creative Officer
Kay Cochran, SVP, Group Creative Director
Ross Bradley, Associate Creative Director
Katie Meers, Senior Art Director
Meghan Cahill, Copywriter
John Jackson, Associate Creative Director
Chris Rarick, Account Director
Monica O'Connor, Senior Digital Producer
Wendy Buske, Senior Digital Producer
Kevin Terry, Creative Developer
Chris Miller, Web Developer

WEBSITES - MICROSITES

SILVER ADDY

H&L PARTNERS

Client: Missouri Division of Tourism
Title: VisitMO Spotlight Story Katy Trail
Chris Kilcullen, Director of Digital Marketing
Shaun Young, Assoc. Creative Director
Morgan Brown, Digital Developer
Diana Burnett, Digital Producer
Meredith Schasch, Account Executive
Brian Rehme, Account Director

SILVER ADDY

H&L PARTNERS

Client: Missouri Division of Tourism
Title: VisitMO Spotlight - Route 66
Shaun Young, Assoc. Creative Director
Chris Kilcullen, Director of Digital Marketing
Morgan Brown, Digital Developer
Diana Burnett, Digital Producer
Meredith Schasch, Account Executive

ONLINE/INTERACTIVE

SOCIAL MEDIA - SINGLE

SILVER ADDY

CANNONBALL ADVERTISING

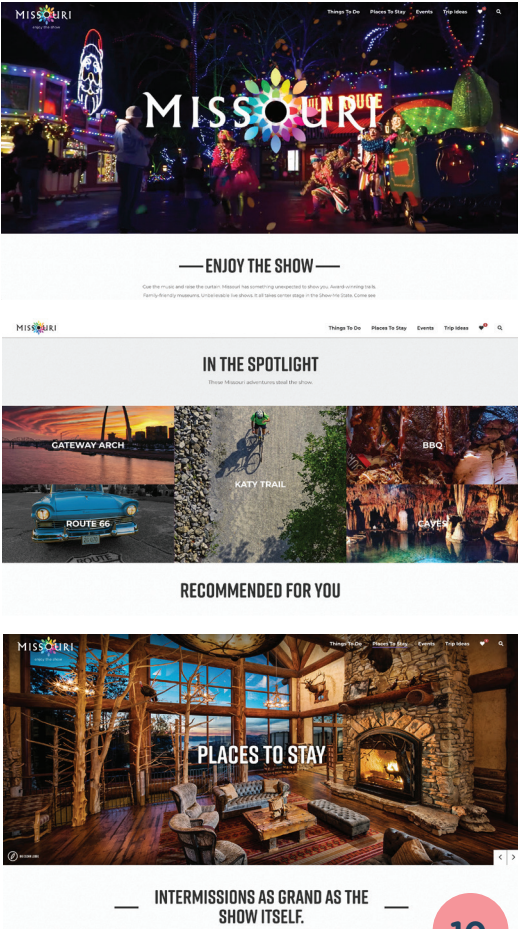
Client: National Car Rental
Title: "Mind Reading - Zombies"
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Aric Jost, Creative Director
Travis Ulmer, Creative Director
Matt Dale, Art Director
Larry Israel, Agency Producer
Mike Bigelow, Director
Gartner, Production Company
Scott Whiteaker, Editor
Scott Conger, Editor
90 Degrees West, Post Production Company

SOCIAL MEDIA - CAMPAIGN

SILVER ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide
Title: You Hold the Power
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Susan Copeland, Production Artist
Christy Bockler, Senior Media Planner



ONLINE/INTERACTIVE

WEB BANNER AD OR WEBSITE TAKEOVER

SILVER ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide

Title: You Hold the Power

Michael McCormick, EVP, Chief Creative Officer

Jon Hansen, Creative Director

Emily Daab, Copywriter

Laura Duplain, VP, Director of Account
Management

Keely Duda, Account Supervisor

Annie Diefenbach, Account Supervisor

Lauren Giwa-Amu, Assistant Account Executive

Sue Strubhart, Project Manager

Alex Kerlick, Strategy Director

Cheryl Rockwell, VP, Director of Production

Susan Copeland, Production Artist

Christy Bockler, Senior Media Planner

ADVERTISING & PROMOTION - CAMPAIGN

11. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide

Title: You Hold the Power

Michael McCormick, EVP, Chief Creative Officer

Jon Hansen, Creative Director

Emily Daab, Copywriter

Laura Duplain, VP, Director of Account
Management

Keely Duda, Account Supervisor

Annie Diefenbach, Account Supervisor

Lauren Giwa-Amu, Assistant Account Executive

Sue Strubhart, Project Manager

Alex Kerlick, Strategy Director

Cheryl Rockwell, VP, Director of Production

Susan Copeland, Production Artist

Christy Bockler, Senior Media Planner

DIGITAL PUBLICATIONS - SINGLE

SILVER ADDY

H&L PARTNERS

Client: Missouri Division of Tourism

Title: VisitMO.com

Chris Kilcullen, Director of Digital Marketing

Shaun Young, Assoc. Creative Director

Diana Burnett, Digital Producer

Morgan Brown, Developer

Meredith Schasch, Account Executive

PUBLIC SERVICE ONLINE/ INTERACTIVE

12. GOLD ADDY

TOKY BRANDING + DESIGN

Client: I Vote Because

Title: I Vote Because Website

Rob Hutti, Designer

Drew Hamilton, Designer

Kelcey Gray, Designer

Eric Thoeke, Executive Creative Director

Deana Fritsche, Account Manager

Janette Beckman, Photographer

ONLINE/INTERACTIVE

ADVERTISING INDUSTRY SELF-PROMOTION ONLINE/INTERACTIVE

13. GOLD ADDY

PARADOWSKI CREATIVE

Client: Paradowski Creative

Title: Paradowski Website

Andy Wise, VP Design and Interactive

Brad Hauck, VP Creative Strategy

Chris Schmitz, Developer

Kevin Olson, Developer

Caitlin Steever, Creative Director

Steve John, Creative Director

Stephen Fairbanks, Associate Creative Director,
Content

Kyle Seibel, Senior Copywriter

Tom Faucett, Copywriter

Chris Prestemon, Senior Copywriter

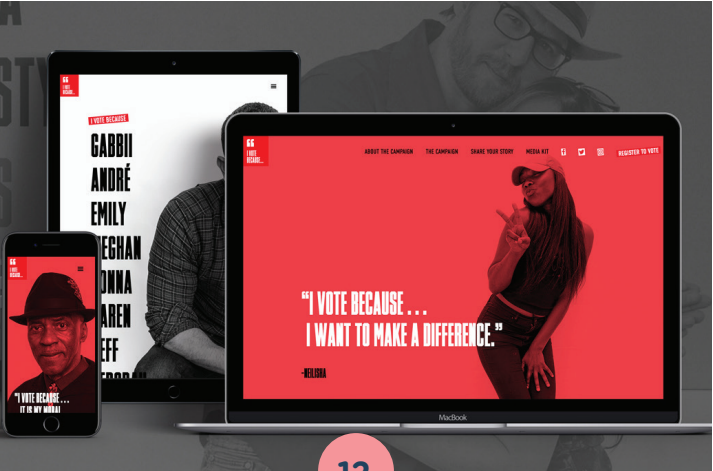
Carrie Edmiston, Associate Producer

Tyson Foersterling, Creative Director

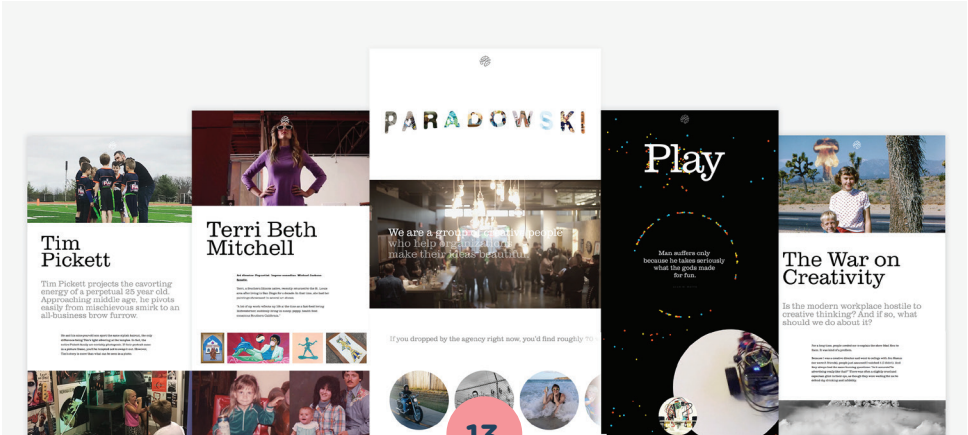


Spectracide
YOU HOLD THE POWER

ONLINE/INTERACTIVE



12



13

FILM, VIDEO, & SOUND

RADIO - LOCAL CAMPAIGN

SILVER ADDY

HLK

Client: Cardinals

Title: Funtasity, Ballyhooley & Altercation

Joe Leahy, Chief Creative Officer

Matt Telthorst, Creative Director

Dru Jacobs, Associate Creative Director/

Copywriter

Stephanie Maret, Account Manager

Brent Johnson - Coolfire Media, Audio Engineer/
Sound Design

SILVER ADDY

CANNONBALL ADVERTISING

Client: Lion's Choice

Title: Lion's Choice Brand Radio

Steve Hunt, Chief Creative Officer

Neil Wissmann, Associate Creative Director

Tanner Boyd, Copywriter

RADIO - REGIONAL/NATIONAL - SINGLE MORE THAN 30 SECONDS

SILVER ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide

Title: Handy 'This Brand of Manpower'

