

FRIDAY | FEBRUARY 24 THE BAY JEWEL

AAF - CORPUS CHRISTI PRESENTS THE

BIG WIG 2023

AMERICAN

ADVERTISING

AWARDS

NINNERS

· (2022 - 2023) ›

Professional Competition

TOP AWARDS

Best of Show ADDY Award

Entrant Company: Knightstorm Productions Client Company Name: Visit Corpus Christi Title: "100 Years Later" a Community Story Credits: Hector Zertuche, Director / Editor Jake Gonzales , Director of Photography William Johnson , Assistant Camera / Drone Operator Mitchell Cummings, Grip Ryan Ingram, Production Assistant Terry Johnson , Production Assistant Alexis Hill , Production Assistant

Special Judges Award: Most Cohesive

Entrant Company: Alexandria Canchola Client Company Name: K Space Contemporary Title: Wigout at the Disco Credits: Alexandria Canchola, Graphic Designer and Illustrator

Special Judges Award: Excellence in Copywriting

Entrant Company: Snyder + Associates Client Company Name: La Palmera Title: Bathroom Renovation Campaign Credits: Amanda Sanchez, Project Director Brad Snyder, Copywriter Ettore Risi, Designer

Special Judges Award: Green with Envy

Entrant Company: ArtFly Design, LLC Client Company Name: The Chamberlain & The Beacon Title: Chamberlain Promotional Materials Credits: Dr. Amanda Garcia, Creative Director Tyler Barnes, Designer Derrick Frazier, Client, Creative Director

Best of Film, Video & Sound

Entrant Company: Tuxedo Goose Films Client Company Name: Taco Gear Title: The Taco Chair - Season 4 Credits: Gerald Flores, Director

Best of Sales & Marketing

Entrant Company: Visit Corpus Christi Client Company Name: Visit Corpus Christi Title: Holiday Merchandise Campaign Credits: Meredith Darden, Project Lead Danielle Galindo, Creative Director Kylie Marchitello, Designer Hannah Ryan, Designer

AMERICAN

VERTISING

Best of Print

Entrant Company: Snyder + Associates Client Company Name: La Palmera Title: Stand With Ukraine Ad Credits: Amanda Sanchez, Project Director Dustin Ashcraft, Photographer Robert Garcia, Stylist Brad Snyder, Art Director

Best of Out of Home

Entrant Company: Bucket Works Client Company Name: La Palmera Title: Influencer Holiday Event Credits: D'Anne Buquet, Event Manager & Coordinator Lexi Buquet, Event Manager & Coordinator Snyder + Associates, Creative & Graphic Designer Dustin Ashcraft, Photographer

Best of Online

Entrant Company: University of Houston-Victoria Client Company Name: University of Houston-Victoria Title: UHV Annual Report Website Credits: Marci Wallace , Manager, Web & Digital Media Brittany Marsh, Senior Director Marketing & Communications Lauren Emerson, Manager, Communications George Rodriguez, Creative Services Manager Enke Dervishi, Web Designer Warren Diprose, Web Developer Amber Aldaco, Communications Specialist Katie Wilson, Graphic Designer Mik Samaniego-Lira, Graphic Designer Building Brands Marketing, Videography

Professional Competition Judges







Coleen Jorgensen

Coleen Jorgensen graduated with a BFA in Illustration from the Art Center College of Design. After graduating her first (mis)adventure in the real world was interning with a legend in advertising, Sally Hogshead at the Crispin Porter Bogusky office in Venice CA. After the four month baptism by fire stint with CPB, she went on to freelance adding work with companies as diverse as Animal Planet, Bucca di Beppo, Citi Bank, an Equine magazine (fancy horses for fancy people) and several museums including the Forest Lawn Museum, a gorgeous museum on the grounds of a cemetery. In 2014 she was hired to define, create and implement a comprehensive brand language for Jive Communications, a start up and part of Silicon Slopes in Utah that created software for business phones. With her illustration perspective and curated perfectionism, she was able to create a brand that looked unlike anything in the telecommunications space. A short time later Jive was sold to LogMeIn for \$342 million (she's still waiting for her check to arrive in the mail)! She did the same thing with a golf software company, foreUp. She is currently taking on a new challenge working for Zagg, that produces protection and power accessories for consumers and sees the Apple iPhone customer as its target audience.

