



2024 AMERICAN ADVERTISING AWARDS





"You must continuously feed the inner
beast that sparks and inspires."

– *George Lois*

Sales & Marketing

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Ken Hall
HERE BE DRAGONS
*Co-Founder and Executive
Creative Director*
SAN FRANCISCO, CA

Ken is the executive creative director and co-founder of Here Be Dragons, an advertising agency based in the San Francisco Bay Area. Ken brings over 20 years of experience building, launching and reshaping brands like StubHub, Facebook, Hard Rock, EA, The Ritz-Carlton and others. His work has been recognized by many of the world's leading award shows and industry publications.



Brian Wall
TATANKA CREATIVE
Owner
OKLAHOMA CITY, OKLAHOMA

A survivor of the Amberlith razor wars, Brian Wall has nearly 30 years of experience in the advertising industry serving in a variety of roles on both the client and agency side. Since 2011 he has operated Tatanka Creative LLC, a veteran and native-owned advertising and marketing firm. Starting as a copywriter, Wall's current and past clients run the gamut from healthcare, education, tourism, construction, manufacturing, food service, and more. He is a Silver Medal Award recipient of the American Advertising Federation and has served in many capacities with the AAF including vice-chair of the Central Region and past governor of the Tenth District (AR, LA, OK and TX). Wall is a former military journalist and has taught advertising courses at the college level. He is a double alumnus of the University of Oklahoma but is equally proud to be a graduate of the Walt Disney World College Program where he proudly earned a "doctorate" degree.



Jim Mathis

ADWERKS

Founder

SIOUX FALLS, SOUTH DAKOTA

Jim Mathis has been involved in advertising literally all his life. His father worked in the industry, so he grew up in and around ad agencies and graphic design firms. For more than 30 years he has worked in just about every facet of the advertising business from design and copywriting to marketing strategies, media placement and television production. His client list has included everything from the local carwash and farmers' market to national brands like McDonald's, and Sprint.

Over the years, Jim has probably judged more ADDY shows than you have entered. With more than 50 local and district American Advertising Awards competitions under his belt, he continues to be thrilled and inspired by the work he sees in markets big and small.

In 1999, Jim started ADwërks, Inc. where he is Certified Advertologist™. He and his team handcraft marketing communications solutions and strategies for a variety of local, regional, and national business-to-consumer accounts.



FELLOW SILVER MEDAL AWARD WINNERS
& AAF CHARLOTTE HAVE AWARDED

Taylor Bryant

Taylor has spent the past seven years pouring into the advertising community in the Charlotte area. From being a member of AAF to later becoming president of the Charlotte chapter, Taylor has been a part of community outreach programs and give-back events, constantly looking for opportunities to inspire and empower the younger generations of the advertising workforce. Believing that culture, compassion and results all coexist in the world of advertising, Taylor has been a large contributor of content creation to support, inform and energize advertising professionals of all ages and experience levels to reach their full potential.



In today's competitive marketplace of rapidly transforming landscapes and constant benchmarking we often forget that we are dealing not just with buyers, sellers, users, members, competitors, analysts, scientists, management and employees but with analog, carbon based, feeling filled people. Humans. Messy and Moody. Dream filled and desire driven.. Anxiously ambitious. Undulating with uncertainty. Kindness is a way to connect in a world where connections are key.

– Rishad Tabaccowala, Taylor's past colleague



a



**Sales &
Marketing**



Spirits of Alchemy Packaging Campaign

Arthur Elliott

Lee Calderon
Creative Director

Andy Pfeiffer
President

Sophia Calderon
Designer

Maddie Gallagher
Copywriter

Matt Chandler
Photographer

Noelle Valerie
Account Executive

Megan Black
Project Manager





ICSC Carolinas

Card, Invitation or Announcement - Campaign

Foundry Commercial

Ashtin Hmielewski
Graphic Designer

Ally Mangini
Graphic Designer



A woman with long blonde hair tied back, wearing glasses and a brown top, is seen from the side, reading a magazine. The magazine is open, showing various articles and images. The background is a blurred cafe or office setting with warm, bokeh lights. The overall mood is calm and focused.