Michael McCormick, EVP, Chief Creative Officer

Jon Hansen, Creative Director

Emily Daab, Copywriter

Laura Duplain, VP, Director of Account
Management

Keely Duda, Account Supervisor

Annie Diefenbach, Account Supervisor

Lauren Giwa-Amu, Assistant Account Executive

Sue Strubhart, Project Manager

Alex Kerlick, Strategy Director

Cheryl Rockwell, VP, Director of Production

Christy Bockler, Senior Media Planner

Monica O'Connor, Senior Digital Producer

RADIO - NATIONAL CAMPAIGN

SILVER ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide

Title: You Hold the Power

Mike McCormick, EVP, Chief Creative Officer

Jon Hansen, Creative Director

Emily Daab, Copywriter

Laura Duplain, VP, Director of Account
Management

Keely Duda, Account Supervisor

Annie Diefenbach, Account Supervisor

Lauren Giwa-Amu, Assistant Account Executive

Sue Strubhart, Project Manager

Alex Kerlick, Strategy Director

Cheryl Rockwell, VP, Director of Production

Christy Bockler, Senior Media Planner

Monica O'Connor, Senior Digital Producer

FILM, VIDEO, & SOUND

TELEVISION ADVERTISING LOCAL SINGLE SPOT :15 OR LESS

14. GOLD ADDY

RODGERS TOWNSEND

Client: Schnucks Markets, Inc.
Title: Host with the Most - Chestnuts
Michael McCormick, EVP, Chief Creative Officer
Andrew Dauska, Chief Executive Officer
Ross Bradley, Associate Creative Director
Erin Holcomb, Copywriter
Laura Duplain, VP, Director of Account Management
Annie Diefenbach, Account Supervisor
Patty Ivey, Producer
Elsie Heckel, Production Intern
Stephanie Browne, Talent / Traffic
Cody Stokes, Director
Coolfire Studios, Production, Post-Production

SILVER ADDY

RODGERS TOWNSEND

Client: Schnucks Markets, Inc.
Title: Host with the Most - Full Table
Michael McCormick, EVP, Chief Creative Officer
Andrew Dauska, Chief Executive Officer
Ross Bradley, Associate Creative Director
Erin Holcomb, Copywriter
Laura Duplain, VP, Director of Account Management
Annie Diefenbach, Account Supervisor
Patty Ivey, Producer
Elsie Heckel, Production Intern
Stephanie Browne, Talent / Traffic
Cody Stokes, Director
Coolfire Studios, Production, Post-Production

TELEVISION ADVERTISING LOCAL SINGLE SPOT :30 OR LESS

SILVER ADDY

ST. LOUIS CARDINALS

Client: St. Louis Cardinals
Title: Cardinals Salsa Shirt
Matt Shead, Producer

TELEVISION - LOCAL CAMPAIGN

15. GOLD ADDY

RODGERS TOWNSEND

Client: Schnucks Markets, Inc.
Title: Host with the Most
Michael McCormick, EVP, Chief Creative Officer
Andrew Dauska, Chief Executive Officer
Ross Bradley, Associate Creative Director
Erin Holcomb, Copywriter
Laura Duplain, VP, Director of Account Management
Annie Diefenbach, Account Supervisor
Patty Ivey, Producer
Elsie Heckel, Production Intern
Stephanie Browne, Talent / Traffic
Cody Stokes, Director
Coolfire Studios, Production, Post-Production

FILM, VIDEO, & SOUND

SILVER ADDY

RODGERS TOWNSEND

Client: Schnucks Markets, Inc.
Title: It's Easy, Just Ask
Michael McCormick, EVP, Chief Creative Officer
Kay Cochran, SVP, Group Creative Director
Katie Meers, Senior Art Director
Laura Duplain, VP, Director of Account Management
Tracy Sykes-Long, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Patty Ivey, Producer
Robb Blackwell, Lead Production Artist
Ellen Readhead, Strategist
Motke Dapp, Director
Coolfire Studios, Production, Post-Production



14



15

FILM, VIDEO, & SOUND

TELEVISION ADVERTISING REGIONAL/NATIONAL - SINGLE - UP TO 2:00

16. GOLD ADDY

CANNONBALL ADVERTISING

Client: National Car Rental
Title: "All The Places Life Takes Joel"
Steve Hunt, Chief Creative Officer
Travis Ulmer, Creative Director
Matt Collins, Creative Director
Larry Israel, Agency Producer
Erich Joiner, Director
Tool of North America, Production Company
Scott Whiteaker, Editor
90 Degrees West , Post Production Company

17. GOLD ADDY

CANNONBALL ADVERTISING

Client: Enterprise Rent-A-Car
Title: "Mom Check"
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Amy Venturella, Creative Director
Aric Jost, Creative Director
Amy Venturella, Copywriter
Matt Dale, Art Director
Larry Israel, Agency Producer
Erich Joiner, Director
Tool Of North America, Production Company
Scott Whiteaker, Editor
90 Degrees West, Post Production Company

18. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, DreamBone
Title: Deliciously Distracting
Michael McCormick, EVP, Chief Creative Officer
Ross Bradley, Associate Creative Director
Jeremy Hagen, Senior Copywriter
Keely Duda, Account Supervisor
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Cody Stokes, Director
Coolfire, Production, Post- Production

SILVER ADDY

CANNONBALL ADVERTISING

Client: National Car Rental
Title: "We've Got It Head Covered"
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Aric Jost, Creative Director
Tanner Boyd, Copywriter
Matt Dale, Art Director
Larry Israel, Agency Producer
Mike Bigelow, Director
Gartner, Production Company
Scott Whiteaker, Editor
Scott Conger, Editor
90 Degrees West , Post Production Company

SILVER ADDY

CANNONBALL ADVERTISING

Client: National Car Rental
Title: "Lose The Wait"
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Aric Jost, Creative Director
Tanner Boyd, Copywriter
Matt Dale, Art Director
Larry Israel, Agency Producer
Mike Bigelow, Director
Gartner, Production Company
Scott Whiteaker, Editor
Scott Conger, Editor
90 Degrees West, Post Production Company

FILM, VIDEO, & SOUND

SILVER ADDY

CANNONBALL ADVERTISING

Client: Enterprise Rent-A-Car
Title: "Future Of Transportation"
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Amy Venturella, Creative Director
Aric Jost, Creative Director
Steve Hunt , Copywriter
Matt Dale, Art Director
Larry Israel, Agency Producer
Erich Joiner, Director
Tool Of North America, Production Company
Scott Whiteaker, Editor
90 Degrees West, Post Production Company



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17



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FILM, VIDEO, & SOUND

TELEVISION - NATIONAL CAMPAIGN

19. GOLD ADDY

CANNONBALL ADVERTISING

Client: Enterprise Rent-A-Car
Title: "For All The Places Life Takes You"
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Amy Venturella, Creative Director
Travis Ulmer, Creative Director
Matt Collins, Creative Director
Matt Dale, Art Director
Larry Israel, Producer
Erich Joiner, Director
Tool of North America, Production Company
Scott Whiteaker, Editor
90 Degrees West , Post Production Company

20. GOLD ADDY

CANNONBALL ADVERTISING

Client: Enterprise Rent-A-Car
Title: Car Sales Campaign
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Amy Venturella, Creative Director
Aric Jost, Creative Director
Amy Venturella , Copywriter
Matt Dale, Art Director
Larry Israel, Producer
Erich Joiner, Director
Tool Of North America, Production Company
Scott Whiteaker, Editor
90 Degrees West, Post Production Company

21. GOLD ADDY

CANNONBALL ADVERTISING

Client: National Car Rental
Title: Control Enthusiast Campaign
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Aric Jost, Creative Director
Tanner Boyd, Copywriter
Matt Dale, Art Director
Larry Israel, Agency Producer
Mike Bigelow, Director
Gartner, Production Company
Scott Whiteaker, Editor
Scott Conger, Editor
90 Degrees West, Post Production Company