Farhan Rehmani

Bestview l CEO

Working at agencies and digital vendors for over 20 years, Farhan has executed 100's of digital campaigns. He was the digital media buyer/planner at Moroch in Dallas, where he planned and placed campaigns for clients such McDonald's and Mrs. Bairds. He moved on to sales where he sold and ran campaigns for clients such as Kimberly-Clark, Zippo, Dish Network, Texas Department of Health and Human Services, Insperity, Texas Department of Transportation, Texas Oncology, and hundreds more. In 2019, he then founded Bestview Digital advertising which handles programmatic and social for pharma, megachurches, events, CPG, QSR, retail, and more. In 2018 and 2019, he and his AAF Dallas co-chair won 1st place for Division 1 Club Achievement - Diversity. In 2020, he led AAF Dallas to Division 1 Club Of The Year and was also named AAF Division 1 President Of The Year. Farhan's business acumen coupled with his honesty and integrity has helped advertisers and his fellow advertising professionals to succeed.

Moses Robles

OAK Interactive | Founder & CEO

Moses has a long and successful run in the digital marketing space through companies such as MediaCom, GroupM, Grey Worldwide and Lopez Negrete Communications. He currently manages all Agency operations and is responsible for building the necessary infrastructure, allowing for efficient digital planning and execution within: media, reporting, analysis as well as creative. Athis first agency, Beyond Interactive, Moses helped the agency of 5 grow to over 450 team members and was pivotal in launching the company's first international operations in Latin America in 2000. Moses led this initiative and was responsible for all Agency operations in Mexico City, São Paulo and Buenos Aires while living in Mexico City. Through his 26+ year career in the Interactive space, Moses has been developing and implementing digital & creative strategies for global brands such as: Tea Forte, Dell, eBay.com, Hotels.com, The Houston Museum of Natural Science, Tyson Foods, Warner Brothers, Mary Kay and more. Part media maven, part marketing strategist, part creative mastermind, Moses is the complete package when it comes to taking OAK's client messages to the World Wide Web and getting big-time results.

Professional Competition: Gold, Silver, & Bronze

SALES & MARKETING

Gold ADDY Award

Entrant Company: Visit Corpus Christi Client Company Name: Visit Corpus Christi Title: Holiday Merchandise Campaign Credits: Meredith Darden, Project Lead Danielle Galindo, Creative Director Kylie Marchitello, Designer Hannah Ryan, Designer

Silver ADDY Award

Entrant Company: ArtFly Design, LLC Client Company Name: The Chamberlain & The Beacon Title: Chamberlain Promotional Materials Credits: Dr. Amanda Garcia, Creative Director Tyler Barnes, Designer Derrick Frazier, Client, Creative Director

Silver ADDY Award

Entrant Company: Corpus Christi Downtown Management District Client Company Name: Corpus Christi Downtown Management District Title: DMD Impact Report 2020-2021 Credits: Savannah Garza, Digital Content Manager Alyssa Barrera Mason, Corpus Christi Downtown Management District Executive Director

Silver ADDY Award

Entrant Company: Snyder + Associates Client Company Name: Art Museum of South Texas Title: 50th Anniversary Annual Appeal Credits: Sara Morgan, Project Director Kirby Conda, Project Coordinator Ettore Risi, Designer Brad Snyder, Designer

Bronze Honorable Mention

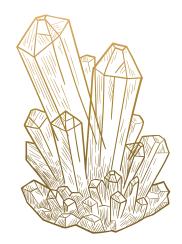
Entrant Company: Alexandria Canchola Client Company Name: K Space Contemporary Title: Wigout at the Disco Credits: Alexandria Canchola, Graphic Designer and Illustrator

Bronze Honorable Mention

Entrant Company: Snyder + Associates Client Company Name: La Palmera Title: Stand With Ukraine Ad Credits: Amanda Sanchez, Project Director Dustin Ashcraft, Photographer Robert Garcia, Stylist Brad Snyder, Art Director

Bronze Honorable Mention

Entrant Company: Corpus Christi Downtown Management District Client Company Name: Corpus Christi Downtown Management District Title: Mural Fest 2022 Graphic Suite Credits: Christian Douglas, Graphic Design Intern



OUT-OF-HOME & AMBIENT MEDIA

Gold ADDY Award

Entrant Company: Bucket Works Client Company Name: La Palmera Title: Influencer Holiday Event Credits: D'Anne Buquet, Event Manager & Coordinator Lexi Buquet, Event Manager & Coordinator Snyder + Associates, Creative & Graphic Designer Dustin Ashcraft, Photographer

Silver ADDY Award

Entrant Company: Snyder + Associates Client Company Name: La Palmera Title: Back to School Campaign Credits: Amanda Sanchez, Project Director Kristina Wechsler, Project Coordinator Ettore Risi, Designer