a

Print Advertising



IDEX FIRE & SAFETY
Tame the Beast
Magazine Advertising Campaign

Wray Ward

John Roberts
Chief Creative Officer

James Ward
Group Creative Director

Jason Gammon
Senior Designer

Scot Ellmaker
Copy Director

Alice Blue
Digital Artist

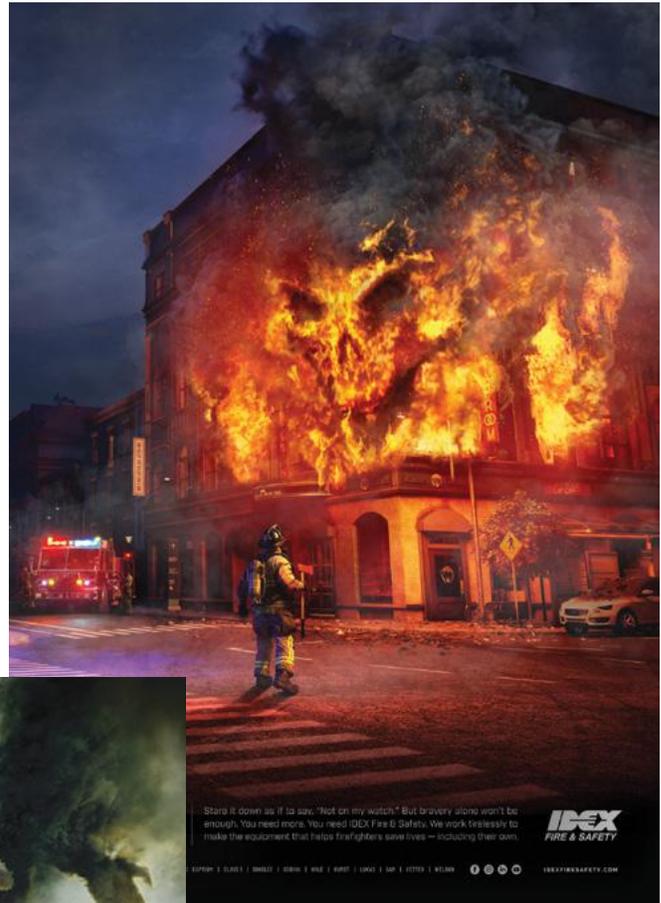
Peter Godshall
Digital Artist

Rain Newman
Senior Producer

Molly Philpott
Senior Producer

Brad Hood
Client Engagement Director

Erin Kenny
Project Manager





CLOPAY

Doors that Make a Statement

Magazine Advertising Campaign

Wray Ward

John Roberts

Chief Creative Officer

James Ward

Group Creative Director

Heather Dumford

Creative Director

Kelly Gilbert

Designer

Rachel Baker

Writer

Rain Newman

Senior Producer

Molly Philpott

Senior Producer

Lesley Brown

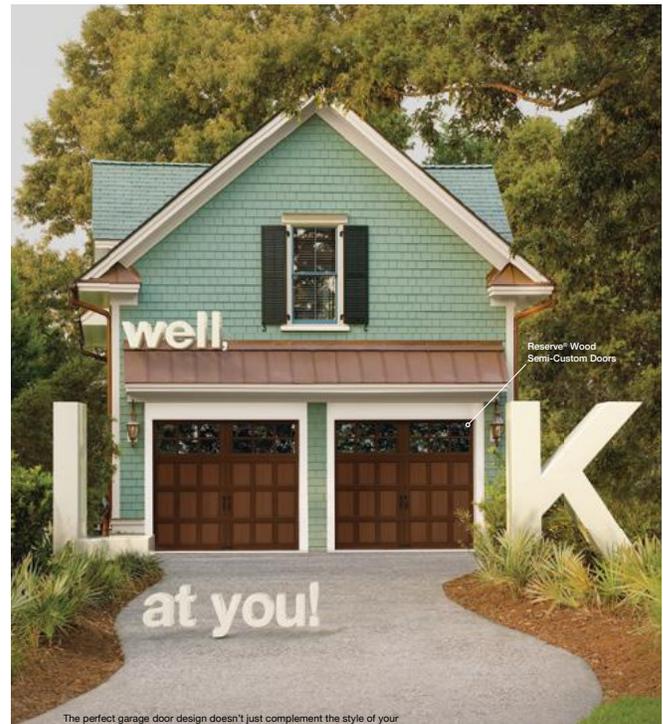
Client Engagement

Caroline Howe

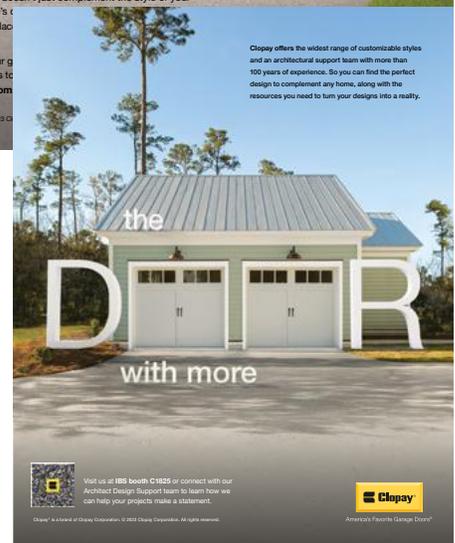
Client Engagement

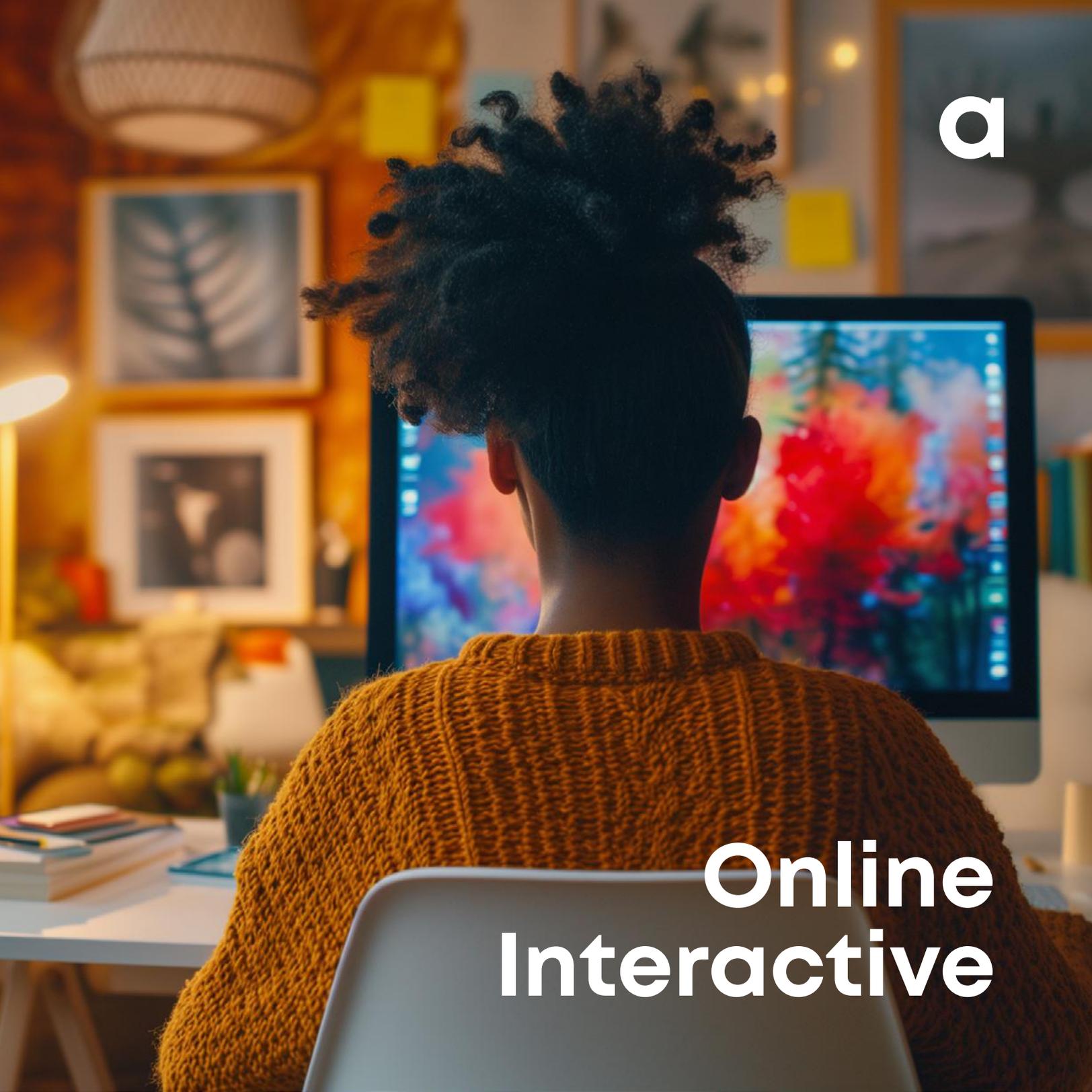
Allison Nuckols

Project Manager



The perfect garage door design doesn't just complement the style of your



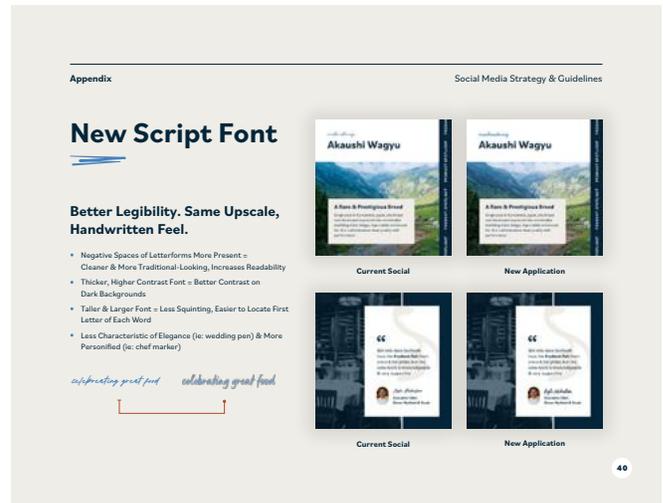
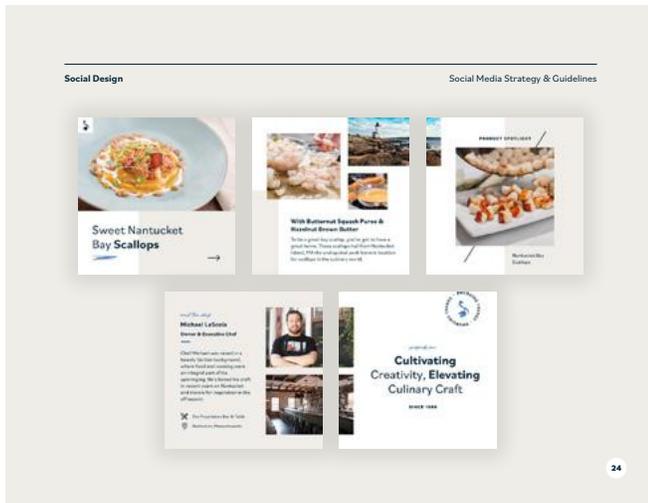
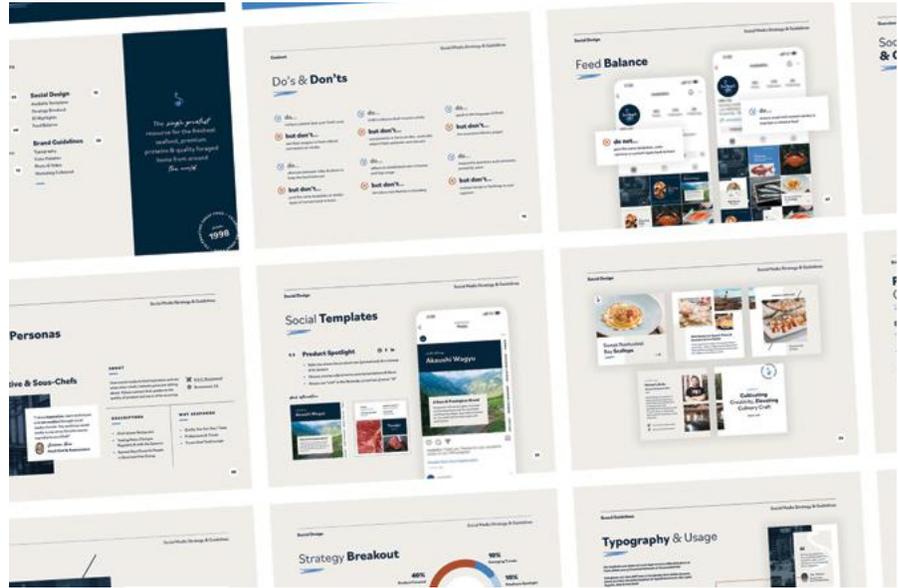


a

**Online
Interactive**



SEAFOODS.COM
Social Guidelines
Branded Content & Entertainment





STAY PLUGGED IN
Coca-Cola All-Stars

Branded Content & Entertainment

Carolina Esports Investments, LLC.

