

Downton Addy

*The 2014 American
Advertising Awards*



*We at Clinch Valley
Printing would like to
congratulate all the winners.
You all created quite splendid
works of art and exuded such
enthusiastic devotion to a cause,
ideal, or goal with tireless
diligence in its furtherance.*



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Message from the President

AAF Southwest Virginia friends, family and guests:

Tonight we celebrate the second annual AAF SWVA American Advertising Awards Gala. Even though the name of the competition has changed, the spirit of creative excellence in Southwest Virginia continues to thrive. I couldn't be more proud of our entrants and their entries. In fact, we saw a nearly 350% increase in the number of entries over our first year. We're also very proud and fortunate to have had our first student competition this year.

We give special thanks to Clinch Valley Printing for being the presenting show sponsor once again. They have shown tremendous support and excitement for Southwest Virginia's advertising community and for our club's future. Special thanks also goes out to National Outdoor for sponsoring this event and offering some awesome prizes both tonight and throughout the year to come. We also thank Those-Geeks and the Southwest Virginia Higher Education Center for sponsoring tonight's event. Without the support of our sponsors, this gala would not be possible.

We also thank our esteemed board and committee members who have worked diligently to make tonight happen - Dana Wolfe, our devoted American Advertising Awards Chair, along with Elana Todd, Amber Amburgey, Leah Prater, Alex Veatch, Ryan Neal, Kim Stewart, and Amber Clark. All have worked long and hard to make this event a reality.

I'd also like to thank AAF Roanoke's Peggy Underwood, Tom Field, Ananda Young, Gary Gilmore, Matt Brown, John Cornthwait and company for their tremendous support during our judging once again this year.

On behalf of AAF SWVA, we hope this booklet serves a reminder of a wonderful time at Downton Addy as well as motivation to keep up your great work throughout the year so that we'll see even more creative excellence in the 2015 American Advertising Awards competition.

Sincerely,

Jeremy Bise, President

AAF
AMERICAN ADVERTISING FEDERATION
SOUTHWEST VIRGINIA

The Honourable Judges



JOSEPH NOTHER
DESIGNSENSORY | PRINCIPAL & CREATIVE DIRECTOR, FOUNDER

As founder and creative director for Designsensory, Joseph oversees teams that solve complex business problems and marketing challenges with thoughtful strategy, human-centered design, rich storytelling and robust technology. He helps to grow brands that look to surprise and delight the world one customer at a time.

With over 15 years experience working with brands like the State of Tennessee, Scripps Networks, First Tennessee Bank,

BASI Pilates, UT Medical Center, and Lamar Advertising, his design-centric approach has earned local to international recognition from numerous organizations and publications. Of particular merit is his signature work with Tennessee Tourism.

Born in Knoxville, TN, Joseph started his first business when he was 15 years old. He holds a BA in Psychology from the University of Tennessee and was mentored and self-taught as a graphic designer.



MATT McDERMOTT
IDFIVE | CREATIVE DIRECTOR

Matt is a veteran marketer recognized for campaigns he created for clients like Comcast, Black & Decker, Motorola, National Geographic, the University of Maryland, and the Department of Defense. He joined the team at the Baltimore based media agency idfive in 2012.

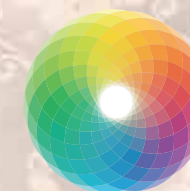
With over a decade of agency experience along with the immeasurable wisdom that arises from having been an English

teacher in Baltimore City, he focuses his expertise in content strategy, new media, and integrated marketing to guide the creative process.

Matt holds undergraduate degrees in English and Mass Communications from Towson University and a Master's in Teaching from the Johns Hopkins University. He chairs the marketing committee for the American Advertising Federation's Baltimore chapter and has contributed to a number of publications including The Baltimore Sun and Advertising Age.

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Join us

Together we are changing the face of advertising and business as a whole in Southwest Virginia. Your membership with the AAF, through your company or organization, your club or your college, connects you to the entire advertising community and provides you with great opportunities for networking, education and valuable discounts.

AAF educates members on the latest trends in advertising, marketing and government issues with a variety of annual programs. Attendance at the AAF

National Conference, Joint Government Affairs Conference, Legislative Training Sessions and the Mosaic Forum provide members with the information necessary to stay current and competitive in the industry.

In the AAF, you rub elbows with the people who shape the image of advertising. We're only as strong as our membership, which is why we want YOU. We aren't the typical club. Consider yourself warned.