FILM, VIDEO, & SOUND



19



20



21

FILM, VIDEO, & SOUND

INTERNET COMMERCIAL SINGLE SPOT - ANY LENGTH

22. GOLD ADDY

CANNONBALL ADVERTISING

Client: Enterprise Rent-A-Car

Title: "Mom Check"

Steve Hunt, Chief Creative Officer

Joe Bishop, Creative Director

Amy Venturella, Creative Director

Aric Jost, Creative Director

Amy Venturella, Copywriter

Matt Dale, Art Director

Larry Israel, Agency Producer

Erich Joiner, Director

Scott Whiteaker, Editor

Tool of North America, Production Company

90 Degrees West, Post Production Company

23. GOLD ADDY

CANNONBALL ADVERTISING

Client: National Car Rental

Title: "We've Got it Head Covered"

Steve Hunt, Chief Creative Officer

Joe Bishop, Creative Director

Aric Jost, Creative Director

Tanner Boyd, Copywriter

Matt Dale, Art Director

Larry Israel, Agency Producer

Mike Bigelow, Director

Gartner, Production Company

Scott Whiteaker, Editor

Scott Conger, Editor

90 Degrees West, Post Production Company

24. GOLD ADDY

ONCE FILMS

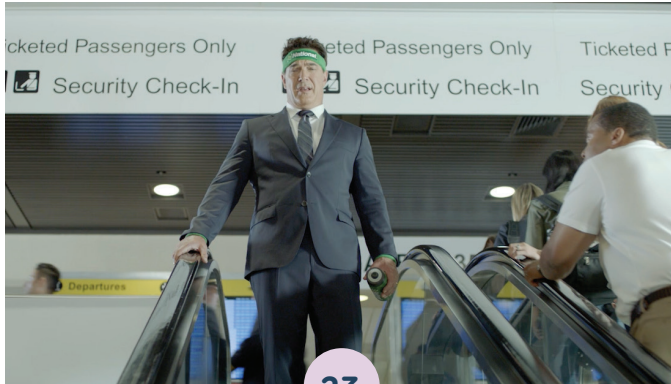
Client: Allen Edmonds

Title: Artisans of Freedom: Alan J

FILM, VIDEO, & SOUND



22



23



24

FILM, VIDEO, & SOUND

25. GOLD ADDY

FUSION MARKETING

Fusion Marketing
Client: Forty Creek Canadian Whisky
Title: Saving Small Waters
Matt Maddox , Group Creative Director
Jessen Wabeke, Creative Director
Rich Norton, Associate Creative Director
Keith Kennedy, Senior Content Producer
Katey Hindes, Art Director
Ben Fournier, Content Producer
Lisa Burhanna, Content Producer
Madeline Houston, Copywriter
Meghan Martz, Account Director
Lauren Pasulka, Account Manager
Jamie Lazaroff, Account Coordinator
Olivia Scalise, Account Coordinator



26. GOLD ADDY

OSBORN BARR

Fusion Marketing
Client: OB | P
Title: Cardinals Opening Day
Adnan Sabic, Chief Creative Officer



FILM, VIDEO, & SOUND

SILVER ADDY

CANNONBALL ADVERTISING

Client: BBC - Broughton Brand Company
Title: "Bring Soccer Home"
Steve Hunt, Chief Creative Officer
Travis Ulmer, Creative Director
Matt Collins, Creative Director
Josh Kirk, Sr. Art Director
90 Degrees West, Production Company
David Treadway, Director
Pete Halliday, Producer
Jonathan Kirby, Agency Producer
Scott Whiteaker , Editor

SILVER ADDY

ONCE FILMS

Client: Allen Edmonds
Title: Artisans of Freedom: Korchmar

SILVER ADDY

CANNONBALL ADVERTISING

Client: Enterprise Rent-A-Car
Title: "Pick Up the Pep"
Travis Ulmer, Creative Director
Matt Collins, Creative Director
Neil Wissmann, Associate Creative Director
Bruton Stroube, Production Company
Tim Wilson, Director
Matt Siemer, Producer
Brit Neuffer, Editor
Jonathan Kirby, Agency Producer

SILVER ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Nature's Miracle
Title: The Miracle Meets The Nose
Michael McCormick, EVP, Chief Creative Officer
Eric Tatham, Associate Creative Director
Emily Daab, Copywriter
Nate Townsend, Director / Editor
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Patty Ivey, Producer
Veronica Ambuehl, Production Manager
Noah Readhead, Director of Photography
Tim Donsbach, Sound Production
Trent Hover, Key Grip

FILM, VIDEO, & SOUND

INTERNET COMMERCIAL ONLINE FILM, VIDEO & SOUND CAMPAIGN

SILVER ADDY

CANNONBALL ADVERTISING

Client: Enterprise Rent-A-Car
Title: Car Sales Campaign
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Amy Venturella, Creative Director
Aric Jost, Creative Director
Amy Venturella, Copywriter
Matt Dale, Art Director
Larry Israel, Agency Producer
Erich Joiner, Director
Tool Of North America, Production Company
Scott Whiteaker, Editor
90 Degrees West, Post Production Company

SILVER ADDY

CANNONBALL ADVERTISING

Client: National Car Rental
Title: Control Enthusiast Campaign
Steve Hunt, Chief Creative Officer
Joe Bishop, Creative Director
Aric Jost, Creative Director
Tanner Boyd, Copywriter
Matt Dale, Art Director
Larry Israel, Agency Producer
Mike Bigelow, Director
Gartner, Production Company
Scott Whiteaker, Editor
Scott Conger, Editor
90 Degrees West, Post Production Company

WEBISODE - SERIES

SILVER ADDY

SHAREABLE

Client: Brown and Crouppen Law Firm
Title: BCTV: Brown and Crouppen TV
Jeremy Corray , Executive Producer
Wes Murrell, Animator
Mike Kearns, Animator
Sara Rice, Line Producer
Kevin Johnson, Editor
Dionne Joffray, Strategist

BRANDED CONTENT & ENTERTAINMENT - NON-BROADCAST

SILVER ADDY

FLEISHMANHILLARD

Client: AT&T with FleishmanHillard
Title: Today, We're a Modern Media Company
Shawn Ramsey, Account Director
Ryan Brown, Executive Creative Director
Dan Pisciotto, Senior Producer
The Mill+ Chicago, Production / FX
Blake Nickle, Executive Producer
Nic Yiallouris, Director
Jack Williams, Project Manager

FILM, VIDEO, & SOUND

BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

SILVER ADDY

RODGERS TOWNSEND

Client: Luxco, Ezra Brooks
Title: Honestly Handcrafted
Michael McCormick, EVP, Chief Creative Officer
Kris Wright, VP, Director of Design
J Chambers, Creative Director
Keely Duda, Account Supervisor
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Patty Ivey, Producer
Nate Townsend, Director / Editor
Jeremy Cockrell, VP, Director of Digital Solutions
Monica O'Connor, Senior Digital Producer
Kyle Krupinski, Director of Photography
Trent Hover, Gaffer

IN-THEATRE COMMERCIALS OR SLIDES

27. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, DreamBone
Title: Deliciously Distracting
Michael McCormick, EVP, Chief Creative Officer
Ross Bradley, Associate Creative Director
Jeremy Hagen, Senior Copywriter
Keely Duda, Account Supervisor
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Cody Stokes, Director
Coolfire, Production, Post- Production

AUDIO/VISUAL SALES PRESENTATION

28. GOLD ADDY

RODGERS TOWNSEND

Client: The Hartford
Title: Check the Box
Michael McCormick, EVP, Chief Creative Officer
Kay Cochran, SVP, Group Creative Director
J Chambers, Creative Director
Eric Tatham, Associate Creative Director
Laura Duplain, VP, Director of Account Management
Tracy Sykes-Long, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Tim Rodgers, Jr., Senior Strategist
Cheryl Rockwell, VP, Director of Production
Matt Miller, Director, CapGun
CapGun, Production
Coolfire Studios, Post-Production

FILM, VIDEO, & SOUND

PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND

29. GOLD ADDY

TREE9 FILMS

Client: Meds & Food For Kids

Title: Meds & Food For Kids

Ria Ruthsatz, Producer

Dane Iwata, Cinematographer

Tim Maupin, Cinematographer

Chadwell Ruthsatz, Editor

Justin L. Fisher, Audio Engineer

Crozet Duplantier, Assistant Editor

Evann Duplantier, Assistant Editor



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**TONIGHT,
IT WAS ALL
WORTH IT**

**Group dynamics quickly reinterpreted your work as
a metaphor for everything that's wrong in the world.
But here you are. And all is right.**