Bronze Honorable Mention

Entrant Company: University of Houston-Victoria Client Company Name: University of Houston-Victoria Title: UHV Annual Report Website Credits: Marci Wallace , Manager, Web & Digital Media Brittany Marsh, Senior Director Marketing & Communications Lauren Emerson, Manager, Communications George Rodriguez, Creative Services Manager Enke Dervishi, Web Designer Warren Diprose, Web Developer Amber Aldaco, Communications Specialist Katie Wilson, Graphic Designer Mik Samaniego-Lira, Graphic Designer Building Brands Marketing, Videography



ONLINE/INTERACTIVE

Gold ADDY Award

Entrant Company: Tuxedo Goose Films Client Company Name: Buen Provecho Title: Buen Provecho Credits: Gerald Flores, Director

Gold ADDY Award

Entrant Company: Tuxedo Goose Films **Client Company Name:** Taco Gear **Title:** The Taco Chair - Season 4 **Credits:** Gerald Flores, Director

Gold ADDY Award

Entrant Company: Tuxedo Goose Films Client Company Name: Vida Caña Rum Title: Vida Caña Rum - 18 Year Credits: Gerald Flores, Director

ONLINE/INTERACTIVE

Gold ADDY Award

Entrant Company: Knightstorm Productions Client Company Name: Visit Corpus Christi Title: "100 Years Later" a Community Story Credits: Hector Zertuche, Director / Editor Jake Gonzales , Director of Photography William Johnson , Assistant Camera / Drone Operator Mitchell Cummings, Grip Ryan Ingram, Production Assistant Terry Johnson , Production Assistant Alexis Hill , Production Assistant

Gold ADDY Award

Entrant Company: Knightstorm Productions Client Company Name: Downtown Management District Title: Mural Festival Credits: Hector Zertuche, Editor/Drone Operator William Johnson, Videographer Jake Gonzales, Videographer Kevin McDermott, Videographer



Gold ADDY Award

Entrant Company: Corpus Christi Downtown Management District Client Company Name: Corpus Christi Downtown Management District Title: 2022 Mural Fest Recap Video Credits: Knightstorm Productions, Emily Beardmore, Corpus Christi Downtown Management District Marketing & Events Manager

Silver ADDY Award

Entrant Company: Enlightened Images Client Company Name: Nurdle Patrol Title: Nurdle Patrol Fisherwoman Doc Credits: Jace Tunnell, Producer Carlos Haney, Director/Editor Kira Elizondo, Editor



Silver ADDY Award

Entrant Company: HunerdPercent Productions Client Company Name: Driscoll Health Plan Title: Driscoll Health Plan with iCan Bike Credits: Tim Mutchler, Videographer/Editor Wesley Garnett, Videographer/Editor/Graphic Design/Colorist Aaron Gracia, Videographer Julia Samaniego, Driscoll Health Plan Event Media Coordinator Kristi and Caleb Hallgarth, Interviewee and Participants ICanBike, Event Host Driscoll Health Plan, Film and Event Sponsor

Bronze Honorable Mention

Andy Newman, Videographer

WorkZone Cam, Timelapse Videographer

Entrant Company: HunerdPercent Productions Client Company Name: Texas State Aquarium Title: Texas State Aquarium Report Video Credits: Tim Mutchler , Videographer/Editor Wesley Garnett, Videographer/Editor/Graphics/Colorist Carla Swallow, Videographer/Creative Direction/Script Lacey Shuttlesworth, Videographer/Script Jennifer Vela, Creative Direction/Script Olivia Andrade, Videographer



2023 • American Advertising Awards | Big Wig Awards • 6

FILM, VIDEO, & SOUND

Gold ADDY Award

Entrant Company: Concrete Street Amphitheater Client Company Name: Concrete Street Amphitheater Title: Robert Earl Keen Credits: Abigail Bair, Photographer

Gold ADDY Award

Entrant Company: Snyder + Associates Client Company Name: La Palmera Title: Stand With Ukraine Photo Shoot Credits: Amanda Sanchez, Project Director Brad Snyder, Art Director Robert Garcia, Stylist Dustin Ashcraft, Photographer

Silver ADDY Award

Entrant Company: Jason Page Photography Client Company Name: Texas State Aquarium Title: Texas State Aquarium Flamingo Credits: Carla Swallow, TSA Marketing & Communications Manager Lacey Shuttlesworth, TSA Marketing & Communications Associate

Silver ADDY Award

Entrant Company: Visit Corpus Christi Client Company Name: Visit Corpus Christi Title: Integrated Holiday Merch Campaign Credits: Savannah Garza, Designer Kylie Marchitello, Designer Hannah Ryan , Designer Meredith Darden , Project Lead

