

AND THE WINNERS ARE...

THE NEXT
WAVE

AMERICAN ADVERTISING AWARDS
AND BIG WIG AWARDS

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AMERICAN
ADVERTISING
AWARDS
BIG WIGS 2024
CELEBRATING THE BEST IN OUR INDUSTRY


**TEXAS STATE
AQUARIUM.**

Congratulations!



Best of Show

Entrant Company: Corpus Christi
Downtown Management District
Client Company Name:
Downtown Management District
Title: Mural Fest 2023 Recap
Credits: Vendetta, produced and edited,
Production Company

AMERICAN
ADVERTISING
AWARDS



Special Judges Award for Book Design

Entrant Company: Art Museum of South Texas
Client Company Name: Art Museum of South Texas
Title: Amalgamation Exhibition Book
Credits:
Deborah Fullerton, Curator of Exhibitions
Ivamate Blanco, Chair, Department of Art & Design,
Professor of Graphic Design
David Shields, Assistant Professor of Art, Graphic Design,
School of Arts, Media, & Communication
Jennifer Garza-Cuen, Associate Professor, School of Arts,
Media & Communication



Special Judges Award for Event Branding

Entrant Company: Bucket Works
Client Company Name: Young Professionals of the Coastal Bend
Title: Annual Superhero Dinner
Credits:
D'Anne Buquet, Creative Director/ Event Manager
Lexi Buquet, Event Manager/ Executive Director



Special Judges Award for Film, Television and Sound

Entrant Company: Visit Corpus Christi
Client Company Name: Visit Corpus Christi
Title: Where the Sun Meets the Coast
Credits:
Emily Zentuche, Chief Marketing Officer
Kathryn Hyatt, Senior Director of Digital Marketing
Savannah Garza, Social Media Manager

Professional Competition: Gold & Silver

SALES & MARKETING



Gold ADDY Award

Entrant Company: Art Museum of South Texas
Client Company Name: Art Museum of South Texas
Title: Amalgamation Exhibition Book
Credits:
Deborah Fullenton, Curator of Exhibitions
Ivamate Blanco, Chair, Department of Art & Design,
Professor of Graphic Design
David Shields, Assistant Professor of Art, Graphic Design,
School of Arts, Media, & Communication
Jennifer Garza-Cuen, Associate Professor, School of Arts,
Media & Communication



Gold ADDY Award

Entrant Company: Alexandria Canchola & Michael Cortez
Client Company Name: Del Mar College
Title: Now Let Us Shift Exhibition Catalog
Credits:
Alexandria Canchola, Graphic Designer
Michael Cortez, Graphic Designer



Silver ADDY Award

Entrant Company: MDR
Client Company Name: Port of Corpus Christi
Title: Centennial Celebration Book
Credits:
Jackie Swonke, Sr. Director Creative Strategy
Natalia Bily, Sr. Art Director
Bradley Platz, Designer
Ruth Hirsch, Associate Creative Director
Veronica Byrne, Production Manager
Nancy Zuniga, Sr. Director Client Services
Jessica Flores, Account Strategist



Silver ADDY Award

Entrant Company: Snyder + Associates
Client Company Name: Art Museum of South Texas
Title: ARTball 2023 Te Recuerdo Invitation
Credits:
Ettore Risi, Designer
Brad Snyder, Art Direction
Sana Sells Morgan, Project Director
Nona Tristan, Grunwald Printing, Printer



Silver ADDY Award

Entrant Company: University of Houston-Victoria
Client Company Name: University of Houston-Victoria
Title: 50th Anniversary Campaign
Credits:
BRITTANY MARSH, Director, Marketing & Communications
George Rodriguez, Creative Services Manager
Katie Wilson, Graphic Designer
Mik Samaniego-Lina, Graphic Designer

OUT-OF-HOME & AMBIENT MEDIA



Silver ADDY Award

Entrant Company: MDR

Client Company Name: Champs Meat Market

Title: New Stone Design & Signage

Credits:

Jackie Swonke, Sr. Director Creative Strategy

Alyssa Garza, Sr. Designer

Rebecca Neblett, Account Strategist



Silver ADDY Award

Entrant Company: Visit Corpus Christi

Client Company Name: Visit Corpus Christi

Title: State of Tourism Gala

Credits:

Mallori Johnson, Event Planner

Jaclyn Kiefer, Assistant Event Planner

Danielle Galindo, Creative Director

Hannah Ryan, Lead Graphic Designer

Kylie Marchitello, Graphic Designer

Grace Prusha, Graphic Designer

Savannah Garza, Social Media Manager

ONLINE/INTERACTIVE



Gold ADDY Award

Entrant Company: Snyder + Associates

Client Company Name: Art Museum of South Texas

Title: Art Museum of South Texas - La Palmera ARTball Collab

Credits:

Alexis De Leon - Art Museum of South Texas, Creative/Designer

Shoocha Photography, Photography

Art Museum of South Texas, Music License

Amanda Sanchez, Project Director

Kristina Wechsler, Wardrobe

Frank Reyna, Makeup

Robert Garcia, Stylist

Brad Snyder, Event Chairman

Lexi Buquet, Consultant

D'Anne Buquet, Consultant

FILM, VIDEO, & SOUND



Gold ADDY Award

Entrant Company: Visit Corpus Christi

Client Company Name: Visit Corpus Christi

Title: Where the Sun Meets the Coast

Credits:

Emily Zentuche, Chief Marketing Officer

Kathryn Hyatt, Senior Director of Digital Marketing

Savannah Garza, Social Media Manager



Silver ADDY Award

Entrant Company: MDR

Client Company Name: Driscoll Children's Hospital

Title: Getting Ready

Credits:

Jackie Swonke, Sr. Director Creative Strategy

Stephen Rybak, Principal & CCO

Amal Adi, Sr. Copywriter

Venessa Santos-Garza, Account Strategist

Bradley Godeke, Video Production/Video Editor Coordinator

Ramon Patlan, Motion/Sound Designer

Sherry Robeson, Sr. Director Marketing & Development

Jenna Ward, Sr. Media Manager



Gold ADDY Award

Entrant Company: Knightstorm Productions

Client Company Name: Visit Corpus Christi

Title: Brand Anthem

Credits:

Hector Zentuche, Director/Editor

Jake Gonzales, Director of Photography

William Johnson, Production Manager

Brady Bynum, Production Assistant

Missy Garcia, Production Assistant



Gold ADDY Award

Entrant Company: Tuxedo Goose Films

Client Company Name: The Roughian, LLC

Title: The Roughian

Credits:

Gerald Flores, Director / Producer

Jake Gonzales, Grip



Gold ADDY Award

Entrant Company: Tuxedo Goose Films

Client Company Name: Taco Gear®

Title: The Taco Chain - Season 5

Credits:

Gerald Flores, Director / Producer

Jake Gonzales, Camera Operator

Bryce Bunting, Grip

FILM, VIDEO, & SOUND *(cont.)*



Silver ADDY Award

Entrant Company: Snyder + Associates

Client Company Name: La Palmera Mall

Title: La Palmera Mall Rebrand Photo Reel

Credits:

Brad Snyder, Art Direction

Carlos Haney - Enlightened Images, Videographer & Editor

Amanda Sanchez, Project Director

Robert Garcia, Stylist



Gold ADDY Award

Entrant Company: Corpus Christi Downtown Management District

Client Company Name: Downtown Management District

Title: Mural Fest 2023 Recap

Credits:

Vendetta, produced and edited, Production Company



Silver ADDY Award

Entrant Company: Corpus Christi Downtown Management District

Client Company Name: Downtown Management District

Title: A Decade Downtown

Credits:

Knightstorm Productions, produced and edited, Production Company



Silver ADDY Award

Entrant Company: Corpus Christi Downtown Management District

Client Company Name: Downtown Management District

Title: MusicWalk 2023 Recap

Credits:

Vendetta, produced and edited, Production Company

CROSS PLATFORM



Silver ADDY Award

Entrant Company: MDR

Client Company Name: Rally Credit Union

Title: Banking for All

Credits:

Jackie Swonke, Sr. Director Creative Strategy

Sana Kilsby, Sr. Art Director

Ruth Hirsch, Associate Creative Director

Ramon Patlan, Motion/Sound Designer

Zach Nasits, Videographer

Nancy Zuniga, Sr. Director Client Services

Quinton Smithwick, Sr. Digital Manager

Jenna Ward, Sr. Media Manager



Silver ADDY Award

Entrant Company: MDR

Client Company Name: Water Street Restaurants

Title: Central Kitchen

Credits:

Jackie Swonke, Sr. Director Creative Strategy

Sana Kilsby, Sr. Art Director

Celeste Tonnes, Account Strategist



Silver ADDY Award

Entrant Company: MDR

Client Company Name: Water Street Restaurants

Title: El Camino

Credits:

Jackie Swonke, Sr. Director Creative Strategy

Sana Kilsby, Sr. Art Director

Bradley Platz, Designer

Jennifer Mendoza, Account Strategist



Silver ADDY Award

Entrant Company: MDR

Client Company Name: Rally Credit Union

Title: NavyArmy Rebrand (Rally)

Credits:

Jackie Swonke, Sr. Director Creative Strategy

Stephen Rybak, Principal & CCO

Sana Kilsby, Sr. Art Director

Ramon Patlan, Motion/Sound Designer

Christopher Vela, Motion Graphics Designer

Holly Osborn, VP of Client Services

Nancy Zuniga, Sr. Director Client Services

Jennifer Mendoza, Account Manager

ELEMENTS OF ADVERTISING



Gold ADDY Award

Entrant Company: ArtFly

Client Company Name: Goodwill Industries of S. Texas

Title: Goodwill, Brag About The Tag

Credits:

Dr. Amanda Garcia, Creative Director, Designer, Copywriter

Manjorie Boudreaux, Goodwill Industries

Toni Jentberg, Seamstress

Carlos Haney, Videographer

Luke Jones, Copywriter



Silver ADDY Award

Entrant Company: MDR

Client Company Name: Texas State Aquarium

Title: HEB Splash Park

Credits:

Jackie Swonke, Sr. Director Creative Strategy

Sana Kilsby, Sr. Art Director

Rebecca Neblett, Account Strategist



Silver ADDY Award

Entrant Company: Snyder + Associates

Client Company Name: Art Museum of South Texas

Title: ARTball 2023 Te Recuerdo Logo

Credits:

Ettore Risi, Designer

Brad Snyder, Art Direction

Sana Sells Morgan, Project Director



Gold ADDY Award

Entrant Company: Photographer Jason Page

Client Company Name: Central Kitchen

Title: Golden Hour Golden Booth

Credits:

Gin Braverman, Creative Director / Designer

Kim Kaptain, Project Manager



Gold ADDY Award

Entrant Company: Tuxedo Goose Films

Client Company Name: Taco Gear®

Title: The Taco Chain - Season 5 Trailer

Credits:

Gerald Flores, Director / Producer

Jake Gonzales, Camera Operator

Bryce Bunting, Grip

PUBLIC SERVICE



Gold ADDY Award

Entrant Company: ArtFly

Client Company Name: Goodwill Industries of S. Texas

Out-of-Home Campaign

Title: Goodwill, Brag About The Tag

Credits:

Dn. Amanda Garcia, Creative Director, Designer, Copywriter

Marjorie Boudreaux, Goodwill Industries

Toni Jentberg, Seamstress



Gold ADDY Award

Entrant Company: ArtFly

Client Company Name: Goodwill Industries of S. Texas

Online/Interactive Campaign

Title: Goodwill, Brag About The Tag

Credits:

Dn. Amanda Garcia, Creative Director, Designer, Copywriter

Marjorie Boudreaux, Goodwill Industries

Toni Jentberg, Seamstress

Carlos Haney, Videographer

Luke Jones, Copywriter



Silver ADDY Award

Entrant Company: HunerdPercent Productions

Client Company Name: Driscoll Health Plan

Title: DHP - 2023 Nutritional Video Series

Credits:

Tim Mutchler, Videographer/Editor/Director

Wesley Gannett, Videographer/Editor/Graphics/Colonist/Director

Tessa Hughes, Driscoll Health Plan Series Host/Script

Writer/Creative/Expert Consultant

Julia Samaniago, Driscoll Health Plan Script Writer/Creative

Director/Media Coordinator

Angela Padilla, Driscoll Health Plan Script Writing/Media Coordinator

Congratulations Students!



The Rising Star, Student Best of Show ADDY Award

Student: Grace Prusha

Title: The Wok Magazine

Alexandria Canchola, Professor



Special Judges Award for Best Brand in Packaging

Student: Chris Gonzales

Title: Copper & Oak Mules

Alexandria Canchola, Professor



Special Judges Award for Best Illustration

Student: TAMU-CC Graphic Design Club 2023

Title: Library Stairwell Interactive Mural

Credits:

Lauren Bundette, Creative Dinection, Design, Filter Design
Colby Gregory, Victoria Contreras, Chris Gonzales, Sarah Hebel,

Chloe Hill, Caleb Prouty, Hameen Reynolds, Jared Rios,
Design and Illustration

Sarah Hebel, Colby Gregory, Social Media

Nancy Miller, Faculty Advisor

Joshua Duttweiler, Faculty Advisor



Special Judges Award for Best User Interface

Student: Hameen Reynolds

Title: Dolphin Research Center Website

Joshua Duttweiler, Professor



Shooting Star Award

Student: Lanah Phan

Title: Bumbles & Bees

Nancy Miller, Professor

Student Competition: Gold & Silver

SALES & MARKETING - SALES PROMOTION



Gold ADDY Award

Student: Grace Prusha
Title: Lemmel Lemonade
Nancy Miller, Professor



Gold ADDY Award

Student: Chris Gonzales
Title: Copper & Oak Mules
Alexandria Canchola, Professor



Gold ADDY Award

Student: Lanah Phan
Title: Bumbles & Bees
Nancy Miller, Professor



Silver ADDY Award

Student: Grace Prusha
Title: Froggy Friends Bath Toys
Nancy Miller, Professor



Silver ADDY Award

Student: Mackenzie Broderick
Title: Ole! Flavored Water Can Packaging
Andrea Hempstead, Professor



Silver ADDY Award

Student: Chris Gonzales
Title: Poppin' Sunflower Seeds
Nancy Miller, Professor

Student Competition: Gold & Silver

SALES & MARKETING - COLLATERAL MATERIAL



Gold ADDY Award

Student: Rachel Wood
Title: Revivalist Magazine
Alexandria Canchola, Professor



Gold ADDY Award

Student: Grace Prusha
Title: The Wok Magazine
Alexandria Canchola, Professor

OUT OF HOME & AMBIENT MEDIA - AMBIENT MEDIA



Silver ADDY Award

Student: TAMU-CC Graphic Design Club 2023
Title: Library Stairwell Interactive Mural
Credits:

Lauren Bundette, Creative Direction, Design, Filter Design
Colby Gregory, Victoria Contreras, Chris Gonzales, Sarah Hebel,
Chloe Hill, Caleb Prouty, Hameen Reynolds, Jared Rios,
Design and Illustration
Sarah Hebel, Colby Gregory, Social Media
Nancy Miller, Faculty Advisor
Joshua Duttweiler, Faculty Advisor

ONLINE / INTERACTIVE - WEBSITES



Gold ADDY Award

Student: Hameen Reynolds
Title: Dolphin Research Center Website
Joshua Duttweiler, Professor

CROSS PLATFORM - INTEGRATED CAMPAIGNS



Silver ADDY Award

Student: Soleil Day
Title: Ulta Beauty Rebrand
Alexandria Canchola, Professor

Congratulations!