CROSS PLATFORM

ADVERTISING INDUSTRY SELF-PROMOTION FILM, VIDEO & SOUND

SILVER ADDY

FATHOM STUDIOS

Client: Demond Meek
Title: Welcome To The Shrine
Demond Meek, Director

CONSUMER CAMPAIGN - LOCAL

SILVER ADDY

RODGERS TOWNSEND

Client: St. Louis University
Title: 200 Years in One
Michael McCormick, EVP, Chief Creative Officer
Erik Mathre, SVP, Group Creative Director
Ross Bradley, Associate Creative Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Tim Rodgers Jr., Senior Strategist
Jerry McNeive, Digital Production Developer /
Designer
Dennis Caplinger, Digital Producer
Melinda Christman, Director of Digital Production
Robb Blackwell, Lead Production Designer
Nate Townsend, Director / Editor

INTEGRATED BRAND IDENTITY CAMPAIGN - LOCAL OR REGIONAL/ NATIONAL

30. GOLD ADDY

TOKY BRANDING + DESIGN

Client: Rockwell Beer Co.
Title: Rockwell Beer Co. Branding
Kelcey Gray, Lead Designer
Katy Fischer, Creative Director
Eric Thoelke, Executive Creative Director
Jane Winburn, Account Manager
Drew Hamilton, Animator
Rob Hutti, Interactive Designer

31. GOLD ADDY

TOKY BRANDING + DESIGN

Client: Firecracker Pizza & Beer
Title: Firecracker Pizza & Beer Branding
Ashford Stamper, Designer
Katy Fischer, Creative Director
Eric Thoelke, Executive Creative Director

CROSS PLATFORM

ONLINE/INTERACTIVE CAMPAIGN

SILVER ADDY

FUSION MARKETING

Client: National Soccer Hall of Fame

Title: National Soccer Hall of Fame

Matthew Maddox, Group Creative Director

Jessen Wabeke, Creative Director

Keith Kennedy, Senior Content Producer

Dan Stewart, Content Producer

Keith Lutker, Content Producer

Michael Bischoff, Content Producer

Nick Lammering, Art Director

Emily Gruninger, Strategic Account Director

Mara Worley, Account Executive

Adam Purdy, Strategy



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31

CROSS PLATFORM

ADVERTISING INDUSTRY SINGLE MEDIUM CAMPAIGN

32. GOLD ADDY

HLK

Client: HLK

Title: Beer Day Labels

Joe Leahy, Chief Creative Officer

Bob Harris, Creative Director

Ryan Daggendorf, Creative Director

Brett Kessinger, Art Director

Tyler Wait, Senior Art Director

Rob Armbrister, Art Director

Justin Striebel, Senior Art Director

Meghan Ekern, Senior Copywriter

Camerin Dye, Proofreader

Adam Reichmann, Associate Creative Director/

Senior Copywriter

Noah Ottinger, Junior Copywriter

Oliver Muenz-Winkler, Marketing Manager

Paul Schwartzkopf - Senior Copywriter

Jennifer Elston - Strategic Communications
Director

Mark Quevreaux - Production Artist

Troy Jones - Senior Art Director

Kristine Reynolds - Engagement Manager

SILVER ADDY

OSBORN BARR

Client: OB | P

Title: Cardinals Opening Day

Adnan Sabic, Chief Creative Officer



BEER WORKS

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BEER WORKS

32



BEER WORKS

32

ELEMENTS OF ADVERTISING

COPYWRITING

33. GOLD ADDY

RODGERS TOWNSEND

Client: Luxco, Ezra Brooks
Title: Honestly Handcrafted
Michael McCormick, EVP, Chief Creative Officer
Kris Wright, VP, Director of Design
J Chambers, Creative Director
Keely Duda, Account Supervisor
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Patty Ivey, Producer
Nate Townsend, Director / Editor
Jeremy Cockrell, VP, Director of Digital Solutions
Monica O'Connor, Senior Digital Producer
Kyle Krupinski, Director of Photography
Trent Hover, Gaffer

34. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide
Title: Meet the Neighborhood
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Susan Copeland, Production Artist
Christy Bockler, Senior Media Planner

35. GOLD ADDY

RODGERS TOWNSEND

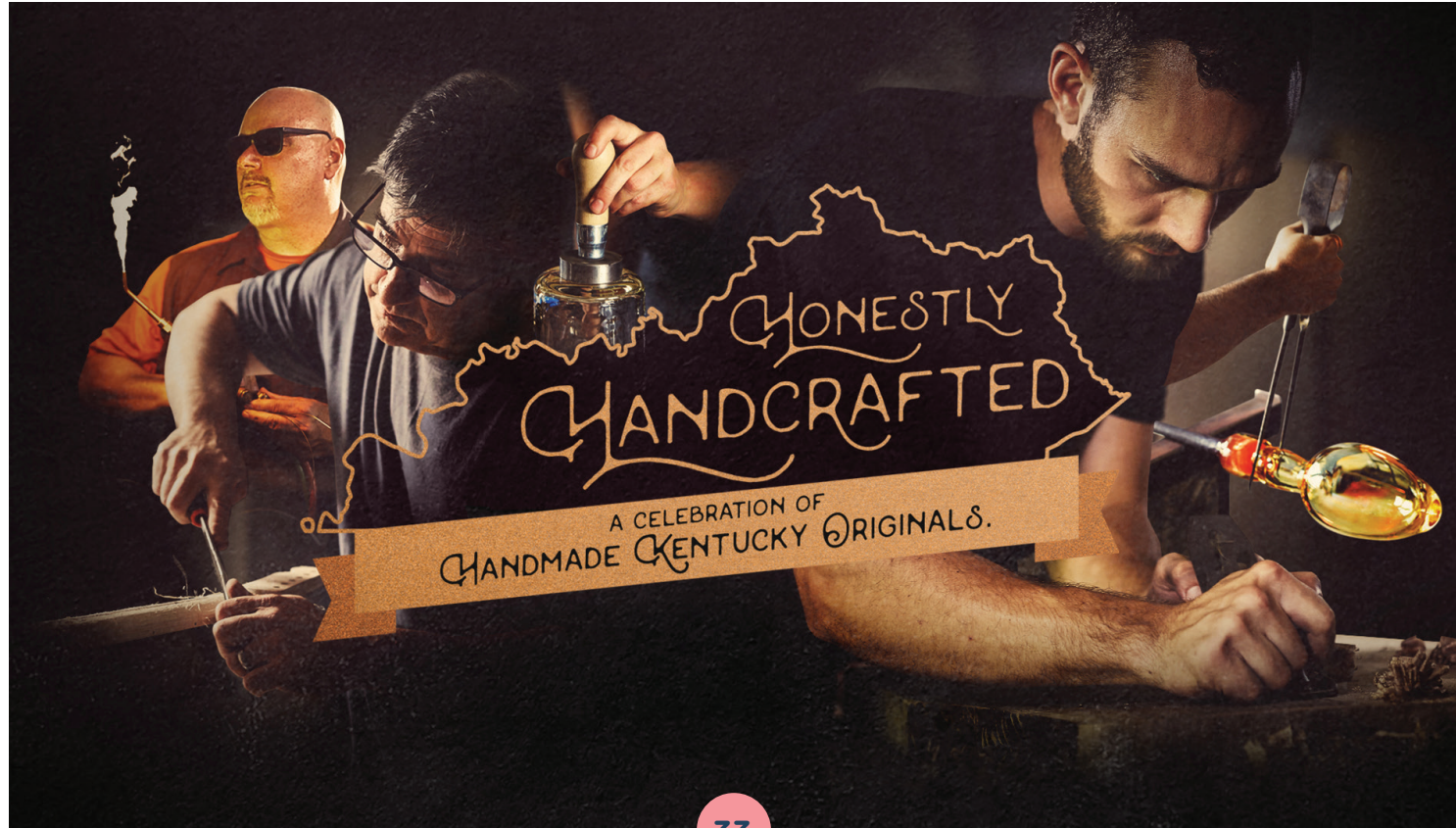
Client: Spectrum Brands, Spectracide
Title: You Hold the Power
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Christy Bockler, Senior Media Planner
Monica O'Connor, Senior Digital Producer

SILVER ADDY

NEW HONOR SOCIETY

Client: New Honor Society
Title: Holiday Cards
Heidi Singleton, Chief Creative Officer
Matt Glarner, Creative Director
Amanda Burch, Copy Supervisor
Drew Grier, Copywriter
Collin Carpio, Copywriter

ELEMENTS OF ADVERTISING



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ELEMENTS OF ADVERTISING



ELEMENTS OF ADVERTISING



MR. PRIM 'MY RULES'

AVO: This power trip, brought to you by Spectracide.