Become a member

AAF membership allows members access to discounts on the tools that are needed to stay current and successful in the industry. Special discounts are available to AAF members for services ranging from subscriptions to trade publications to shipping to web and telecommunication services. For more information, visit our website aafswva.com.

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As a member of your local American Advertising Federation club, you are also eligible to receive many exclusive AAF National member discounts. For more details, visit www.aaf.org.

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Recognition

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AAF DISTRICT THREE

Whom shall be
FIRST?

SILVER MEDAL AWARD
2015

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Elana Blevins Todt

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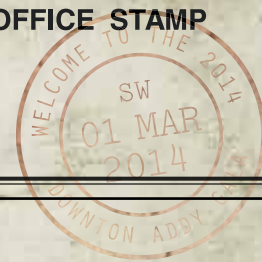
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DOWNTON ADDY GALA

No. 10

From: 2014 American Advertising Awards. AAF Southwest Virginia Chapter. OFFICE STAMP



STUDENT SILVER



ENTRANT:	SARAH KNIGHT
AWARD:	Silver Award
CATEGORY:	S05C - COLLATERAL MATERIAL Publication Design, Series
TITLE:	Expedition Magazine
SCHOOL:	Emory & Henry College
ADVISOR:	Tracy Lauder

ENTRANT:	SHEREE HAIRSTON
AWARD:	Silver Award
CATEGORY:	S05A - COLLATERAL MATERIAL Publication Design, Cover
TITLE:	Greekology Magazine Cover
SCHOOL:	Emory & Henry College
ADVISOR:	Tracy Lauder



ENTRANT:	KALI GENTRY
AWARD:	Gold Award
CATEGORY:	S05C - COLLATERAL MATERIAL Publication Design, Series
TITLE:	Increase Magazine
SCHOOL:	Emory & Henry College
ADVISOR:	Tracy Lauder

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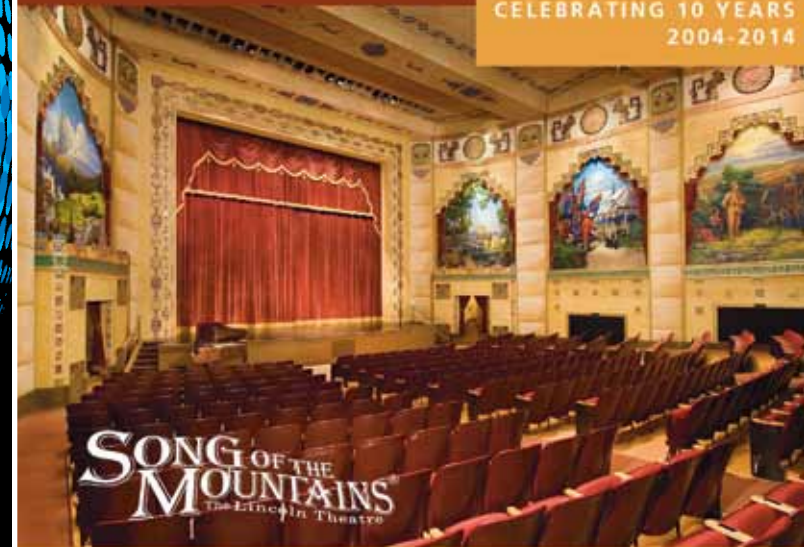


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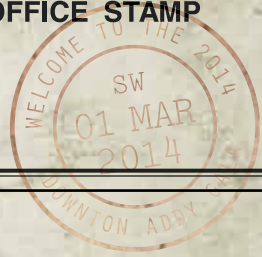
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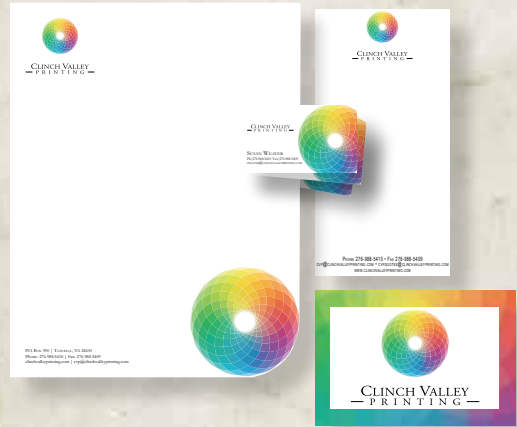