Scott Hollingsworth
Campaign Manager

Matthew Worsman
Creative Director

Jeff Zajac
Campaign Strategist

Chris Lee
Director of Production & Casting





FLYING EMBERS
Pineapple Sunset Social
Campaign

Social Media – Campaign

Tattoo Projects

Chad Brophy
Creative Director

William Boyér
VP, Production

Anna Rissanen
Senior Art Director

Kayla Zarecky
VP, Social Media

Paul Skinner
Senior Photographer/Retouch Artist

Lucas Harmon
Graphic Designer

John Stone
Senior Copywriter

Becky Radford
VP, Project Manager

EmmaLee Eiseman
Senior Account Executive

Jane Hall
Senior Account Executive

Andrew Hagopian
Chief Growth Officer



Spirits of Alchemy

Consumer Website

Arthur Elliott

Lee Calderon

Creative Director

Andy Pfeiffer

President

**Sophia
Calderon**

Designer

Vinny Calderon

Videographer/Editor

Maddie Gallagher

Copywriter

Noelle Valerie

Account Executive

Megan Black

Project Manager

Ashur Shamun

Web Developer

Matt Chandler

*Creative Content Manager/
Photographer*





TRULY GOOD FOOD
Henrietta Said Website

Consumer Website

Tattoo Projects

Chad Brophy

Creative Director

Andrew Hagopian

Chief Growth Officer

Becky Radford

VP, Project Manager

Mack Fuhrman

UX/UI Designer

Igor Starodub

UX/UI Designer

Paul Benninghove

VP, Innovation

Ryan Boddy

Senior Developer

Marcy Williams

Solutions Architect





OKUMA AMERICA

Okuma Automation Parallax
Page

Microsite

Crafted

John Howard

Creative Director

Candace Carpenter

Strategy Director

Dana Lacono

Account Supervisor

Maddie Kiebel

Digital Art Direction

Melina Luise

Front End Developer

Julia Funderburk

Content Writer

Brandi Stakiel

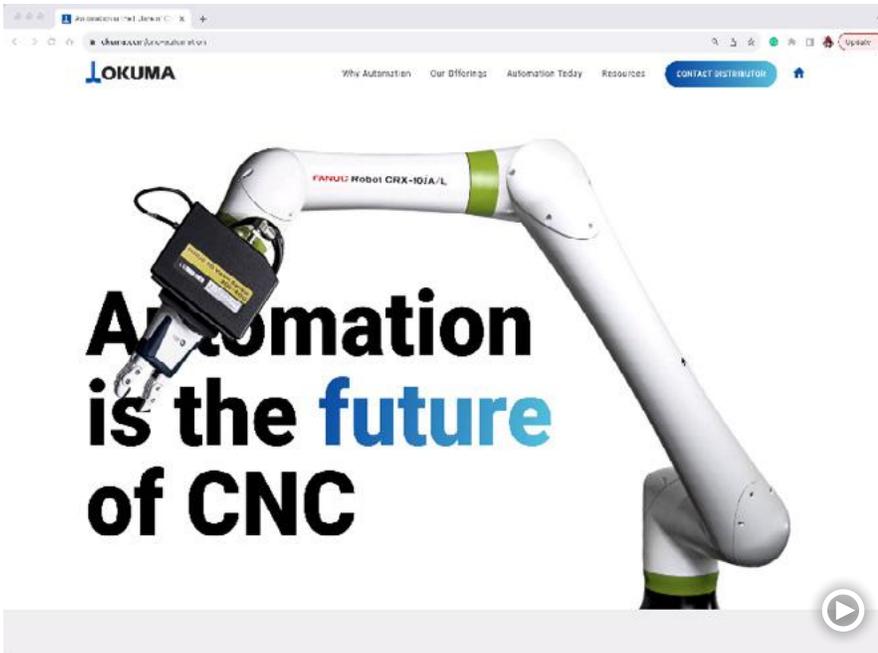
Visual Designer

Leo Munday

Editor

Ashley Storm

Content QA Specialist





CLOPAY

MSR: Brick Tasting

Social Media – Single Execution

Wray Ward

John Roberts

Chief Creative Officer

James Ward

Group Creative Director

Heather Dumford

Creative Director

Dave Haire

Senior Designer

Rachel Baker

Writer

Justin Smith

Cinematographer

Lew Dameron

Cinematographer

Rain Newman

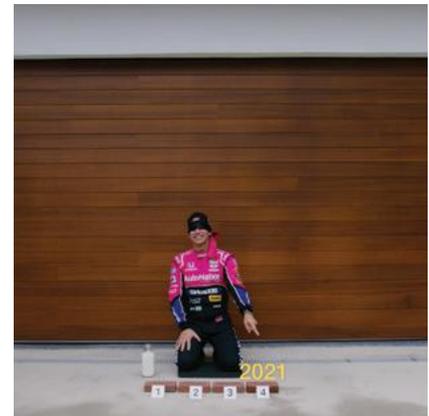
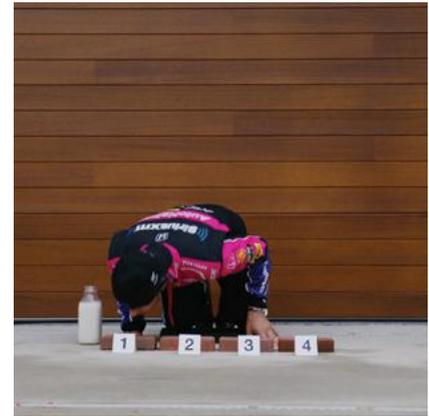
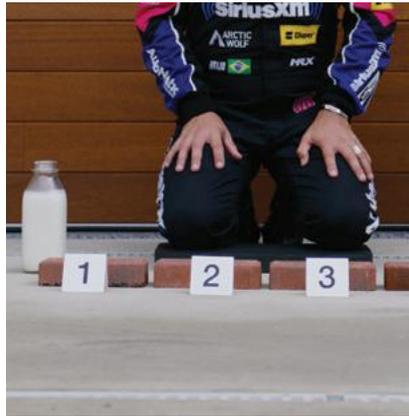
Senior Producer

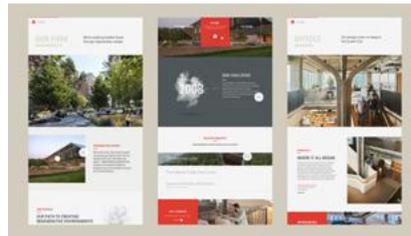
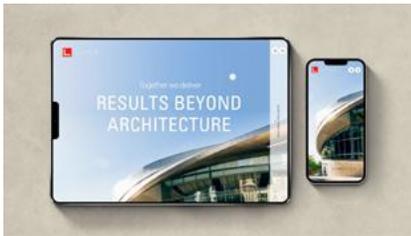
Lesley Brown

Client Engagement Director

Allison Nuckols

Project Manager





Little Architecture

Business-to-Business Website

Mode

John Pietrafesa

Owner/Executive Creative Director

Tyler Hawes

Owner/Executive Digital Director

Ian Varrassi

Creative Director

Carson Pavkov

Associate Creative Director, Copy

Will Green

Associate Art Director

Chris Gutierrez

Development Team Director

Kelly Raines

UX Strategy Lead

Troy McCall

Senior Dev + DevOps Lead

Will Jardine

Developer

Katie Sexton

Interactive Developer

Maxim Vakhovskiy

Senior Photographer

Rachel Jeffway

Account Supervisor

Megan Livingston

Account Supervisor



BOAR'S HEAD
FireSmith

Microsite

Mode

John Pietrafesa

Owner/Executive Creative Director

Tyler Hawes

Owner/Executive Digital Director

Lauren Harring

Creative Director

Carson Pavkov

Associate Creative Director, Copy

Rob Ramirez

Art Director

Will Green

Associate Art Director

Maxim Vakhovskiy

Senior Photographer

Chris Gutierrez

Development Team Director

Kelly Raines

UX Strategy Lead

Will Jardine

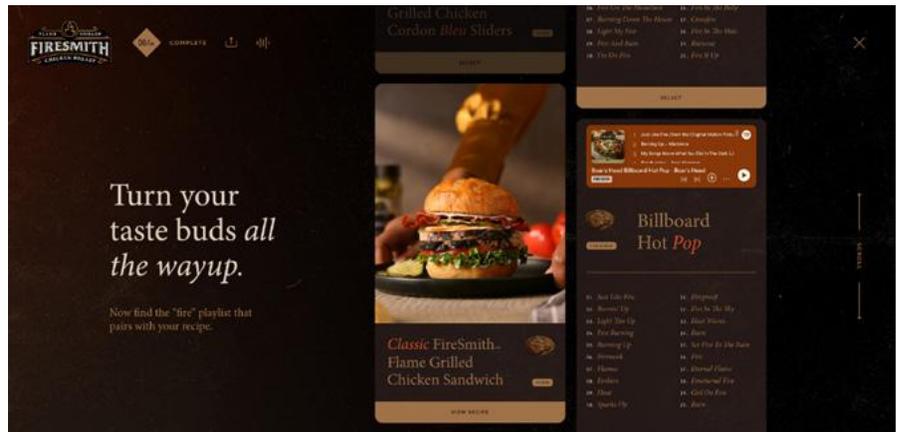
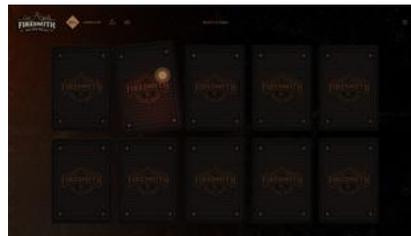
Developer