SFX: We're in suburbia. Birds chirping, a lawnmower in the distance.

VO: I know they're here.
Grubs. Everywhere.
The wiggling white menaces.
I can feel them. Feeding on the roots.
Tiny little legs. Slimy bodies. Forging tracks and burrowing holes all over my masterpiece.
My perfectly lined sidewalk, ruthlessly attacked.
My beautiful blades, in complete disarray.
This is my house.
My rules.
How dare they?!

The nerve.
I won't let them live.
It's time to crack the whip.
Oh, they have no idea.
This bottle of WHAPPOW! I'm about to unleash.
This is no democracy.
I hold the power.
I decide.
I seal their fate. With the flip of a finger.

SFX: Footsteps.

VO: Bugs, prepare to die.

SFX: The Prim cackle, in all its maniacal glory.

AVO: Introducing Spectracide Triazicide Insect Killer with the QuickFlip sprayer. It's a single-finger death dealer to over 260 types of bugs. And you can find it in an aisle near you.
Spectracide. You hold the power.



HANDY 'THIS BRAND OF MANPOWER'

AVO: This power trip, brought to you by Spectracide.

SFX: The sounds of suburbia. Birds chirping. A lawnmower in the distance.

VO: I can't stand it.
I got weeds, and I got 'em bad.
I'm a simple guy. I don't ask for much.
Just a well-kept, respectable lawn.
But now, it's infested.
Dandelion. Clover. Got my handiwork by the roots.
Even crabgrass joined the party.
Forming clumps. Sprawling long, hairy stems over all of it.
So yeah, it's personal.
I'm the guy who gets the big jobs done. And gets 'em done right.
A firm believer in the gospel of elbow grease.
And now, I hold the power.
Because I'm working with a stiff cocktail of death-dealing PSI.
About to raaaaain down on this weed parade.
They don't stand a chance against this brand of manpower.
But we'll let 'em try.

SFX: Footsteps.

VO: Because now, it's personal.

SFX: Handyman belly laughs.

AVO: Introducing Spectracide Weed Stop plus Crabgrass Killer with the QuickFlip sprayer. One thumb gets her done, and you're free from over 250 types of weeds. Find it in an aisle near you.
Spectracide. You hold the power.



YOU HOLD THE POWER

ELEMENTS OF ADVERTISING

LOGO DESIGN

SILVER ADDY

2E CREATIVE

Client: NU Chocolat
Title: NU Chocolat Logo
2e Creative

SILVER ADDY

RODGERS TOWNSEND

Client: Luxco
Title: DGL Destiladores
Michael McCormick, EVP, Chief Creative Officer
Kris Wright, VP, Director of Design
Jeremy Hagen, Senior Copywriter
Katie Meers, Senior Art Director
Laura Yarbrough, VP, Account Director
Keely Duda, Senior Account Executive
Alex Kerlick, Strategy Director

SILVER ADDY

DARLING MAKERY

Client: Postcards From BKLYN
Title: Postcards From BKLYN Logo
Peter Rodick, Art Director
Jake Edinger, Writer
Blake Padberg, Account Service

ILLUSTRATION - SINGLE

SILVER ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Crowns
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

SILVER ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Milk Like Sugar
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

SILVER ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Four Women
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

ILLUSTRATION - SERIES

36. GOLD ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: The Color of Our Character
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

ELEMENTS OF ADVERTISING



THE BLACK REP
THEATRE OF THE SOUL SINCE 1976

SEASON 42
THE COLOR OF OUR CHARACTER

The Black Rep is the largest professional African-American theatre company in the nation and a necessary platform for voices of color in St. Louis. Season 42 is headlined by the premiere of "Canfield Drive," which confronts the shooting death of Michael Brown.

ELEMENTS OF ADVERTISING

SILVER ADDY

TOKY BRANDING + DESIGN

Client: Firecracker Pizza & Beer
Title: Firecracker Illustrations
Ashford Stamper, Designer
Katy Fischer, Creative Director
Eric Thaelke, Executive Creative Director

SILVER ADDY

PARADOWSKI CREATIVE

Client: Modern Agriculture
Title: Modern Ag - Farming in Space
Terry Stewart, Creative Director
Jon Simons, Senior Art Director
Rachel Parr, Account Supervisor

STILL PHOTOGRAPHY - BLACK & WHITE, SINGLE

37. GOLD ADDY

RODGERS TOWNSEND

Client: Pianos for People
Title: 100 Fingers - Aliseah
Michael McCormick, EVP, Chief Creative Officer
J Chambers, Creative Director
Jon Hansen, Creative Director
Brian Cummings, Director of Photography

38. GOLD ADDY

RODGERS TOWNSEND

Client: Pianos for People
Title: 100 Fingers - William
Michael McCormick, EVP, Chief Creative Officer
J Chambers, Creative Director
Jon Hansen, Creative Director
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Brian Cummings, Director of Photography

39. GOLD ADDY

RODGERS TOWNSEND

Client: Pianos for People
Title: 100 Fingers - Leea
Michael McCormick, EVP, Chief Creative Officer
J Chambers, Creative Director
Jon Hansen, Creative Director
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Brian Cummings, Director of Photography

SILVER ADDY

RODGERS TOWNSEND

Client: Pianos for People
Title: 100 Fingers - Josie
Michael McCormick, EVP, Chief Creative Officer
J Chambers, Creative Director
Jon Hansen, Creative Director
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Brian Cummings, Director of Photography

SILVER ADDY


RODGERS TOWNSEND

Client: Pianos for People
Title: 100 Fingers - Khyla
Michael McCormick, EVP, Chief Creative Officer
J Chambers, Creative Director
Jon Hansen, Creative Director
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Brian Cummings, Director of Photography

ELEMENTS OF ADVERTISING

"I'M LEARNING A SONG BY CLAUDE DEBUSSY. IT'S A LITTLE CHALLENGING, BUT IF I KEEP PRACTICING, I'LL BE ABLE TO PLAY IT FLAWLESSLY."

THANK YOU




PIANOS PEOPLE
Hear why every note counts at ThankYouPianosPeople.org

37

"JAZZ IS MY FAVORITE BECAUSE IT SOUNDS COOL. AND I THANK PIANOS FOR PEOPLE FOR LETTING ME PLAY THE PIANO AND LETTING ME LEARN THE PIANO."

THANK YOU




PIANOS PEOPLE
Hear why every note counts at ThankYouPianosPeople.org

38

"MY FAVORITE THING ABOUT MUSIC IS IT MAKES ME FEEL BETTER INSIDE MY HEART. I WANT TO BE A SONGWRITER WHEN I GROW UP."

THANK YOU



PIANOS PEOPLE
Hear why every note counts at ThankYouPianosPeople.org

39

ELEMENTS OF ADVERTISING

STILL PHOTOGRAPHY - CAMPAIGN

40. GOLD ADDY

RODGERS TOWNSEND

Client: Pianos for People
Title: 100 Fingers
Michael McCormick, EVP, Chief Creative Officer
J Chambers, Creative Director
Jon Hansen, Creative Director
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Brian Cummings, Director of Photography

ART DIRECTION - SINGLE

41. GOLD ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Crowns
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

42. GOLD ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Milk Like Sugar
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

SILVER ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Four Women
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

SILVER ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: Canfield Drive
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

43. GOLD ADDY

RODGERS TOWNSEND

Client: The Black Rep
Title: The Color of Our Character
Michael McCormick, EVP, Chief Creative Officer
Katie Meers, Senior Art Director
Nate Kneezel, Associate Creative Director
Tracy Sykes-Long, Account Supervisor
Cheryl Rockwell, VP, Director of Production
Robb Blackwell, Lead Production Designer
Susan Copeland, Production Artist

ELEMENTS OF ADVERTISING



**PIANOS
FOR
PEOPLE**

WHAT? A FUNDRAISER CALLED 100 FINGERS

Pianos for People finds, restores and gifts free pianos and lessons to kids and families who can't afford either. This event was a celebration of the hundreds of pianos and countless hours that had already made a difference in the lives of aspiring musicians all across St. Louis.

WHY? BECAUSE MUSIC IS HOPE

To keep the donations coming in, this event featured the portraits of the recipients and gratitude in their own words. These "Thank You Notes" became the central components for the non-profit's donation microsite ThankYou.PianosForPeople.org.



ELEMENTS OF ADVERTISING



41



42



SEASON 42
THE COLOR OF OUR CHARACTER



43



The Black Rep is the premier professional African-American theatre company in the nation and a necessary platform for the voices of color in St. Louis. Season 42 is headlined by the premiere of "Canfield Drive" which confronts the shooting death of Michael Brown.