Bronze Honorable Mention

Entrant Company: Visit Corpus Christi Client Company Name: Visit Corpus Christi Title: CCME Selfie Challenge Campaign Credits: Emily Zertuche, Project Lead Danielle Galindo, Creative Director Savannah Garza, Graphic Designer Kathryn Hyatt, Web Design

Bronze Honorable Mention

Entrant Company: Snyder + Associates Client Company Name: La Palmera Title: Bathroom Renovation Campaign Credits: Amanda Sanchez, Project Director Brad Snyder, Copywriter Ettore Risi, Designer



ELEMENTS OF ADVERTISING

Gold ADDY Award

Entrant Company: Made in Corpus Christi Client Company Name: Made in Corpus Christi Title: Local Love - Corpus Christi Credits: Gilbert Cantu, Graphic Designer

Gold ADDY Award

Entrant Company: ArtFly Design, LLC Client Company Name: Goodwill Industries of South Texas Title: Goodwill Rockport Mural Credits: Dr. Amanda Garcia, Creative Director, Illustrator, Designer Marjorie Boudreaux, Vice President of Development Enlightened Images, Videographer

Gold ADDY Award

Entrant Company: KRIS Communications Client Company Name: KRIS Communications Title: KRIS 6 News_Know the Story Credits: Wade Capps, Editor Ron High, Senior Promotions Producer Brittney Garcia, Associate Creative Services Producer Darcy Ramirez, Creative Services Producer

Silver ADDY Award

Entrant Company: Texas State Aquarium Client Company Name: Texas State Aquarium Title: Texas State Aquarium AZA Pizzazz Credits: Lacey Shuttlesworth, Videographer, Video Editor and Creative Director Chad Castleberry, Videographer HunerdPercent, Videographers Carla Swallow, Videographer



Student Competition Judges







Amanda Sanchez

La Palmera | General Manager

Amanda Sanchez is responsible for the management of La Palmera, a 1-million-squarefoot super-regional mall with more than 100 retail and dining options, located in Corpus Christi, Texas. Sanchez and her team provide shoppers a first-class guest experience, working to maintain the mall's position as a driver of local economic development and a trusted community partner making a difference in the Coastal Bend. Sanchez joined the Padre Staples Mall team in 1998, gaining valuable hands-on experience through the years from her early days as a receptionist, administrative assistant, marketing assistant and executive assistant. Staying on in 2008 as Trademark Property Company took the reins, transforming the 70s-style mall into La Palmera, a 1.1-million-square-foot super regional mall with more than 100 retail and dining options. With a new owner and management company came new opportunities as Sanchez went on to serve as operations manager, assistant general manager, and finally, general manager since September of 2020. A Texas native and Corpus Christi resident since the age of 3, Sanchez enjoys life in the Coastal Bend with her husband and two children.

Ettore Risi

Graphic Designer | Snyder + Associates

Etto is a Graphic Designer based in Corpus Christi, Texas with passion for creating visually impactful designs. He received a Bachelor of Fine Arts in Graphic Design from Central Michigan University in 2015. Since graduation, he has been working in the graphic design industry and has built a reputation for producing high-quality designs. His portfolio showcases a diverse range of projects, from branding and logo design to advertising campaigns and motion graphics. Etto has received numerous American Advertising Awards in recognition of his work over the years. In his current role as a graphic designer at Snyder+Associates Designs, Etto works with a team of creative professionals to bring clients' visions to life. With a keen eye for detail and an ability to think outside to box, he is always looking for ways to push the boundaries of design. When he's not in the studio, Etto enjoys exploring the natural beauty of Corpus Christi, taking on new creative projects in his personal time, and expanding his design skills and expertise.

Jacob Augs

Owner | Augs Services

Jacob Augs has been in every facet of creative enterprise over the last 20 years. With extensive experience in Industrial Photography and Video Production, Fine Art, Digital Imaging, and Drone Operations. Augs has a Masters of Fine Arts From the Pennsylvania Academy of the Fine Arts, and a bachelors degree from TAMUCC. Originally from Houston, Augs now bases out of Corpus Christi.