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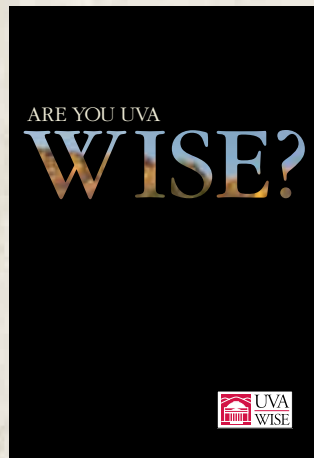
FOR ALL THE FACETS OF MARKETING



SILVER award winner



ENTRANT:	CLINCH VALLEY PRINTING
AWARD:	Silver Award
CATEGORY:	06A - COLLATERAL MATERIAL Stationery Package - Flat Printed
TITLE:	CVP Stationery Package
CREDITS:	Elana Blevins Todt, Graphic Designer Richard Weaver, Owner Susan Weaver, Owner Dana Wolfe, Account Executive



ENTRANT:	THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE
AWARD:	Silver Award
CATEGORY:	09A - COLLATERAL MATERIAL Publication Design, Magazine or Book, Cover
TITLE:	Wise Cover Design
CREDITS:	Debi Quilla Rusty Necessary, Vice Chancellor of Enrollment Management Jamie Rose, Associate Director of Admissions Randy Patrick, Printing Technician II

ENTRANT:	THE BARTER THEATRE
AWARD:	Silver Award
CATEGORY:	10B - COLLATERAL MATERIAL Poster - Campaign
TITLE:	Barter Theatre's 80th Anniversary Season Poster Campaign
CREDITS:	THE BARTER THEATRE: Nathan Wampler, Creative Specialist, Karahann Kiser, Videographer & Designer COEBURN CREATIVE: Jason Willis, Art Director Amber Amburgey, Art Director



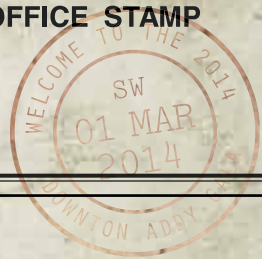
ENTRANT:	K-VA-T FOOD STORES, INC.
AWARD:	Silver Award
CATEGORY:	11D - COLLATERAL MATERIAL Special Event Material - Campaign
TITLE:	2013 Food City Charity Golf Event
CREDITS:	Ron Bonacci, VP of Marketing Nicki Allison, Graphic Design



ENTRANT:	COBURN CREATIVE
AWARD:	Silver Award
CATEGORY:	15A - OUT-OF-HOME Outdoor Board - Flat
TITLE:	PVNB Holidays Billboard
CLIENT:	Powell Valley National Bank
CREDITS:	Lee Coburn, Creative Director Amber Amburgey, Art Director Cullen O'Hara, Graphic Designer



PROFESSIONAL



SILVER award winner



ENTRANT:	HIGHLANDS COMMUNITY SERVICES
AWARD:	Silver Award
CATEGORY:	33C - DIGITAL ADVERTISING Websites, Consumer - Services
TITLE:	HCS Website
CREDITS:	Briana Morris, Design & Communications Specialist Danielle Lamson, Communications Manager Stephen Trapanese, Network Administrator



ENTRANT:	COBURN CREATIVE
AWARD:	Silver Award
CATEGORY:	33C - DIGITAL ADVERTISING Websites, Consumer - Services
TITLE:	Andria McClellan for Virginia Senate Website
CLIENT	Andria McClellan for Senate
CREDITS:	Lee Coburn, Creative Director Amber Amburgey, Art Director Cullen O'Hara, Graphic Designer/Web Developer



ENTRANT:	EMORY & HENRY COLLEGE
AWARD:	Silver Award
CATEGORY:	40D - DIGITAL ADVERTISING Video - Branded Content, more than 60 seconds
TITLE:	A Celebration of the Accomplishments During the Leadership of Dr. Rosalind Reichard
CREDITS:	Brent Treash, Assistant Director for Media Relations

ENTRANT:	UNIVERSAL COMPANIES
AWARD:	Silver Award
CATEGORY:	40D - DIGITAL ADVERTISING Video - Branded Content, more than 60 seconds
TITLE:	Sposh - Spa Crafted Linens
CREDITS:	Mizuho Call, Senior Photographer / Videographer