Hannah Fairweather

Senior Digital Producer

Jade Markwich

Account Director



A person in a red jacket and dark pants is climbing a steep, snow-covered mountain peak. The climber is seen from behind, wearing a large red backpack and climbing gear. The mountain's surface is a mix of snow and dark rock. In the background, a vast mountain range stretches across the horizon under a dramatic sky with orange and yellow clouds, suggesting a sunset or sunrise. The overall scene conveys a sense of adventure and achievement.

a

**Self-
Promotion**



AAAF CHARLOTTE

Awards Intro Video

Ad Chapter or Marketing Chapter

Crafted

John Howard

Creative Director

Bryce De Flamand

Art Director

Leo Munday

Shooter/Editor/Motion

Jason Hausman

Hot Sake – Principle + Lead Composer





THE ONE CLUB CAROLINAS

Aaron Draplin: Up Close + Personal

Ad Chapter or Marketing Chapter

BooneOakley

David Oakley

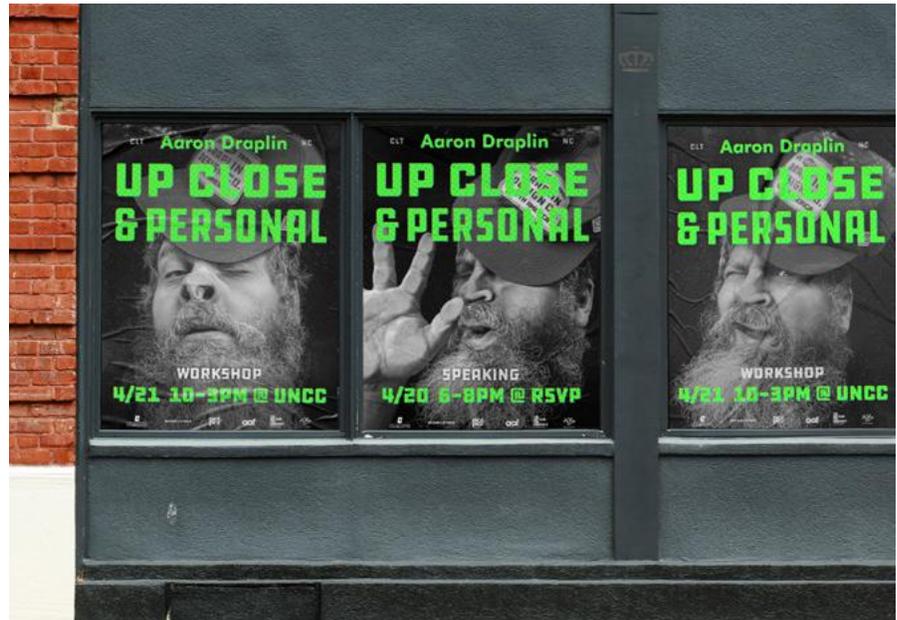
Executive Creative Director

Aaron Draplin

Owner Draplin Design / Graphic Designer

Savannah Jackson

Art Director





Basement Hackers Open
Single-Medium Campaign

Wheelhouse Media

Adam Colborne
Producer

Eric Schlenker
Editor

Elliot Wilks
Director of Photography





Coffles & Waffle
Integrated Media Campaign

Arthur Elliott

Tim Paulson
Associate
Creative Director

Maddie Gallagher
Copywriter

Matt Chandler
Creative Content
Manager

Vinny Calderon
Videographer/
Editor

Lee Calderon
Creative Director

Andy Pfeiffer
President/
Concept



Coffles & Waffle
Brand Elements

Arthur Elliott

Tim Paulson
Associate Creative Director

Maddie Gallagher
Copywriter

Andy Pfeiffer
President/Concept



Brooks Congratulations Ad Magazine Self-Promotion Campaign

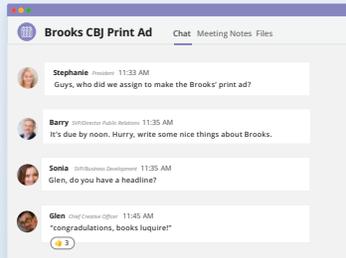
Luquire

Glen Hilzinger
CCO

Max McKaig
Copywriter

Justin Alcalá
Jr. Art Director

congradulations, books luquire!



Congratulations Brooks - from all of us Luquire Luquirers. Your drive for unconditionally ambitious creativity has every project this agency touches, and our path forward has only been possible because you're behind the wheel.

luquire
creativity is our superpower

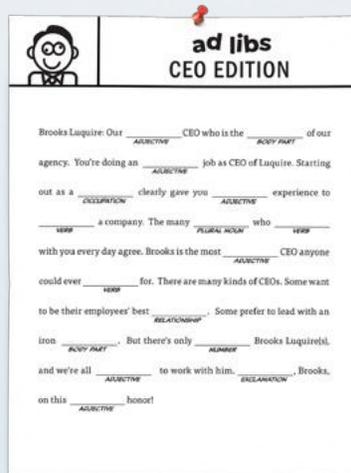
what do you get
the man who gives
everything?

lunch.



Congratulations, Brooks! In recognition of this incredible achievement, everyone at the office pulled together and organized for a gift card. You deserve nothing less.

luquire
creativity is our superpower



Brooks, there will never be enough words or enough ways for all of us to say thank you, so we wanted to leave our gratitude down. It's more than a thank you... it's also a performance review.

luquire
creativity is our superpower





The Road

Film, Video & Sound

New Union Films

Chris Pruett

Producer

Benjamin James Roberts

Director/Editor

Jacob Sutton

Director of Photography

Luke Sutton

1st AC & Drone Op

Taylor Farman

2nd AC

Ezekiel MacMillan

Cam Utility

Jacob Hart

Grip

Cabell Tice

Audio

Ethan Hall

PA

Luke Sutton

Colorist



An aerial, high-angle photograph of a city street, likely in New York City, during the golden hour of sunset. The street is lined with multi-story brick buildings, and a central road with several lanes of traffic runs down the middle. The sun is low on the horizon, creating a warm, orange glow over the entire scene. In the top right corner, there is a large, white, lowercase letter 'a'.

