

AAF-CORPUS CHRISTI
PRESENTS THE

*American
Advertising
Awards*

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Success is Sweet

AMERICAN ADVERTISING AWARD

Winner
2021

FRIDAY, FEBRUARY 25
6PM COCKTAILS & ENTRY VIEWING | 7PM SHOW
THE BAY JEWEL



Professional Competition

American Advertising Awards

TOP AWARDS

BEST OF SHOW

Entrant Company: MDR

Client Company Name: Champs Meat Market

Title: Victory, sealed.

Credits:

Jackie Swonke, Creative Direction
Rebecca Neblett, Account Services
Sara Kilsby, Art Direction
Alyssa Garza, Design
Bradley Platz, Design
Ruth Hirsch, Content
Rebecca Neblett, Account Executive

Special Judges Award

Entrant Company: Tuxedo Goose Films

Client Company Name: Taco Gear®

Title: The Taco Chair - Natalie Trevino

Credits:

Gerald Flores, Writer / Director

Best of Film, Video & Sound

Entrant Company: Downtown Management District

Client Company Name: Downtown Management District

Title: Discover Downtown

Credits:

Mayor Paulette Guajardo, Web Series Host
Alyssa B Mason, Web Series Host
Savannah Garza, Creative Direction
Alexis Hill, Creative Direction
Enlightened Images, Videographer

Special Judges Award

Entrant Company: MDR

Client Company Name: Elizabeth's

Title: Taste & Sea

Credits:

Jackie Swonke, Creative Direction
Sara Antonetz, Web Direction and Development
Holly Osborn, Account Executive
Sara Kilsby, Design
Ruth Hirsch, Content

Best of Elements of Design

Entrant Company: MDR

Client Company Name: Discover Kemah

Title: Kemah Logo

Credits:

Jackie Swonke, Creative Direction
Sara Kilsby, Design

Special Judges Award

Entrant Company: Snyder + Associates

Client Company Name: Corpus Christi Symphony Orchestra

Title: Corpus Christi Symphony Orchestra

Credits:

Brad Snyder, Designer

Professional Competition Judges



James Hodgins

When asked what he does for a living, James Hodgins always responds he has the best job in the world. As a senior lecturer of advertising and director of two labs in Texas Tech University's College of Media & Communication, James has the privilege of working with students who will be the future of the advertising industry.

James discovered advertising as a senior at Texas Tech and knew it's what he wanted to do. Phil Price first hired James as a copywriter at The Price Group, a small ad agency in Lubbock, Texas. There, James also assisted the broadcast creative director on video projects and edits. In 2007, he started to see the business opportunity of digital and social media, and by 2008, he had helped start a new digital advertising department at The Price Group and added Director of Social Media to his title.



John Kreicbergs

John Kreicbergs has been an active member of the Kansas City advertising and marketing scene since 1999. Getting his start at Bernstein-Rein, he honed his skills over the years at Barkley, VML (now VMLY&R), DEG and Meers Advertising. His passion for digital innovation brought him to Propaganda3 in 2013. There he has served as the general manager and chief marketing officer for the firm with a strong focus on their app development, digital strategy, and content marketing services.



Leigh Browne

Leigh Browne is a Creative Director at GSD&M in Austin, Texas, and also teaches Copywriting at The University of Texas at Austin.

In 2019, she and her partner were named to AdWeek's Creative 100. And in 2021, they were part of the team that won the Grand Effie for helping Popeye's Chicken Sandwich break the internet. Their work has also aired during the Super Bowl, been featured in Communication Arts and honored by Cannes Lions, The Clios, The One Show, Art Directors' Club, The Webbys, D&AD and AICP.

Leigh started her career as a newspaper reporter, which makes her a storyteller long before that was a buzzword. She has a Master's in advertising from The University of Texas. And she's passionate about DEI issues, recently helping create "ã, a guide to better work through diversity, equity and inclusion" at andgsdm.com.