Student Competition

BEST OF SHOW

Gold ADDY Award

Student: Tyler Schultz **Entry Title:** Danish Design Rebrand **Professor:** Alexandria Canchola, Professor

Special Judges Award: "Best Lifestyle Presentation"

Student: Rachel Wood Entry Title: Beach Betty Sun Care Kit Integrated Campaign Professor: Nancy Miller

SCHOLARSHIP WINNERS

\$500 Rising Star Scholarship - Tyler Schultz **\$250 Shooting Star Scholarship** - Hannah Ryan

SALES & MARKETING

Gold ADDY Award

Student: Hannah Ryan Entry Title: Evergreen Magazine Professor: Alexandria Canchola, Professor

Silver ADDY Award

Student: Tyler Schultz **Entry Title:** Sight & Sound Magazine **Professor:** Alexandria Canchola

Bronze Honorable Mention

Student: Hannah Ryan Entry Title: Glossier Product Catalog Professor: Alexandria Canchola

Special Judges Award: "Smoothest & Coolest Brand"

Student: Hannah Ryan Entry Title: Blue Bell Rebrand Campaign Professor: Alexandria Canchola



Silver ADDY Award

Student: Perla Hernandez Entry Title: Oracle Beauty Professor: Nancy Miller

Silver ADDY Award

Student: Jared Rios Entry Title: Pinch Dipping Sauce Professor: Nancy Miller

Bronze Honorable Mention

Student: Paige Presley Entry Title: Siblings Catalog Professor: Alexandria Canchola

ONLINE/INTERACTIVE

Gold ADDY Award

Student: Sarah Hebel & Mandy Espericueta Entry Title: Mood Mobile App Credits: Sarah Hebel, Mobile App Design Mandy Espericueta, Mobile App Design Eric Davila, Character Illustration

CROSS PLATFORM

Gold ADDY Award

Student: Tyler Schultz Entry Title: Danish Design Rebrand Professor:Alexandria Canchola

Silver ADDY Award

Student: 2022 TAMU-CC Graphic Design Seniors Entry Title: TAMUCC Design Showcase Credits: Jacob Sazon, Creative Director Eric Davila, Graphic Designer, Branding Marina Chavez, Graphic Designer, Print and Social Media Drew Scott, Graphic Designer, Print and Social Media Kristen Goley, Graphic Designer, Environmental Graphics Lucero Leon, Graphic Designer, Environmental Graphics Selah Silva, Graphic Designer, Environmental Graphics Sarah Schiller, Graphic Designer, Environmental Graphics Frank Rubio, Graphic Designer, Website Carson Bourque, Graphic Designer, Website Erin Whitman, Copy Writer Olivia Markham, Graphic Designer and Photo Editor

OUT OF HOME & AMBIENT MEDIA

Gold ADDY Award

Student: TAMU-CC 2022 Graphic Design Student Org Entry Title: CC Hooks Ballpark Murals Credits: Alexandria Canchola, Professor

Drew Scott, Mural Art Designer & Illustrator

Marina Chavez, Mural Art Designer & Illustrator

Colby Gregory, Catherine Henke, Shaylee Patterson, Carson Bourque, Richard Solis, Kylie Marchitello, Marina Chavez, Hannah Ryan, Christian Douglas, Sierra Vela, Amanda Esperiqueta, Drew Scott, Student Organization Members and Concept Designers

Joshua Duttweiler, Instagram AR Filter Integration, Faculty Advisor

Nancy Miller, Instagram AR Filter Integration Designer, Faculty Advisor

Bronze Honorable Mention

Student: Katelynn Phelan Entry Title: Navy Army CCU App Redesign Professor: Joshua Duttweiler

Bronze Honorable Mention

Student: Victoria Contreras Entry Title: Extra Credit Professor: Joshua Duttweiler

Silver ADDY Award

Student: Hannah Ryan **Entry Title:** Bluebell Rebrand Campaign **Professor:**Alexandria Canchola

Bronze Honorable Mention

Student: Paige Presley Entry Title: Tyler Home Fragrances Rebrand Professor:Alexandria Canchola



AAF - CORPUS CHRISTI PRESENTS

BIG WIG 2023 CELEBRATING THE BEST IN OUR INDUSTRY

Best Media Buyer Lexi Buquet, Bucket Works

Best Social Media Manager Lacey Shuttlesworth, Texas State Aquarium Savannah Garza, Višit Corpus Christi

Best Social Media Influencer Andrew "Jay Vibez" Martinez, ICA Broadcasting

Best TV/Cable Sales Representative Cindi Basaldua, KRIS TV

Best Newspaper/Magazine Sales Representative Cloria Stauber, The Bend Magazine

Best Traditional /Non-Traditional Out-of-Home Sales Representative

Maggie Freeborn, Corpus Christi Hooks

Best Specialty Advertising Sales Representative Andrew Riojas, Milestones

Best Printer Sales Representative Andrew Riojas, Milestones

Best Event Planner D'Anne Buquet, Bucket Works

Best Venue Coordinator Amanda Horne, Art Museum of South Texas

Best Event Photographer/Videographer JT Garza, CC Hooks

> **Best Commercial Actor/Model** Joslyn Doiron, KRIS Communications

THANK YOU TO OUR SPONSORS