ELEMENTS OF ADVERTISING

CINEMATOGRAPHY - SINGLE

44. GOLD ADDY

ONCE FILMS

Client: Allen Edmonds
Title: Artisans of Freedom: Korchmar

45. GOLD ADDY

ONCE FILMS

Client: Allen Edmonds
Title: Artisans of Freedom: Alan J

SILVER ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide
Title: You Hold the Power
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Christy Bockler, Senior Media Planner
Monica O'Connor, Senior Digital Producer

CINEMATOGRAPHY - CAMPAIGN

46. GOLD ADDY

ONCE FILMS

Client: Allen Edmonds
Title: Artisans of Freedom

SILVER ADDY

RODGERS TOWNSEND

Client: Luxco, Ezra Brooks
Title: Honestly Handcrafted
Michael McCormick, EVP, Chief Creative Officer
Kris Wright, VP, Director of Design
J Chambers, Creative Director
Keely Duda, Account Supervisor
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Patty Ivey, Producer
Nate Townsend, Director / Editor
Jeremy Cockrell, VP, Director of Digital Solutions
Monica O'Connor, Senior Digital Producer
Kyle Krupinski, Director of Photography
Trent Hover, Gaffer

ELEMENTS OF ADVERTISING



44



45



46

ELEMENTS OF ADVERTISING

ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

47. GOLD ADDY

ANTIDOTE STUDIO

Client: Premium Retail
Title: Google Chromebook GoT Series
Matt Hickey, Editor / Animator

SILVER ADDY

OSBORN BARR

Client: OB | P
Title: Cardinals Opening Day
Adnan Sabic, Chief Creative Officer

VIDEO EDITING

48. GOLD ADDY

BRUTON STROUBE

Client: Spectracide
Title: Spectracide - Mr. Prim
Tim Wilson, Director
James McKenzie, Director of Photography
Steve Horne, Composer / Sound Designer
Andy DeVries, Editor
Matt Siemer, Executive Producer
Jon Hansen, Creative Director
Emily Daab, Art Director
Mike McCormick, Executive Creative Director

49. GOLD ADDY

90 DEGREES WEST

Client: Cannonball
Title: MLS to STL
Scott Whiteaker, Editor
Cannonball, Creative Consultant

SILVER ADDY

BRUTON STROUBE

Client: The Fader
Title: Vans x CoS x The Fader - Black Dave
Sam Baiamonte, Editor
Sarah Schutzki, Producer

SILVER ADDY

ONCE FILMS

Client: Allen Edmonds
Title: Artisans of Freedom: Korchmar

SILVER ADDY

RODGERS TOWNSEND

Client: Luxco, Ezra Brooks
Title: Honestly Handcrafted
Michael McCormick, EVP, Chief Creative Officer
Kris Wright, VP, Director of Design
J Chambers, Creative Director
Keely Duda, Account Supervisor
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Patty Ivey, Producer
Nate Townsend, Director / Editor
Jeremy Cockrell, VP, Director of Digital Solutions
Monica O'Connor, Senior Digital Producer
Kyle Krupinski, Director of Photography
Trent Hover, Gaffer

ELEMENTS OF ADVERTISING

SILVER ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, DreamBone

Title: Deliciously Distracting

Michael McCormick, EVP, Chief Creative Officer

Ross Bradley, Associate Creative Director

Jeremy Hagen, Senior Copywriter

Keely Duda, Account Supervisor

Tracy Sykes-Long, Account Supervisor

Cheryl Rockwell, VP, Director of Production

Cody Stokes, Director

Coolfire, Production, Post- Production



47

SILVER ADDY

90 DEGREES WEST

Client: Cosco

Title: Cosco - Intellifit

Scott Whiteaker, Editor

The Big Tree, Producer



48



49

ELEMENTS OF ADVERTISING

MUSIC ONLY

50. GOLD ADDY

BRUTON STROUBE

Client: Spectracide
Title: Spectracide - Mr. Prim
Tim Wilson, Director
James McKenzie, Director of Photography
Steve Horne, Composer / Sound Designer
Andy DeVries, Editor
Matt Siemer, Executive Producer
Jon Hansen, Creative Director
Emily Daab, Art Director
Mike McCormick, Executive Creative Director

51. GOLD ADDY

90 DEGREES WEST

Client: 90 Degrees West
Title: 90 Degrees West Showreel
Mark Bartels, Composer
90 Degrees West

52. GOLD ADDY

COOLFIRE STUDIOS

Client: Spectrum Brands
Title: Dreambone “Deliciously Distracting”
Brent Johnson, Original Music / Composer

MUSIC WITH LYRICS

SILVER ADDY

RODGERS TOWNSEND

Client: Schnucks Markets, Inc.
Title: 12 Days of Saving
Michael McCormick, EVP, Chief Creative Officer
Andrew Dauska, Chief Executive Officer
Ross Bradley, Associate Creative Director
Erin Holcomb, Copywriter
Laura Duplain, VP, Director of Account Management
Annie Diefenbach, Account Supervisor
Patty Ivey, Producer
Elsie Heckel, Production Intern
Stephanie Browne, Talent / Traffic
Coolfire Studios, Production, Post-Production

VOICEOVER TALENT

SILVER ADDY

HLK

Client: St. Louis Browns Historical Society
Title: TheTeamThatBaseballForgot-Jon Hamm
Joe Leahy, Chief Creative Officer
Bob Harris, Creative Director/Writer
Matt Telthorst, Creative Director/Writer
Elise Moore, Associate Creative Director
Justin Tolliver, Editor/Director/Videographer
Evan Willnow, Production Artist
Amanda Pulliam, Account Manager
Jon Hamm, Voice-Over Talent
Nathan Huber, Cinematographer
Keith Lutker, Animation
Coolfire Media, Music/Sound Design
Brent Johnson, Music/Sound Design

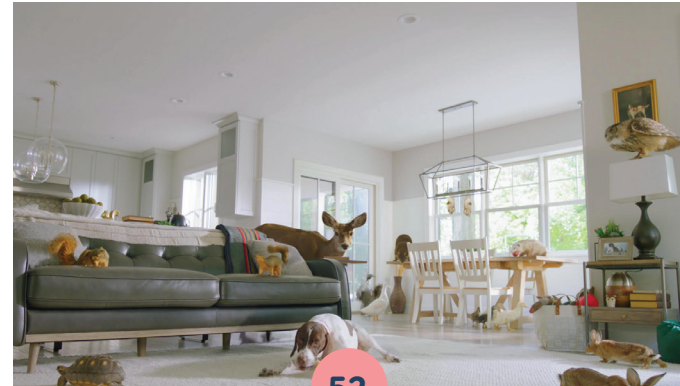
ELEMENTS OF ADVERTISING



50



51



52

ELEMENTS OF ADVERTISING

SOUND DESIGN - SINGLE

53. GOLD ADDY

RODGERS TOWNSEND

Client: Spectracide
Title: You Hold the Power
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Christy Bockler, Senior Media Planner
Monica O'Connor, Senior Digital Producer

SILVER ADDY

GABETOWN STUDIO

Client: CheckMark (Nestle Purina)
Title: Purina Pro Plan Wildrose Philosophy
Gabe Doiron, Composer/Sound Design

RESPONSIVE DESIGN

SILVER ADDY

HLK

Client: Pratt & Whitney
Title: EngineWise Website
Joe Leahy, Chief Creative Officer
Ryan Daggendorf, Creative Director
Stephanie Maret, Account Manager
Tyler Wait, Senior Art Director
Jeff Nafziger, Product Owner
Hannah Rogers, Digital Producer
Andrew Severs, Developer
Arlan Tazmin, Developer
Bob Sherron, Director of Technology
Matt Keehner, Developer
Chris Hayes, Director of User Experience

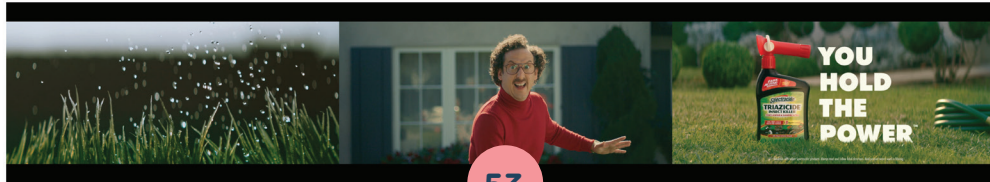
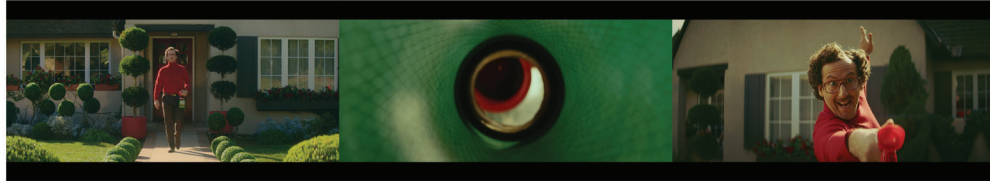
AUGMENTED REALITY