ENTRANT:	ABINGDON CONVENTION AND VISITORS BUREAU
AWARD:	Silver Award
CATEGORY:	56E - ADVERTISING FOR THE ARTS & SCIENCES Collateral - Poster
TITLE:	Abingdon Music Experience - Main Street Blues
CREDITS:	MIKULA HARRIS Heather Young, Art Director David Harris, Creative Director ABINGDON CONVENTION AND VISITORS BUREAU Kevin Costello, Director of Tourism Tenille Montgomery, Marketing Manager



PROFESSIONAL

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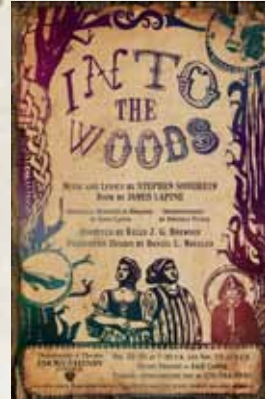
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No.

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SILVER award winner



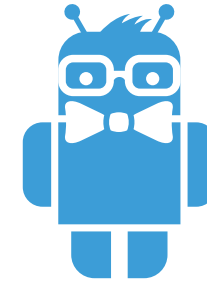
ENTRANT:	EMORY & HENRY COLLEGE
AWARD:	Silver Award
CATEGORY:	56E - ADVERTISING FOR THE ARTS & SCIENCES - Collateral - Poster
TITLE:	"Into the Woods" Poster
CREDITS:	Leah Prater, Electronic & Print Publications Assistant Kelly J.G. Bremner, Assistant Professor of Theatre



ENTRANT:	CLINCH VALLEY PRINTING
AWARD:	Silver Award
CATEGORY:	63B - PUBLIC SERVICE Collateral - Annual Report,
TITLE:	Princeton Community Hospital Annual Report
CLIENT	Princeton Community Hospital
CREDITS:	Rick Hypes, Marketing Director, Princeton Community Hospital CLINCH VALLEY PRINTING Richard Weaver, Owner Susan Weaver, Owner Dana Wolfe, Account Executive



ENTRANT:	K-VA-T FOOD STORES, INC.
AWARD:	Silver Award
CATEGORY:	74E - ELEMENTS OF ADVERTISING Visual - Photography, Color
TITLE:	2013 Food City Food Show Balloon Photo
CREDITS:	Rybe Henderson, Loyalty Creative Design Manager



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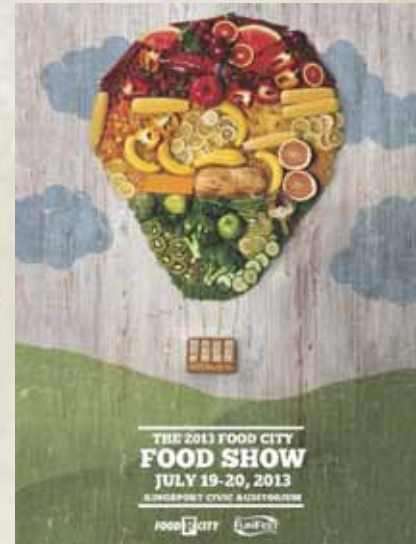


ENTRANT:	THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE
AWARD:	Gold Award
CATEGORY:	01E - SALES PROMOTION Product or Service Sales Presentation - Campaign
TITLE:	Wise Admissions Campaign
CREDITS:	Debi Quilla Rusty Necessary, Vice Chancellor of Enrollment Management Jamie Rose, Associate Director of Admissions Randy Patrick, Printing Technician II



ENTRANT:	GREEN MAN PRESS
AWARD:	Gold Award
CATEGORY:	09E - COLLATERAL MATERIAL Publication Design, Book Design
TITLE:	The Cats of Tanglewood Forest
CREDITS:	Charles Vess, Illustrator Charles de Lint, Author Little, Brown and Company, Publisher Saho Fujii, Book Designer

ENTRANT:	K-VA-T FOOD STORES, INC.
AWARD:	Gold Award
CATEGORY:	10A - COLLATERAL MATERIAL - Poster - Single
TITLE:	2013 Food City Food Show Poster
CREDITS:	Rybe Henderson, Loyalty Creative Design Manager,



ENTRANT:	TRAJAN STUDIO
AWARD:	Gold Award
CATEGORY:	40D - DIGITAL ADVERTISING Video - Branded Content, more than 60 seconds
TITLE:	Video Intro Barometric Fishin
CLIENT	Barometric Fishin
CREDITS:	Steven D. Taylor, Creative Director Benchley Pierre Rene, Video Designer