Professional Competition: Gold, Silver, & Bronze

SALES & MARKETING

Silver ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: Grow Local
Title: Grow Local Stationary Package

Credits:

Brad Snyder, Designer
Ettore Risi, Designer
David C. Nuss, Executive Director

Silver ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: CHRISTUS Health
Title: Connect 2025 Brochure

Credits:

Brad Snyder, Designer
Ettore Risi, Designer
Clarissa Bryant, Designer
Tina Barker, Project Director
Prince Ampomah, Project Manager

Silver ADDY Award

Entrant Company: Visit Corpus Christi
Client Company Name: Visit Corpus Christi
Title: Corpus Christi Meeting Planner Guide

Credits:

Nicole Olivares, Lead Project Manager
Jackie Orbe, Project Manager
Travis Milum, Project Manager
Emily Zertuche, Creative Strategy
Kathryn Hyatt, Content Editor
JT Garza, Multi Media Specialist
The Bend Magazine
The American Bank Center Staff

Bronze ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: Grow Local South Texas
Title: Grow Local South Texas Merchandise

Credits:

Brad Snyder, Designer
Ettore Risi, Designer
David C. Nuss, Executive Director

Bronze ADDY Award

Entrant Company: Visit Corpus Christi
Client Company Name: Visit Corpus Christi
Title: Corpus Christi Ornaments

Credits:

Danielle Galindo, Graphic Designer and Creative Director



PRINT ADVERTISING

Gold ADDY Award

Entrant Company: Visit Corpus Christi
Client Company Name: Visit Corpus Christi
Title: Visit Corpus Christi Gulf Cart

Credits:
Meredith Darden, Lead Project Manager & Creative Director
Emily Zertuche, Designer

Silver ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: La Palmera Mall
Title: La Palmera 3-D Window Graphics

Credits:
Brad Snyder, Designer
Ettore Risi, Designer
Amanda Sanchez, Project Director

Gold ADDY Award

Entrant Company: MDR
Client Company Name: CITGO
Title: Boston Marathon Finish Line

Credits:
Jackie Swonke, Creative Direction
Sara Kilsby, Art Direction and Design
Alyssa Garza, Design

Bronze ADDY Award

Entrant Company: MDR
Client Company Name: Champs Meat Market
Title: Champs Retail Environment

Credits:
Jackie Swonke, Creative Direction
Sara Kilsby, Art Direction
Alyssa Garza, Design
Bradley Platz, Design

WEBSITE

Gold ADDY Award

Entrant Company: MDR
Client Company Name: Champs Meat Market
Title: Champs Meat Market Website

Credits:
Jackie Swonke, Creative Direction
Sara Antonetz, Web Direction and Development
Rebecca Neblett, Account Services
Sara Kilsby, Art Direction
Alyssa Garza, Design
Ruth Hirsch, Content
David Repasky, Development

Gold ADDY Award

Entrant Company: MDR
Client Company Name: Kemah Texas
Title: Kemah Website

Credits:
Jackie Swonke, Creative Direction
Sara Antonetz, Web Direction and Development
Ross Hoyt, Account Services
Sara Kilsby, Design
Ruth Hirsch, Copywriter
David Repasky, Development

Bronze ADDY Award

Entrant Company: MDR
Client Company Name: City of Gonzales
Title: Tour Gonzales Website

Credits:
Jackie Swonke, Art Direction
Sara Antonetz, Web Direction and Development
Alyssa Garza, Design
Ruth Hirsh, Content
David Repasky, Development

Bronze ADDY Award

Entrant Company: Visit Corpus Christi
Client Company Name: Visit Corpus Christi
Title: Visit Corpus Christi Website

Credits:
Kathryn Hyatt, Lead Project Manager and Strategist
Danielle Gailindo, Creative director
JT Garza, Multi Media
America Segura, Content and Onboarding
Meredith Darden, Onboarding
Emily Paulison, Onboarding
Emily Zertuche, Onboarding



DIGITAL PUBLICATIONS

Bronze ADDY Award

Entrant Company: University of Houston-Victoria
Client Company Name: University of Houston-Victoria
Title: UHV Annual Report Website

Credits:

Marci Wallace, Web & Digital Media Manager
Eric Chacon, Web Content Management System Manager
Warren Diprose, Web Developer
Kelsey Mills, Web Developer
Enke Dervishi, Web Designer
Lauren Emerson, Communications Manager
George Rodriguez, Creative Services Manager
Katie Wilson, Graphic Designer
Mik Samaniego-Lira, Graphic Designer
Amber Aldaco, Communications Specialist

ONLINE COMMERCIAL

Gold ADDY Award

Entrant Company: Tuxedo Goose Films
Client Company Name: Gold Dust Cosmetic Collective
Title: Gold Dust Areola Restoration

Credits:

Gerald Flores, Director

WEBISODES

Gold ADDY Award

Entrant Company: Tuxedo Goose Films
Client Company Name: Taco Gear@
Title: The Taco Chair - Natalie Trevino

Credits:

Gerald Flores, Writer / Director

Gold ADDY Award

Entrant Company: Downtown Management District
Client Company Name: Downtown Management District
Title: Discover Downtown

Credits:

Mayor Paulette Guajardo, Web Series Host
Alyssa B Mason, Web Series Host
Savannah Garza, Creative Direction
Alexis Hill, Creative Direction
Enlightened Images, Videographer

INTEGRATED CAMPAIGNS - ADVERTISING

Silver ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: CHRISTUS Health - Orthopedics & Sports Medicine Institute
Title: Grand Opening Campaign

Credits:

Brad Snyder, Creative
Ettore Risi, Creative
Erica Edwards, Project Director
Autumn Rainwater, Project Manager
Carlos Haney, Director of Photography
Kira Elizondo, Editor
Jim Fischer, Gaffer
Robert Garcia, Stylist

Silver ADDY Award

Entrant Company: MDR
Client Company Name: City of Gonzales
Title: Tour Gonzales

Credits:

Jackie Swonke, Creative Direction
Sara Antonetz, Web Direction and Development
Nancy Zuniga, Account Services
Sara Kilsby, Art Direction
Alyssa Garza, Design

INTEGRATED CAMPAIGNS - BRAND

Gold ADDY Award

Entrant Company: MDR
Client Company Name: Elizabeth's
Title: Taste & Sea

Credits:

Jackie Swonke, Creative Direction
Sara Antonetz, Web Direction and Development
Holly Osborn, Account Executive
Sara Kilsby, Design
Ruth Hirsch, Content

Gold ADDY Award

Entrant Company: MDR
Client Company Name: Discover Kemah
Title: All Kinds of Fun

Credits:

Jackie Swonke, Creative Direction
Sara Antonetz, Web Direction and Development
Ross Hoyt, Account Services
Sara Kilsby, Design
Ruth Hirsch, Content

Silver ADDY Award

Entrant Company: MDR
Client Company Name: USS Lexington Museum
Title: Camp Lex

Credits:

Jackie Swonke, Creative Director
Alyssa Garza, Design
Holly Osborn, Account Executive

Gold ADDY Award

Entrant Company: MDR
Client Company Name: Champs Meat Market
Title: Victory, sealed.

Credits:

Jackie Swonke, Creative Direction
Rebecca Neblett, Account Services
Sara Kilsby, Art Direction
Alyssa Garza, Design
Bradley Platz, Design
Ruth Hirsch, Content
Rebecca Neblett, Account Executive

Silver ADDY Award

Entrant Company: MDR
Client Company Name: Tour de Bourne
Title: Tour de Boerne Identity Campaign

Credits:

Jackie Swonke, Creative Direction
Sara Antonetz, Web Direction and Development
Ross Hoyt, Account Services
Sara Kilsby, Design
Ruth Hirsch, Content

INTERACTIVE CAMPAIGN

Gold ADDY Award

Entrant Company: Visit Corpus Christi
Client Company Name: Visit Corpus Christi
Title: Coast Like A Texan

COPYWRITING

Bronze ADDY Award

Entrant Company: MDR
Client Company Name: St. Mary's University
Title: One Degree

Credits:

Jackie Swonke, Copywriter



LOGO

Gold ADDY Award

Entrant Company: MDR
Client Company Name: Champs Meat Market
Title: Champs Meat Market Logo

Credits:

Jackie Swonke, Creative Direction
Sara Kilsby, Art Direction
Bradley Platz, Design
Alyssa Garza, Design

Gold ADDY Award

Entrant Company: MDR
Client Company Name: Discover Kemah
Title: Kemah Logo

Credits:

Jackie Swonke, Creative Direction
Sara Kilsby, Design

Gold ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: Corpus Christi Symphony Orchestra
Title: Corpus Christi Symphony Orchestra

Credits:

Brad Snyder, Designer

Silver ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: Grow Local South Texas
Title: Grow Local South Texas

Credits:

Brad Snyder, Designer
David C. Nuss, Executive Director

Bronze ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: The Lunch Guy
Title: The Lunch Guy

Credits:

Brad Snyder, Designer
Ettore Risi, Designer
Joel Pike, Project Director

ILLUSTRATION

Silver ADDY Award

Entrant Company: Made in Corpus Christi
Client Company Name: Made in Corpus Christi
Title: Corpus Christi Map Illustration

Credits:

Jacob Sazon, Illustrator

Bronze ADDY Award

Entrant Company: MDR
Client Company Name: CITGO
Title: Road to Boston Illustrations

Credits:

Jackie Swonke, Creative Direction
Sara Kilsby, Art Direction and Design
Alyssa Garza, Design
Nancy Zuniga, Account Executive

PHOTOGRAPHY

Silver ADDY Award

Entrant Company: Jason Page Photography
Client Company Name: Sweet Life Bake
Title: Cucumber Tequila & Tonic

Credits:

Jason Page, Photographer
Vianney Rodriguez, Food Stylist / Recipe Creator

Silver ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: CHRISTUS Health - Orthopedics & Sports Medicine Institute
Title: Lifestyle Campaign Joint Images

Credits:

Brad Snyder, Designer
Ettore Risi, Designer
Erica Edwards, Project Director
Autumn Rainwater, Project Manager

Silver ADDY Award

Entrant Company: Jason Page Photography
Client Company Name: Sweet Life Bake
Title: Nespresso Cafe de Olla

Credits:

Jason Page, Photographer
Vianney Rodriguez, Food Stylist

Bronze ADDY Award

Entrant Company: Jason Page Photography
Client Company Name: Sweet Life Bake
Title: Cheerios Oat Crunch Muffins

Credits:

Jason Page, Photographer
Vianney Rodriguez, Food Stylist / Recipe Creator

MOTION GRAPHIC

Bronze ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: CHRISTUS Health - Orthopedics & Sports Medicine Institute
Title: Athlete Bone & Joint Images

Credits:

Brad Snyder, Designer
Ettore Risi, Designer
Erica Edwards, Project Director
Autumn Rainwater, Project Manager



Student Competition

sponsored by



TOP AWARDS

BEST OF SHOW

Texas A&M University–Corpus Christi Class of 2021
Hue: TAMUCC Graphic Design Showcase

Credits

Abraham Leija, Brand Designer
Danielle Galindo, Brand Designer and Web Designer
Neiman Ward, Brand Designer and Web Designer
Caleigh Knipling, Photographer
Kimberly Peña, Graphic Designer
Paige Lilley, Copywriter and Graphic Designer
Emma Kat Cardenas, Graphic Designer
Ean Estevanes, Graphic Designer
Malena Margo Collom, Graphic Designer
Emerald Rodriguez, Graphic Designer

Alexandria Canchola, Professor

Best of Copywriting

Student: Tyler Schultz
Entry Title: Boys Do Cry
Professor: Andrea Hempstead

Best of Interactive

Student: Shaylee Patterson
Entry Title: Lolly's Learn & Grow Center Website
Professor: Nancy Miller