54. GOLD ADDY

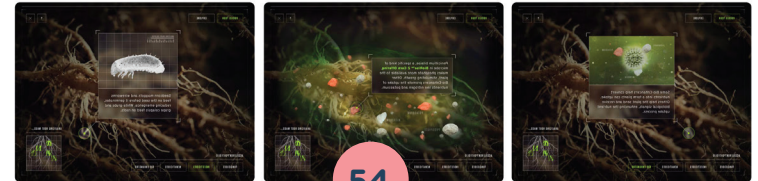
HLK

Client: Accelaron
Title: AR Root Mass - AR App
Maeve Dohogne, Creative Director
Tyler Wait, Senior Art Director
Megan Kortum, Digital Producer
George Codillo, Technical Lead
Mark Quevreaux, Production Artist
Missy Jensen, Senior Account Manager
Joe Leahy, Chief Creative Officer

ELEMENTS OF ADVERTISING



53



54



WARDROBE SHOWDOWN

**TONIGHT,
IT WAS ALL
WORTH IT**

**It delayed the schedule. It divided loyalties.
But everybody loves it now, don't they?**

STUDENTS

CROSS PLATFORM – CONSUMER CAMPAIGN

55. GOLD ADDY

LINDENWOOD UNIVERSITY

Crayola “One World, Many Colors”
Lindenwood University Advertising Campaign
Management 2018

SILVER ADDY

LINDENWOOD UNIVERSITY

Lindenwood University
#Ride Your Wave
Lindenwood University NSAC Ocean Spray

ELEMENTS OF ADVERTISING - CINEMATOGRAPHY

SILVER ADDY

LINDENWOOD UNIVERSITY

Revlon Colorstay - 30s TVC
Julius Dامنز, Producer/ Director/
Cinematographer/ Editor
Rolando Dupuy, Stylist



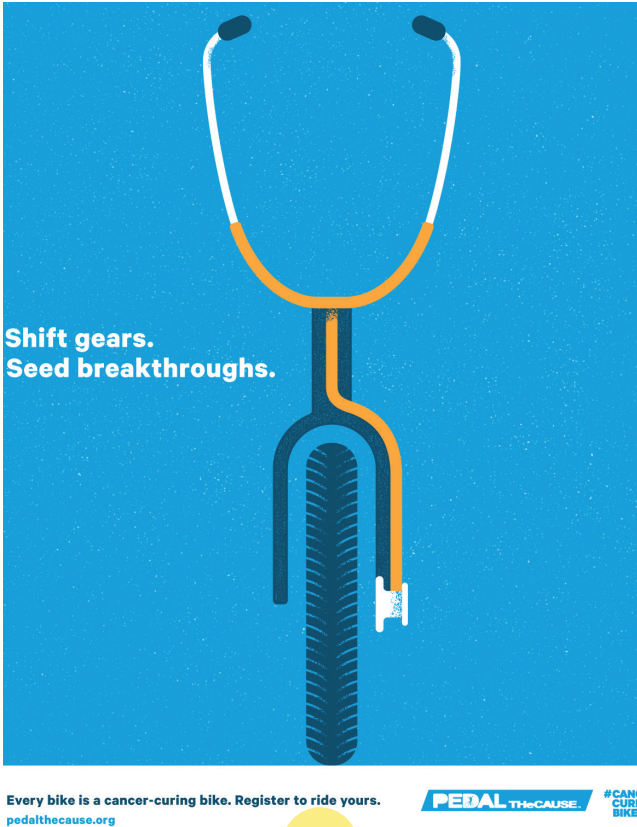
BEST OF

BEST OF OUT-OF-HOME & AMBIENT MEDIA

56. GOLD ADDY

OSBORN BARR

Client: Pedal the Cause
Title: Cancer Curing Bike
Adnan Sabic, Chief Creative Officer
Zach Arnold, Executive Creative Director
Tommy Mattler, Art Director
Cordell Jeffries, Copywriter/Creative Director
Tammy Cheatham, Project Manager



56

BEST OF

BEST OF ONLINE/ INTERACTIVE

57. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Cutter

Title: Makes You Invisible to Bugs

Michael McCormick, EVP, Chief Creative Officer

Ross Bradley, Associate Creative Director

Jeremy Hagen, Senior Copywriter

Annie Diefenbach, Account Supervisor

Lauren Giwa-Amu, Assistant Account Executive

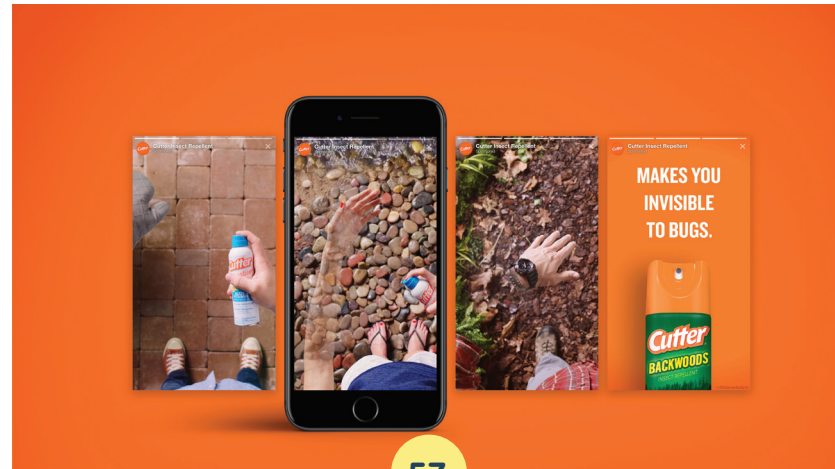
Alex Kerlick, Strategy Director

Patty Ivey, Producer

Monica O'Connor, Senior Digital Producer

Kevin Johnson, Director / Editor

Coolfire Studios, Production, Post-Production



BEST OF

BEST OF FILM, VIDEO & SOUND

58. GOLD ADDY

ONCE FILMS

Client: Allen Edmonds

Title: Artisans of Freedom



58

BEST OF

BEST OF CROSS PLATFORM

59. GOLD ADDY

RODGERS TOWNSEND

Client: Spectrum Brands, Spectracide
Title: You Hold the Power
Michael McCormick, EVP, Chief Creative Officer
Jon Hansen, Creative Director
Emily Daab, Copywriter
Laura Duplain, VP, Director of Account Management
Keely Duda, Account Supervisor
Annie Diefenbach, Account Supervisor
Lauren Giwa-Amu, Assistant Account Executive
Sue Strubhart, Project Manager
Alex Kerlick, Strategy Director
Cheryl Rockwell, VP, Director of Production
Susan Copeland, Production Artist
Christy Bockler, Senior Media Planner



59

Spectracide
YOU HOLD THE POWER™

BEST OF

BEST OF ELEMENTS OF ADVERTISING

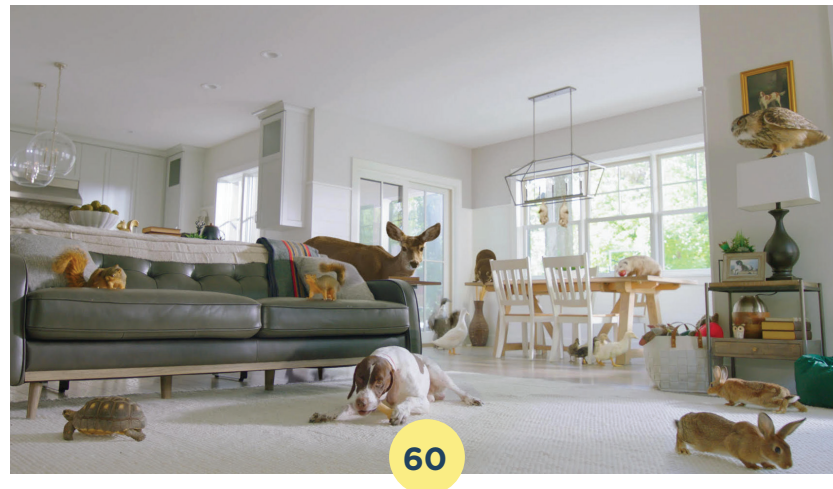
60. GOLD ADDY

COOLFIRE STUDIOS

Client: Spectrum Brands

Title: Dreambone “Deliciously Distracting”

Kevin Johnson, VFX / Compositing / Editing /
Color



BEST OF SHOW

61. GOLD ADDY

NEW HONOR SOCIETY

Client: Microsoft

Title: Skypeathon

Tom Nations, Creative Director

Amanda Burch, Copy Supervisor

Lisa Schwartzkopf, Design Supervisor

Alaska Adams, Senior Designer

Natasha Zerjav, Senior Designer

Mike Giger, SVP, Global Client Relations

Amy Rohne, Senior Account Executive

Amber Drummonds, Account Executive

Erin Hindalong, Senior Social Media Manager

Sam Mogelnicki, Social Media Manager

Hailey Palmer, Social Media Specialist



ADDITIONAL INFORMATION



WINNING A GOLD ADDY IS HARD. ORDERING ANOTHER ISN'T.