a

Corporate Social Responsibility



Woombies - The Protest Plushie

Corporate Social Responsibility Campaign

The Variable



a



Elements of Advertising



HARLEY-DAVIDSON
Fast Johnnie
Cinematography - Single

Caravan

Jon Muedder
Executive Producer

Bernardo Marentes
Director

Jon Cain
Creative Director

Andy Weaverling
Senior Art Director

John Carrington III
Cinematographer

Christian Stropko
Sound Designer

Michelle Wheeler
Head of Production





HARLEY-DAVIDSON
Highway King
Cinematography - Single

Caravan

Jon Muedder
Executive Producer

Michelle Wheeler
Head of Production

Bernardo Marentes
Director

Jon Cain
Creative Director

Andy Weaverling
Senior Art Director

John Carrington III
Cinematographer





ASSA ABLOY

Centrios Smart Lock

**Animation, Special Effects or Motion
Graphics**

Digital Spark Studios

Joshua Hieber

Director

Adam Sewell

Executive Producer

Josh Acuff

Producer





Vera Guitars

**Black & White/Color/ Digitally
Enhanced - Campaign**

Wray Ward

John Roberts

Chief Creative Officer

Brandon Scharr

Senior Designer

Justin Smith

Photographer

John Roberts

Photographer

Chloe Costa-Green

Project Manager





JERSEY JACK PINBALL

Elton John Pinball

Video Editing

ELEMENTS

Steve Jolly

Executive
Producer

Alexander Manning

Director & Editor

Forest Chilton

1st Assistant
Director

Joey Moore

Director of
Photography

Matt Kalter

Gaffer

Asha Lee

Best Boy Electric

Rene Olmos

1st Assistant
Camera

Ryan Gladstone

Camera/Gimbal
Operator

Bray Jacobs

1st Assistant
Camera

Cedric Brandon

Best Boy Electric

Colleen Kelly

Wardrobe
Supervisor

Spencer Cook

BTS
Videographer

Chad Liptrap

Constructionist

Chris Wittmann

Constructionist

Robbie Carter

Lighting
Technician

Freddy Mince

Robot Tech

Grace East

Sound Design
Producer



HARLEY-DAVIDSON

Fast Johnnie

Video Editing

Caravan

Jon Muedder

Executive Producer

Bernardo Marentes

Director

Jon Cain

Creative Director

Andy Weaverling

Senior Art Director

John Carrington III

Cinematographer

Christian Stropko

Sound Designer

Michelle Wheeler

Head of Production





PEPSI Born in the Carolinas

Illustration Series

Union

Will Fullington
Senior Copywriter

Skyler Taggart
Project Manager

Elise Kelly
Social Media
Supervisor

Kylie Wilkins
Designer

Erik Björklund
Creative Director

Gretchen Lopez
Strategy Director

Heather Markert
Associate Media
Director

Kaylee Riemann
PPC Specialist

**Kira
Blanchflower**
Account
Manager

Lindsey Fee
Senior Strategist

Natalie Shepard
Account Director



CHALLENGE:
**HELP A CAROLINA
ORIGINAL PASS THE
GEN Z VIBE CHECK**

26.2K

Gen Z Engagement DoD

126X

Engagement Rate

"This is the funniest ad I've seen in a while.
Just let Gen Z do all your marketin' fno."

@skylerwilliams7





CARHARTT COMPANY GEAR
More Than a Uniform

Photography – Color

Mower

Angela Duerr

Senior Account Director

Ted Wahlberg

SVP, Group Creative Director

Andy Mamott

SVP, Creative Director

Daniel Casatelli

Project Supervisor

Katie Bender

VP, Research

Alicia Liken

Associate Creative Director

Gina Helms

Senior Designer, Presentation Specialist

Yansong Jiang

Senior Motion Graphics

Michael Agoston

Production Director

Rich Randazzo

Director, Production Services

Doug Kamp

Chief Creative Officer

Elliot Ross Studio





HARLEY-DAVIDSON

Fast Johnnie

Sound Design - Single

Caravan

Jon Muedder

Executive Producer

Bernardo Marentes

Director

Jon Cain

Creative Director

Andy Weaverling

Senior Art Director

John Carrington III

Cinematographer

Christian Stropko

Sound Designer

Michelle Wheeler

Head of Production





TRULY GOOD FOOD
Henrietta Said Social
Illustrations

Illustration Series

Tattoo Projects

Chad Brophy

Creative Director

Andrew Hagopian

Chief Growth Officer

Becky Radford

VP, Project Manager

Kayla Zarecky

VP, Social Media

Lucas Harmon

Graphic Designer

Kenny Duncan

Associate Creative Director

EmmaLee Eiseman

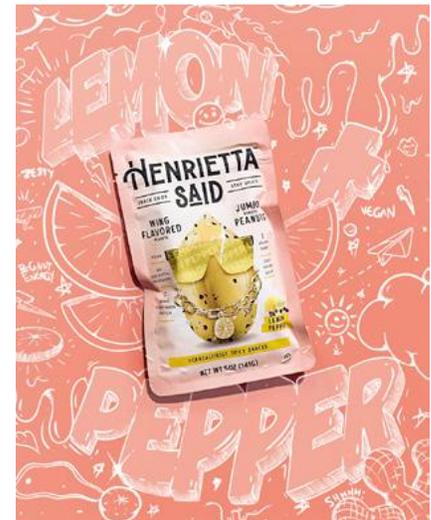
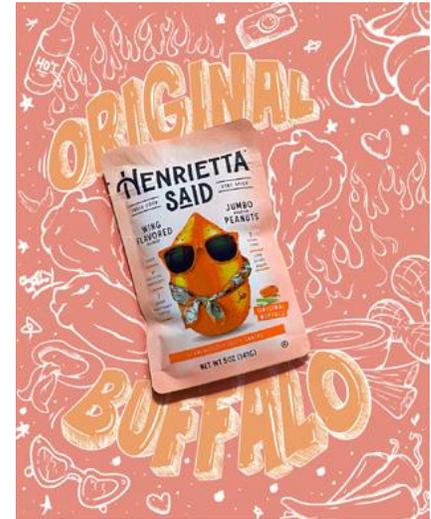
Senior Account Executive

Jonathan Kaplan

Growth Marketer

Maya Scott

Social Media Specialist





JERSEY JACK PINBALL

Elton John Pinball

Art Direction - Single

ELEMENTS

Steve Jolly

Executive
Producer

Alexander Manning

Director & Editor

Forest Chilton

1st Assistant
Director

Joey Moore

Director of
Photography

Matt Kalter

Gaffer

Asha Lee

Best Boy Electric

Rene Olmos

1st Assistant
Camera

Ryan Gladstone

Camera/Gimbal
Operator

Bray Jacobs

1st Assistant
Camera

Cedric Brandon

Best Boy Electric

Colleen Kelly

Wardrobe
Supervisor

Spencer Cook

BTS
Videographer

Chad Liptrap

Constructionist

Chris Wittmann

Constructionist

Robbie Carter

Lighting
Technician

Freddy Mince

Robot Tech

Grace East

Sound Design
Producer

A person is sitting on the floor in a dimly lit room, watching a television. The room is dark, with the primary light source being the TV screen, which displays a scene with bright lights. To the left, there is a potted plant. To the right, a portion of a sofa is visible. The overall atmosphere is quiet and focused on the content being watched.

a

Film, Video & Sound



CARHARTT COMPANY GEAR
More Than a Uniform

**Branded Content, More Than :60
Seconds**

Mower

Angela Duerr

Senior Account Director

Ted Wahlberg

SVP, Group Creative Director

Andy Mamott

SVP, Creative Director

Daniel Casatelli

Project Supervisor

Katie Bender

VP, Research

Alicia Liken

Associate Creative Director

Gina Helms

Senior Designer, Presentation Specialist

Yansong Jiang

Senior Motion Graphics

Michael Agoston

Production Director

Rich Randazzo

Director, Production Services

Doug Kamp

Chief Creative Officer

Working Class Films





**CHARLOTTE REGIONAL VISITORS
AUTHORITY**

What's on Charlotte's Menu?