BIG WIGS 2024

CELEBRATING THE BEST IN OUR INDUSTRY

Best Media Strategist

Lexi Buquet, Bucket Works

Best Social Media Manager/Content Creator

Jessie Chrobocinski, Del Mar College

Best Social Media Influencer

Clarissa Serna, @clarissaserna

Best Media Sales Representative

Maggie Freeborn, Corpus Christi Hooks

Best Printer Partner

Jessica Mullan, Elevated Screen Printing

Best Experiential/Event Manager

D'Anne Buquet, Bucket Works

Best Venue Coordinator

Bailey Ayens, American Bank Center

Best Event Photographer/Videographer

Ben Zaragosa, Texas A&M University – Corpus Christi

Best Commercial Actor/Model

Dustin Sanchez, La Palmena

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The unifying voice for advertising

Competition Judges



DR. PAUL CARRINGER

Dr. Paul Carringer is the founder of Caring Marketing, a marketing communications and branding firm based in Columbus Ohio that helps businesses develop communication strategies, tools, and tactics designed to increase market share or enter new markets worldwide. He is a recognized expert in advertising, public relations, digital and direct marketing as well as new market analysis and development. Caring Marketing celebrates 32 years of continuous service to clients worldwide in 2024.

Paul holds an MBA from Ohio University and a Ph.D. from Colorado State University where his research specialized in human resources and leadership.

Paul also teaches at the Columbus State Community College and Franklin University where he specializes in marketing, advertising, digital marketing, and branding. In 2017, Paul was a Visiting Scholar at the Modern College of Business and Science located in Muscat, Oman.

Paul serves the Columbus and Central Ohio region as a member of the board of directors for the Greater Columbus Sister Cities International organization. He has been an ambassador for the region to the sister cities of Hefei, China, Dresden, Germany, and Curitiba, Brazil.

Paul has completed over 185 running races of the marathon or longer. He has participated as a running ambassador in the sister cities of Hefei, Dresden, and Curitiba.



SHANE SANTIAGO

With more than 18 years in the industry, Shane oversees Bravely's digital creative, strategy and implementation. Through a breadth of experience, from startups to Madison Avenue agencies, Shane has brought big ideas to world-renowned brands like Marriott International, Under Armour, Disney, Discovery, the NBA, Daytona International Speedway, Paramount Pictures and Sony Pictures, snagging myriad industry honors along the way.

His entrepreneurial drive has been applied across categories including automotive, food & beverage, sports & entertainment, technology, apparel, education, travel & hospitality, financial, and nonprofits. He's also been published in top industry publications, such as Advertising Age, Communication Arts and Mashable.

Shane earned his BS in advertising at the University of Florida, where he serves as Chair of the University's Advertising Advisory Council. He's inspired daily by his wife Amy, and his sons, Bradley and Carter. He's an avid watch collector and an aspiring sneakerhead.



SABRINA STURTEVANT

Sabrina Sturtevant graduated in 2020 with a Bachelor of Fine Arts in Graphic Design. Since then, she's worked diligently with AAF Northeast Arkansas in a variety of roles, but most recently, President. In her day job, Sabrina works as Creative Director for Swin, where she creates social media posts, maintains the website, redesigns store-fronts, creates banners, posters, email campaigns, billboards, and more. Her home life is spent with her husband of 2 years, and her 'son' (cat), named Moose.

Thank You!

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