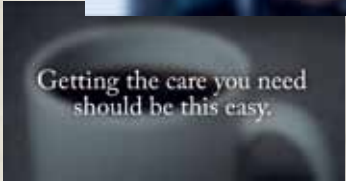


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ENTRANT:	COBURN CREATIVE
AWARD:	Gold Award
CATEGORY:	46B - Television- Local (one DMA) - :30 seconds
TITLE:	Wellmont Urgent Care
CLIENT:	Wellmont Health Systems
CREDITS:	COBURN CREATIVE Lee Coburn, Creative Director Amber Amburgey, Art Director Cullen O'Hara, Graphic Designer STARSCAPE MEDIA Carrie Cannaday, Director of Photography, Kayla Beverly, Video Editor / Colorist Chelsea Wright, Production Assistant,

ENTRANT:	UNITED WAY VIRGINIA HIGHLANDS
AWARD:	Gold Award
CATEGORY:	65D - PUBLIC SERVICE - Broadcast / Electronic / Digital - Digital Advertising
TITLE:	Do Something BIG Video
CREDITS:	STARSCAPE MEDIA Carrie Cannaday Kayla Beverly Washington County 4-H United Way Virginia Highlands Team



ENTRANT:	THOSEGEEKS
AWARD:	Gold Award
CATEGORY:	70G, ADVERTISING INDUSTRY Self-Promotion - Digital Advertising
TITLE:	ThoseGeeks Website
CREDITS:	Jeremy Bise, Design & Development Clint Harris, Development



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“Design is a plan for
arranging elements
in such a way as best
to accomplish a
particular purpose.”

— Charles Eames



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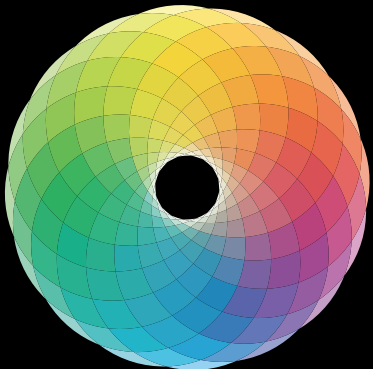
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ENTRANT:	COBURN CREATIVE
AWARD:	SPECIAL AWARD
CATEGORY:	The Round File
TITLE:	Green “Happy” Bus Wrap
CLIENT:	Blacksburg Transit
CREDITS:	Lee Coburn, Creative Director, Coburn Creative Amber Amburgey, Art Director, Coburn Creative