Internet Commercial

Rebrand Media

Eric C. Halili III

Executive Producer

Erick Hodge

Director

Cayne Tucker

Director of Photography

John Burton

Editor / Sound Design





NASCAR X MACK TRUCKS

This Is Racing

Internet Commercial

Caravan

Jon Muedder

Executive Producer

Thom Blackburn

Executive Producer

Michelle Wheeler

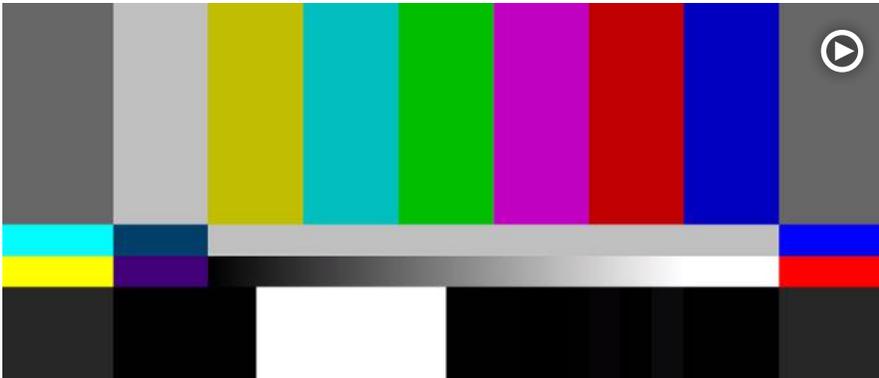
Head of Production

Bernardo Marentes

Director

John Burton

Sound Designer





JERSEY JACK PINBALL

Elton John Pinball

Internet Commercial

ELEMENTS

Steve Jolly

Executive
Producer

**Alexander
Manning**

Director & Editor

Forest Chilton

1st Assistant
Director

Joey Moore

Director of
Photography

Matt Kalter

Gaffer

Asha Lee

Best Boy Electric

Rene Olmos

1st Assistant
Camera

Ryan Gladstone

Camera/Gimbal
Operator

Bray Jacobs

1st Assistant
Camera

Cedric Brandon

Best Boy Electric

Colleen Kelly

Wardrobe
Supervisor

Spencer Cook

BTS
Videographer

Chad Liptrap

Constructionist

Chris Wittmann

Constructionist

Robbie Carter

Lighting
Technician

Freddy Mince

Robot Tech

Grace East

Sound Design
Producer





BUFFALO JACKSON

Buffalo Jackson Holiday Campaign

Internet Commercial Campaign

Tattoo Projects

William Boyer
VP, Production

Chad Brophy
Creative Director

John Stone
Senior Copywriter

Christopher Bazata
Senior Art Director

Kenny Duncan
Associate Creative Director

Andrew Hagopian
Chief Growth Officer

Becky Radford
VP, Project Manager

Benjamin Johnson
Graphic Designer





SPIRACLE FILMS
SATURATED

Webisode

Spiracle

Morgan Paterwich
Head of Production

David Kernodle
Shooter/Editor





OUTER BANKS VISITORS BUREAU

OBX RAW - Surfing

**Regional/National Television
Commercial**

BooneOakley

David Oakley

Executive Creative Director

Savannah Jackson

Art Director

Steve Lasch

Senior Copywriter

Liz Stovall

Producer

Richard Yelland

Director

Cori Ward

Editor





ORTHOCAROLINA
The Better Choice

Local Television Commercial Campaign

Luquire

Glen Hilzinger
CCO

Mash Ashley
GCD/Art Director

Ryan Coleman
GCD/Writer

Nancy Landesberg
Executive Producer

Alpen Pictures
Production Company

Mike Bernstein
Director

Christian Heuer
EP

Hero Post
Post Production

Alex Zustra
Editor

Andrew Pope
Color/Finishing

Soundbyte
Music Company

Michael Davidson
Sound Engineer





**CHARLOTTE REGIONAL VISITORS
AUTHORITY**

What's on Charlotte's Menu?

**Branded Content, More Than:
60 Seconds**

Rebrand Media

Eric C. Halili III

Executive Producer

Erick Hodge

Director

Cayne Tucker

Director of Photography

John Burton

Editor / Sound Design





HARLEY-DAVIDSON
Highway King
Internet Commercial

Caravan

Jon Muedder
Executive Producer

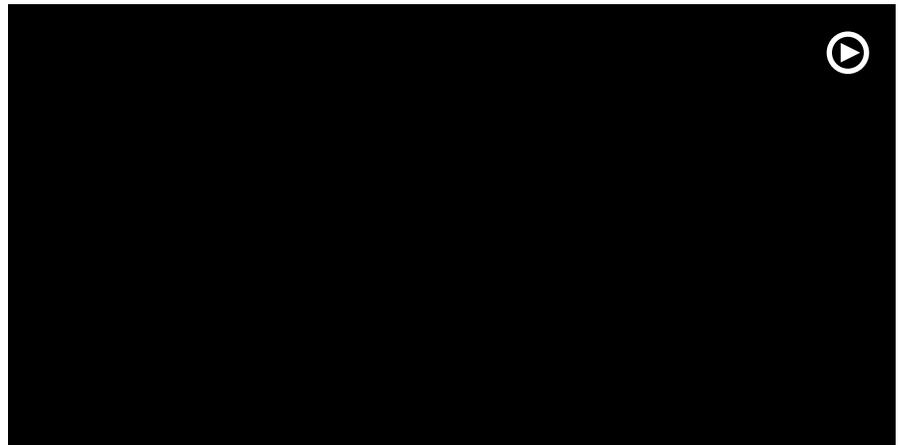
Michelle Wheeler
Head of Production

Bernardo Marentes
Director

Jon Cain
Creative Director

Andy Weaverling
Senior Art Director

John Carrington III
Cinematographer





HARLEY-DAVIDSON
2023 CVO - Teaser

Internet Commercial

Caravan

Jon Muedder

Executive Producer

Michelle Wheeler

Head of Production

Jon Cain

Creative Director





HARLEY-DAVIDSON
2023 CVO Launch
Internet Commercial

Caravan

Jon Muedder
Executive Producer

Michelle Wheeler
Head of Production

Bernardo Marentes
Director

Jon Cain
Creative Director

Arrick Maurice
GM Brand

Scott Toepfer
Lead Copywriter





HARLEY-DAVIDSON

Fast Johnnie

Internet Commercial

Caravan

Jon Muedder

Executive Producer

Bernardo Marentes

Director

Jon Cain

Creative Director

Andy Weaverling

Senior Art Director

John Carrington III

Cinematographer

Christian Stropko

Sound Designer

Michelle Wheeler

Head of Production





**OUTER BANKS VISITORS BUREAU
OBX RAW**

Internet Commercial Campaign

BooneOakley

David Oakley

Executive Creative Director

Savannah Jackson

Art Director

Steve Lasch

Senior Copywriter

Liz Stovall

Producer

Richard Yelland

Director

Cori Ward

Editor





ORTHOCAROLINA
Soccer Mom

**Local Television Commercial :30
Seconds**

Luquire

Glen Hilzinger
CCO

Mash Ashley
GCD/Art Director

Ryan Coleman
GCD/Writer

Nancy Landesberg
Executive Producer

Alpen Pictures
Production Company

Mike Bernstein
Director

Christian Heuer
EP

Hero Post
Post Production

Alex Zustra
Editor

Andrew Pope
Color/Finishing

Soundbyte
Music Company

Michael Davidson
Sound Engineer





**OUTER BANKS VISITORS BUREAU
OBX RAW**

**Regional/National Television
Commercial Campaign**

BooneOakley

David Oakley

Executive Creative Director

Savannah Jackson

Art Director

Steve Lasch

Senior Copywriter

Liz Stovall

Producer

Richard Yelland

Director (Surfing and Fishing)

Cori Ward

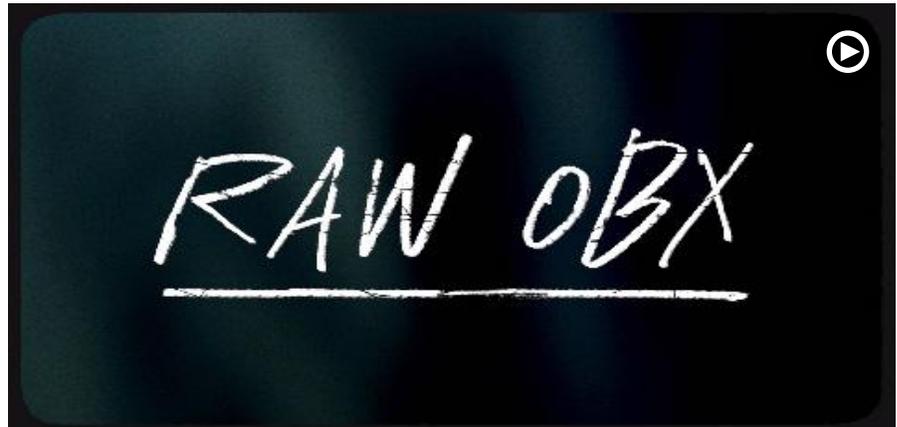
Editor (Surfing and Fishing)

Lisa Olshanski

Editor (Kite Surfing, Birding)

Nic McLean

Director (Kite Surfing, Birding)