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Kristy Tucciarone
Liz Brenden

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David Johnson
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Liz Brenden

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Kurt Simpson
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TSV Sound & Vision

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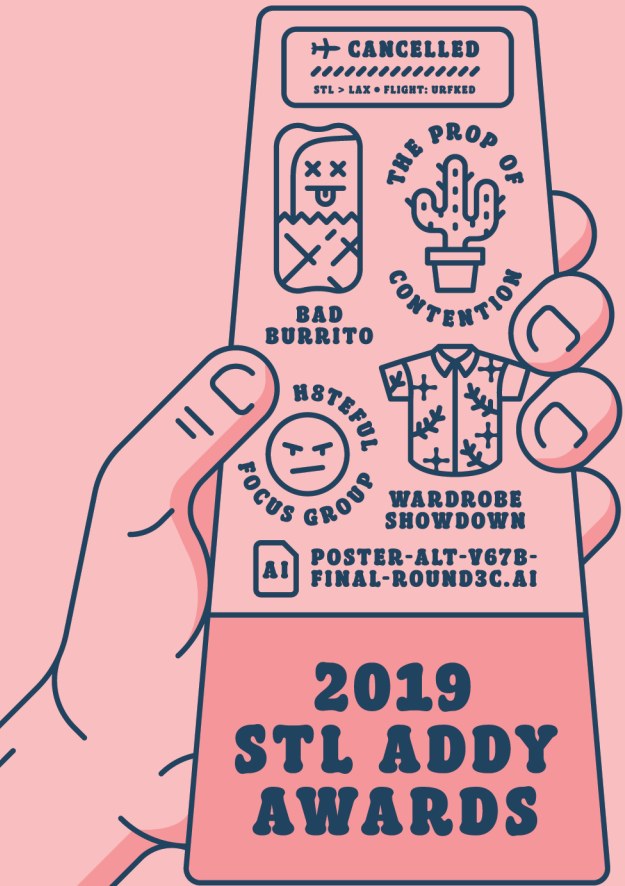
Mike McCormick
Robb Jeffrey
Rommel Medrano
Sierra Thompson
Troy Jones



TONIGHT, IT WAS ALL WORTH IT

To some, it was a harmless suggestion. To you, it was like a bright, cheery throw pillow landing with a thud on your sensitive soul. At least tonight, it hurts a little less.

SPONSORS





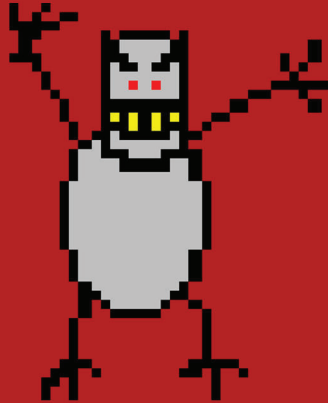
THIS BUD'S FOR YOU.



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You did good, but there's only
one that wins every time.



CONGRATULATIONS CREATIVES!

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TO THE WORD PEOPLE
AND THE
PICTURE PEOPLE.
AND THE
PRODUCER PEOPLE.
TO THE BROADCAST
BUSINESS PEOPLE.
THE PRE-PRESS
PEOPLE AND THE
POST-PRODUCTION PEOPLE.
AND THE **CHIEF,**
DIRECTOR, ASSOCIATE,
SENIOR, JUNIOR PEOPLE.
TO THE **STRATEGY**
PEOPLE. THE MEDIA PEOPLE.
THE **PHOTO PEOPLE,** THE
EDITOR PEOPLE,
THE **DIRECTOR PEOPLE**
AND THE **AUDIO PEOPLE.**
OF COURSE, THE
WEB PEOPLE. AND YES,
EVEN YOU, **ACCOUNT PEOPLE.**
YOU'RE OUR KIND
OF PEOPLE.
CONGRATS TO THE WINNERS.
WHETHER IT'S YOUR FIRST
OR YOUR EIGHTY-FIRST.

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It's an honor just
to be nominated.

jump

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Make the text
larger to fill
the space

do these print?
please remove.

not sure
this is
what we're
going for.

~~We want to really celebrate
your brand's identity as an
industry leader. Your creativity
is your driving force,
even though you're better
known for your reliability.~~

Confusing. We aren't
an automotive company.

~~When we think about
your brand, the process
of innovation is what drives
everything. You can call us
crazy... but we think this
could be a great opportunity
to increase market awareness.~~

too off brand

Legal
didn't
approve
this

Can we make this
an infographic?

Is this
greek?

~~Living la vida loca. Dream Big.~~

n notion

Make
the logo
bigger

add the website:
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Antidote
STUDIO

Congratulations to the St. Louis American Advertising Award Winners

• 2019 Addy Week •



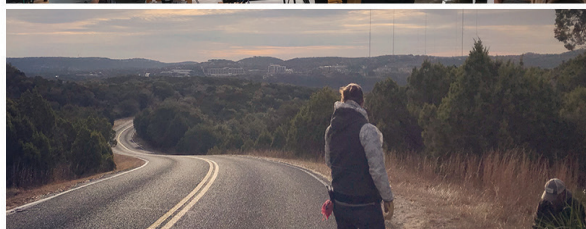
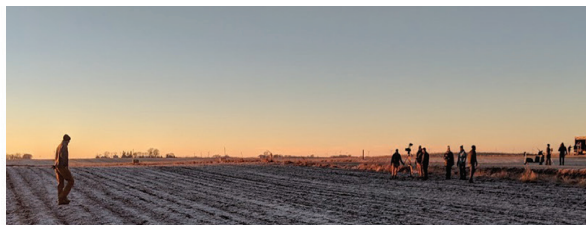
Cheers to the great leaders & tastemakers of the
St. Louis Advertising Community



Congratulations to
all of this year's
ADDY Winners!

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**WE MIGHT BE SMALL,
BUT WE'RE ALSO UNHEARD OF.**

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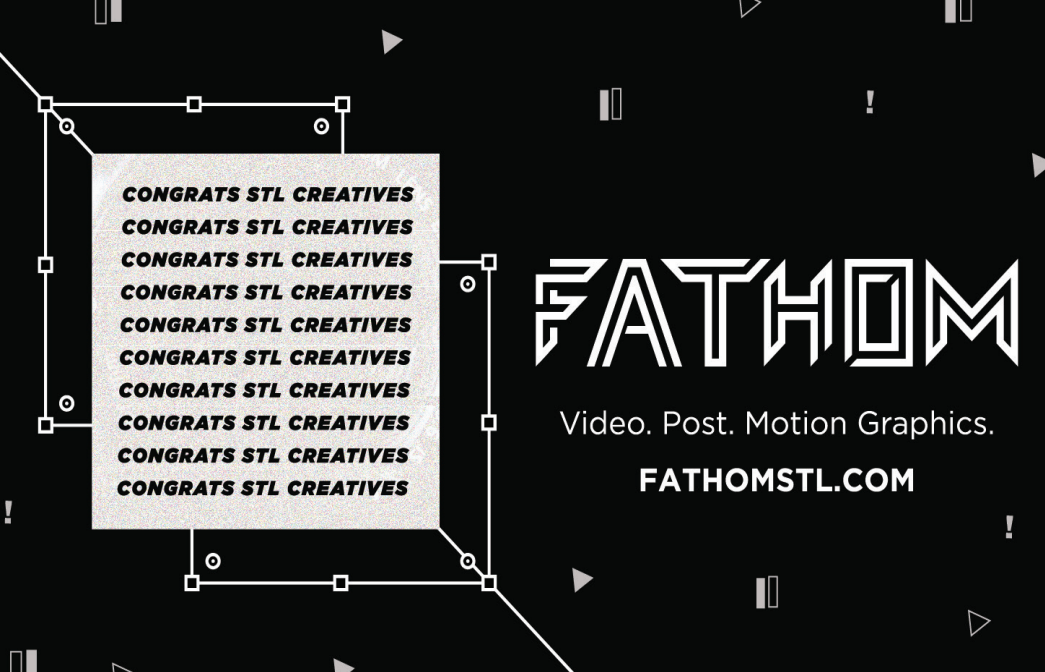
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Congratulations to all the Winners and
participants in the 2019 St. Louis
American Advertising Awards



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