Best Use of Illustration

Student: Drew Scott
Entry Title: Muse Magazine
Professor: Alexandria Canchola

Rising Star

**Yvonne Olvey Scholarship Fund
Bill Richmond Sponsored**

Student: Drew Scott
Entry Title: Muse Magazine
Professor: Alexandria Canchola

Special Judges' Award

Best Glow Up

Student: Drew Scott
Entry Title: Waffle House Rebrand
Professor: Alexandria Canchola

Special Judges' Award

Most Humorous

Student: Victoria Contreras
Entry Title: Chow Could This Happen?!
Professor: Alexandria Canchola

Student Competition Judges



Ricardo Barrera

Creative Director, Barrera Advertising & Marketing (BAM!)
Senior Art Director/Copywriter —MarketVision, San Antonio Texas

"The creative talent here is immense. The work is where great products/ services/ causes meet great ideas. Judging the work-along with my fellow judges- was quite the honor."



Savannah Garza

Digital Content Manager, Visit Corpus Christi

"I am so inspired by the talent we have in Corpus Christi, especially after judging such thoughtful, beautiful work from young creatives in our area. I look forward to seeing how these talented individuals will shape our city and the creative community!"



Jarred Schuetze

Art Director, The Bend Magazine

"It's always exciting to judge the student Addy competition, it's great seeing a new wave of talented young designers making their mark on our local art scene."

Student Competition: Gold, Silver, & Bronze

GOLD Student ADDY Award

Student: Drew Scott
Entry Title: Muse Magazine
Professor: Alexandria Canchola

GOLD Student ADDY Award

Student: Drew Scott
Entry Title: Waffle House Rebrand
Professor: Alexandria Canchola

GOLD Student ADDY Award

Student: Shaylee Patterson
Entry Title: Lolly's Learn & Grow Center Website
Professor: Nancy Miller

SILVER Student ADDY Award

Student: Hannah Ryan
Entry Title: WaterMe Mobile App
Professor: Nancy Miller

SILVER Student ADDY Award

Student: Kylie Marchitello
Entry Title: Blackrock Coffee App
Professor: Nancy Miller

BRONZE Student ADDY Award

Student: Carson Bourque
Entry Title: 2FACE Magazine
Professor: Alexandria Canchola

BRONZE Student ADDY Award

Student: Tyler Schultz
Entry Title: Boys Do Cry Campaign
Professor: Andrea Hempstead

BRONZE Student ADDY Award

Student: Shaylee Patterson
Entry Title: Joyryde App
Professor: Nancy Miller

BRONZE Student ADDY Award

Student Creative Volunteers: Sarah Schiller, Drew Scott, Marina Chavez, Catherine Henke, Neiman Ward, Kylie Marchitello, Christian Douglas, Frank Rubio, Carson Bourque, Colby Gregory, Hannah Ryan, Maggie Simonian

Entry Title: Je'Sani Smith Foundation ONE DAY Campaign

Faculty Creative Volunteers: Nancy Miller, Joshua Duttweiler, Alexandria Canchola, Andrea Hempstead

AAF-CORPUS CHRISTI PRESENTS THE



Best Media Buyer: Lauren Clayton, Barefoot

Best Social Media Manager: Savannah Garza, Corpus Christi Downtown Management District

Best Social Media Influencer: CoCo, CoCo on the Radio

Best TV/Cables Sales Rep: Rosy Canales, KIII-TV

Best Radio Sales Rep: Celeste Torres, iHeart Media

Best Newspaper/Magazine Sales Rep: Ron Henne Jr., Saltwater Angler Magazine

Best Traditional / Non-Traditional Out-of-Home Sales Rep: Maggie Freeborn, Corpus Christi Hooks

Best Specialty Advertising Sales Rep: Victoria Friesenhahn, Wild Rose

Best Printer Sales Rep: Kristin Stockley, FastSigns

Best Event Planner: Elena Flores, Sew Bonita

Best Venue Coordinator: Kristina Wechsler, La Palmera

Best Event Photographer/Videographer: Kevin McDermott, Kevin McDermott Photography

Best Voiceover Talent: Celeste Torres, iHeart Media

Best Commercial Actor/Model: Sarah Estrada, StyledxSarah

Pandemic Visionary: Kristina Wechsler, La Palmera