a

Out-Of-Home and Ambient Media



SEVCO SECURITY
Morning After
Guerrilla Marketing

nez&pez

Laurie Donato
Creative Director

Patrik Burian
DP

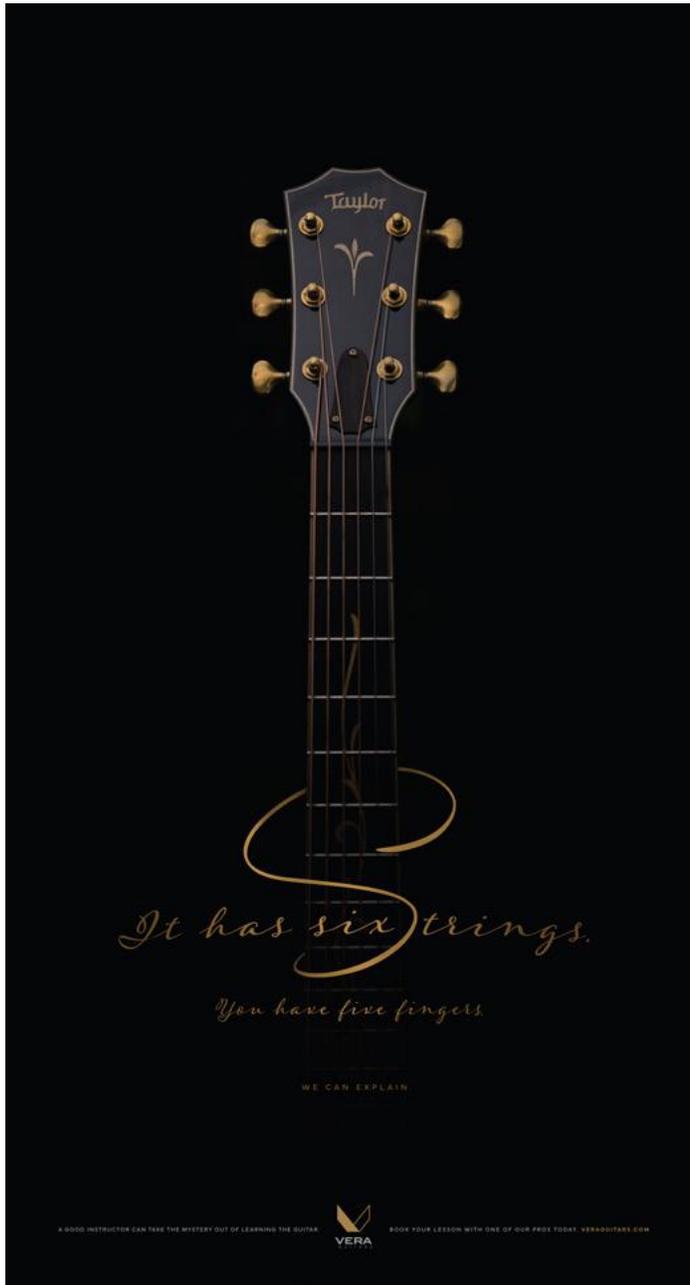
Ruben Lopez
Creative Director

Laurie Geronimo
Producer

Adam Salacuse
Producer

Christian Svizzero
Editor





VERA GUITARS

Six Strings

Poster

Wray Ward

John Roberts
Chief Creative
Officer

Brandon Scharr
Senior Designer

Scott Ellmaker
Copy Director

James Ward
Writer

Justin Smith
Photographer

John Roberts
Photographer

Happy Carter
Creative
Services Director

**Chloe Costa-
Green**
Project Manager





Vera Guitars
Poster Campaign

Wray Ward

John Roberts
Chief Creative Officer

Brandon Scharr
Senior Designer

Scott Ellmaker
Copy Director

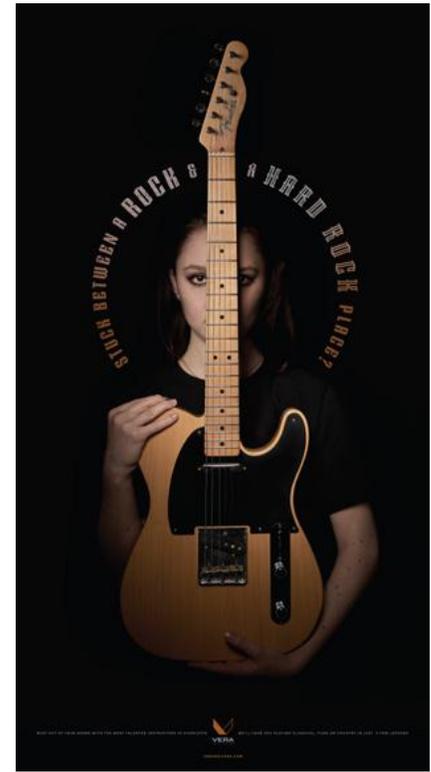
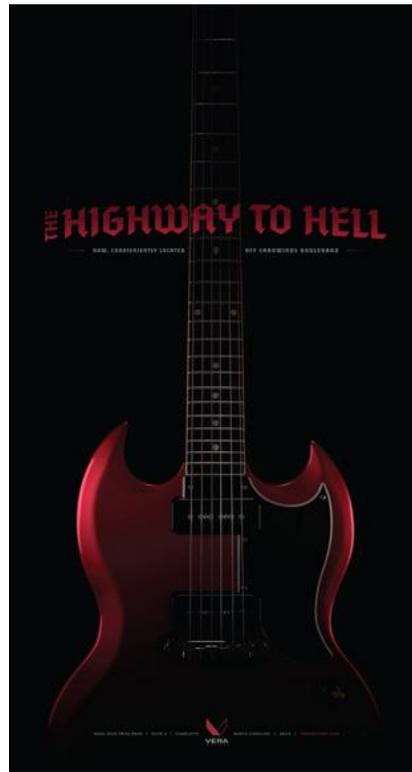
James Ward
Writer

Justin Smith
Photographer

John Roberts
Photographer

Happy Carter
Creative Services Director

Chloe Costa-Green
Project Manager





CARHARTT COMPANY GEAR
Carhartt - More Than a Uniform

Multiple Boards

Mower

Angela Duerr

Senior Account Director

Ted Wahlberg

SVP, Group Creative Director

Andy Mamott

SVP, Creative Director

Daniel Casatelli

Project Supervisor

Katie Bender

VP, Research

Alicia Liken

Associate Creative Director

Gina Helms

Senior Designer, Presentation Specialist

Yansong Jiang

Senior Motion Graphics

Michael Agoston

Production Director

Rich Randazzo

Director, Production Services

Doug Kamp

Chief Creative Officer

Elliot Ross Studio

Roe Photo

Working Class Film



PIZZA INN
Bambi and Friends
Outdoor Board

BooneOakley

David Oakley
Executive Creative Director

Mary Gross
Creative Director

Chris Martin
Senior Copywriter

Savannah Jackson
Art Director

William Alan Harris
Art Director





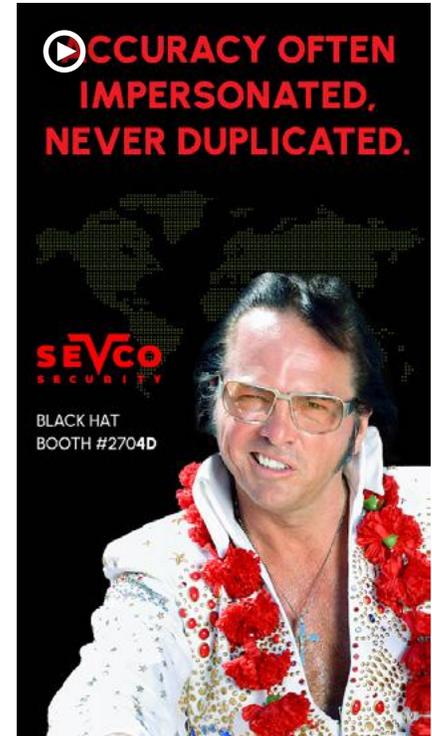
SEVCO SECURITY
4D in LAS
Outdoor Board Campaign

nez&pez

Laurie Donato
Creative Director

Ruben Lopez
Creative Director

Alfredo Tognetti
Animator



A silhouette of a person standing on a rocky outcrop, with their arms raised in a gesture of triumph or achievement. The person is facing away from the camera, looking out over a vast landscape under a dramatic, golden sunset sky. The sun is low on the horizon, creating a strong backlighting effect. The foreground shows some dry grass and rocks.

a

**Public
Service**



YMCA OF GREATER CHARLOTTE
 YMCA of CLT Teen Mental Health

Online/Interactive Campaign

AC&M Group

Saudia Furcron
Sr. Designer

Gail Cox
VP of Strategy and Research

Manolo Guajardo
Creative Director



VISIT NORTH CAROLINA For Real Fall Color Ambient Media Campaign

Luquire

Glen Hilzinger

CCO

Josh Taguiam

GCD/Art Director

Ryan Coleman

GCD/Writer

Nancy Landesberg

Executive Producer

GoGORILLA Media

Guerrilla Media Partner

Joe Diepenbrock

Videographer/Photographer

David Fisch

Video Editor

Nichole Maggio

Director of Media

Aly Svinte

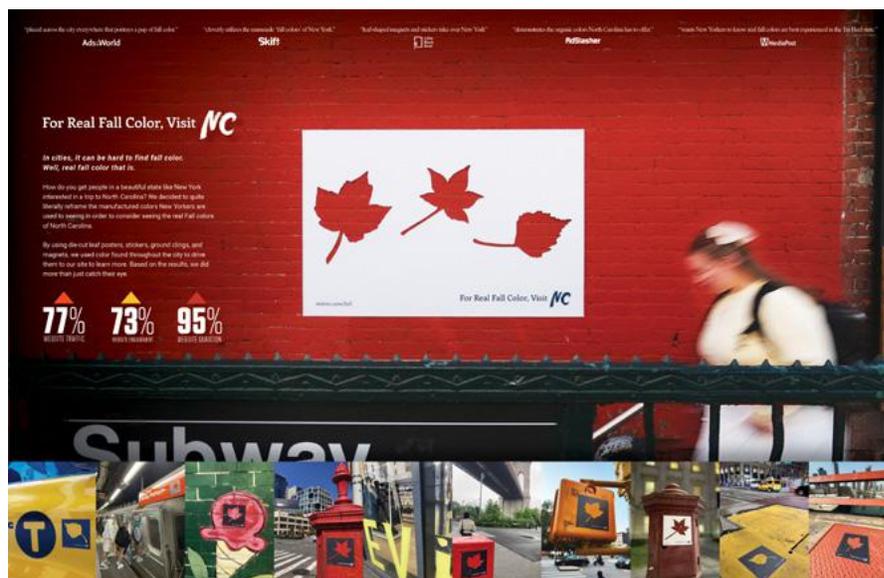
Assistant Media Planner

Jess Ottaviano

Associate Media Director

Morgan Wagner

Assistant Media Planner



A close-up, artistic photograph of a luxury watch. The watch face is dark with gold-toned hour markers and hands. The bezel is also gold-toned with a scale. The background is a soft, out-of-focus bokeh of blue and gold light. In the bottom right corner, the text 'Cross Platform' is written in a bold, white, sans-serif font. In the top right corner, a small white lowercase letter 'a' is visible.