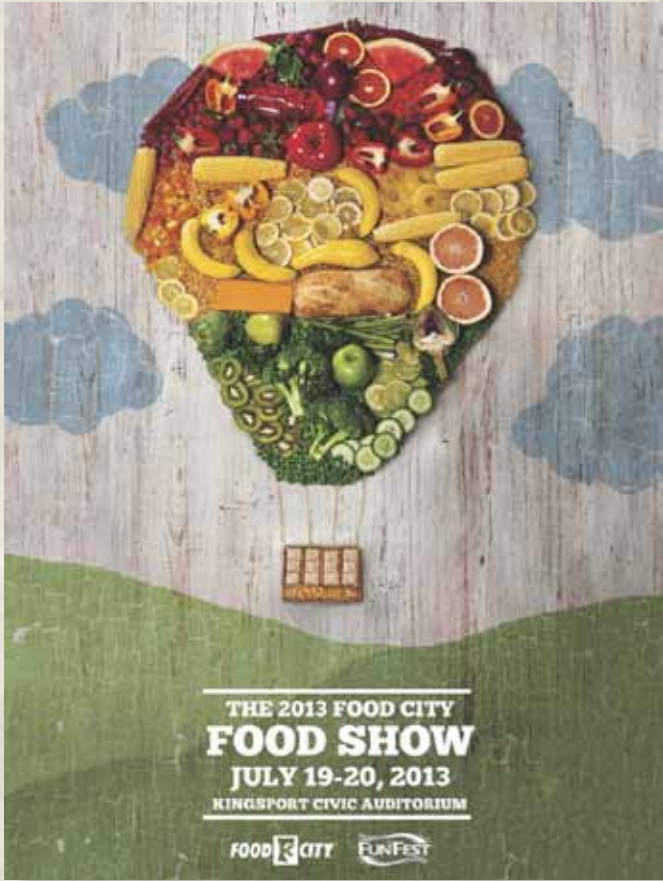


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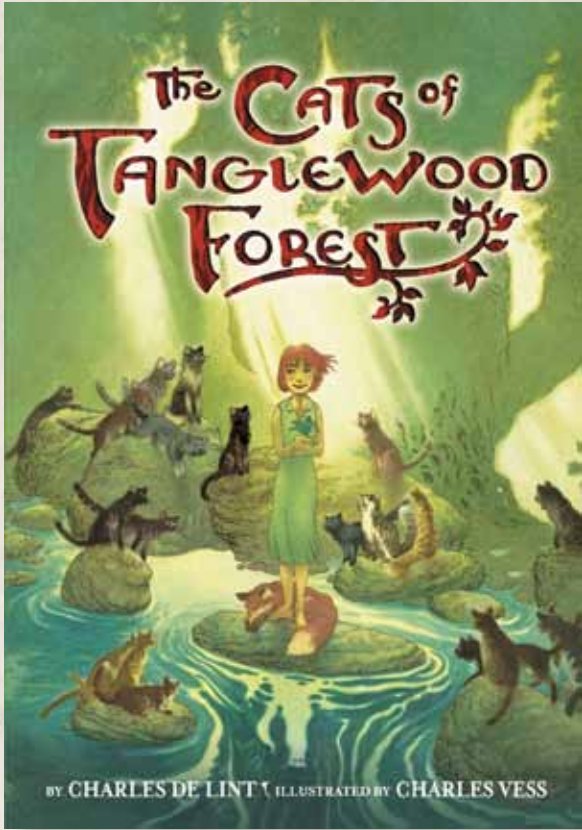
JUDGES CHOICE winner



ENTRANT:	K-VA-T FOOD STORES, INC.
AWARD:	Gold Award
CATEGORY:	10A - COLLATERAL MATERIAL - Poster - Single
TITLE:	2013 Food City Food Show Poster
CREDITS:	Rybe Henderson, Loyalty Creative Design Manager,



ENTRANT:	GREEN MAN PRESS
AWARD:	Gold Award
CATEGORY:	09E - COLLATERAL MATERIAL - Publication Design, Book Design
TITLE:	The Cats of Tanglewood Forest
CREDITS:	Charles Vess, Illustrator Charles de Lint, Author Little, Brown and Company, Publisher Saho Fujii, Book Designer



BEST IN SHOW winner



STAY TUNNED

GET INVOLVED IN OUR NEXT BIG EVENT

The Advertising Federation of Southwest Virginia is proud to announce its first annual Media Auction. This one of the organization's premier fundraising events, with a twist to benefit the area's non-profit and small business communities.

Local and regional media and creative outlets donate broadcast advertising time, newspaper and magazine ad space, creative and media consultation, out of home, direct mail, outdoor, transit and interactive media to be auctioned off in this fast-paced auction event.

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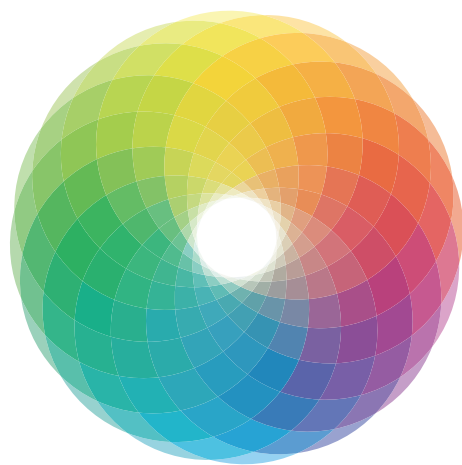
THE CLUB WINS.

The AAF SWVA uses the funds raised to support the local advertising community and fulfill its mission of education, public service, professional development and so much more.

CONTACT **ELANA B. TODT** VP/ PRESIDENT ELECT
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AAF SWVA is putting the 2015 ADDY Theme to a vote!

How do you envision the 2015 American Advertising Awards Gala? Take a look at the options below, and stay tuned for an opportunity to weigh in!



AN ADDY IN PARADISE

Flip-flops, suntans and salt-rimmed glasses are calling your name.
Throw up your fins and celebrate the best of SWVA's advertising parrot-head style in 2015.



It's a bird...It's a plane...
It's the

SUPER ADDYS

Leave your mild-manner alter ego
home and celebrate the best
of the best in SWVA.



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BY
SOUTHWEST

NORTH BY SOUTHWEST

A case of mistaken identity will lead you on the adventure of a lifetime, and bring you to an evening you'll never forget. This classic Hitchcock, set in the hey-day of advertising, gives us the perfect set-up for a SWVA celebration filled with mystery and intrigue.