a

**Cross
Platform**



Coquette

Integrated Brand Identity Campaign

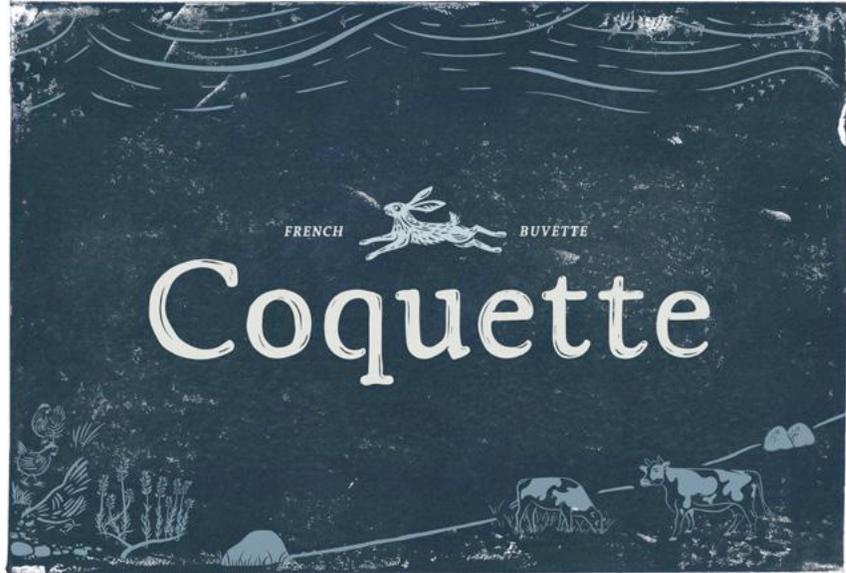
BooneOakley

David Oakley

Executive Creative Director

Savannah Jackson

Art Director





Fancypants

Integrated Brand Identity Campaign

Mode

John Pietrafesa
Owner/Executive
Creative Director

Tyler Hawes
Owner/Executive
Digital Director

Lauren Harring
Creative Director

Carson Pavkov
Associate
Creative Director,
Copy

Will Green
Associate Art
Director

Rachel Jeffway
Account
Supervisor

Katie Hisle
Associate
Account Lead





a

**Student
Awards**



WINTHROP UNIVERSITY
Bulova: Tells Time. Stays Present.

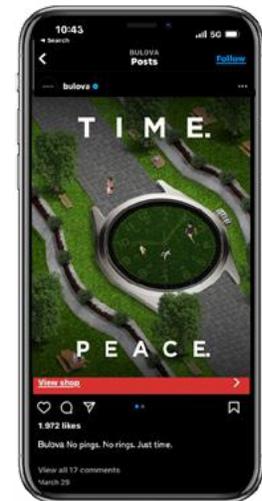
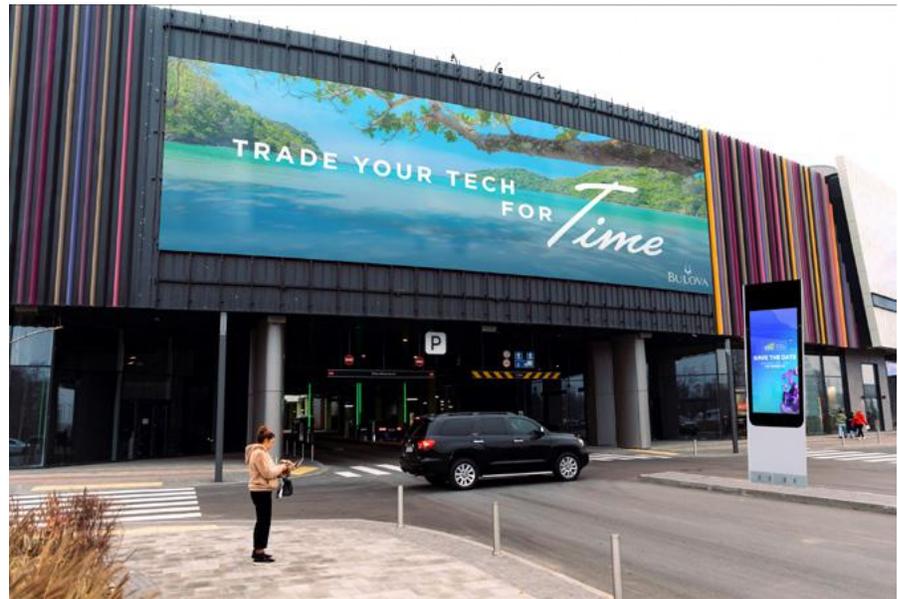
Integrated Advertising Campaign

Sam Bell

Sam Bell
Graphic Designer

Covey Holmes
Copywriter

Tattoo Projects
Agency Internship





CUSTOM MUSIC + SOUND DESIGN





**EVERYONE AT GROUNDCREW SOUND
WOULD LIKE TO CONGRATULATE THIS YEAR'S WINNERS
AND THANK YOU FOR ALL YOUR SUPPORT.**

GROUNDCREWSOUND.COM



a

**Special
Awards**

Mosaic Award



YMCA OF GREATER CHARLOTTE
 YMCA of CLT Teen Mental Health
 Public Service Online/Interactive Campaign

AC&M Group



Judge's Choice: Ken Hall



PEPSI
 Born in the Carolinas
 Illustration Series

Union

Judge's Choice: Brian Wall



JERSEY JACK PINBALL

Elton John Pinball

Internet Commercial

ELEMENTS

Judge's Choice: Jim Mathis



ORTHOCAROLINA
Soccer Mom

Local Television Commercial :30
Seconds

Luquire

Best of Sound Design and Best of Show



HARLEY-DAVIDSON

Fast Johnnie

Internet Commercial

Caravan

Jon Muedder

Executive Producer

Bernardo Marentes

Director

Jon Cain

Creative Director

Andy Weaverling

Senior Art Director

John Carrington III

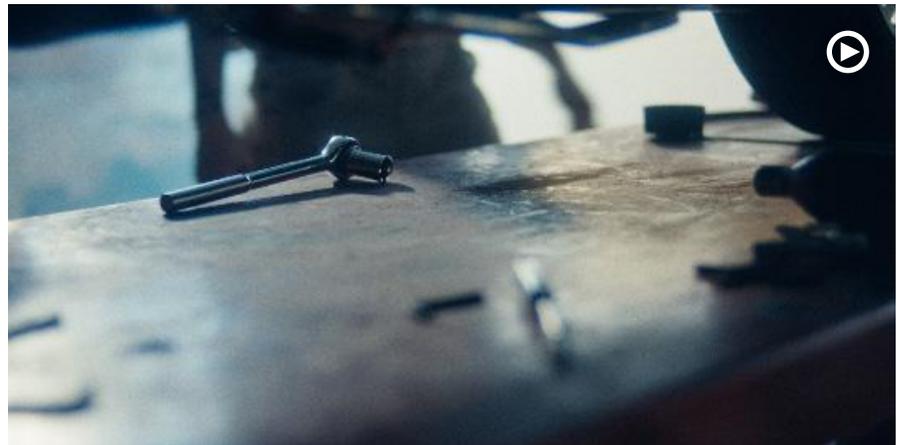
Cinematographer

Christian Stropko

Sound Designer

Michelle Wheeler

Head of Production



aafcharlotte.com/2024-AWARDS-WINNERS

AAF Charlotte

charlotteaawards@gmail.com

aafcharlotte.com

[linkedin.com/company/aaf-charlotte](https://www.linkedin.com/company/aaf-charlotte)

[facebook.com/aafcharlotte](https://www.facebook.com/aafcharlotte)

[instagram.com/aaf_clt](https://www.instagram.com/aaf_clt)

