

# 2010 ADDY Awards shine spotlight on U.S. military



**MARKETING & MEDIA**  
ANDI RODRIGUEZ

The creative troops were out in full force last weekend, as the American Advertising Federation (AAF) — San Antonio honored its own during the 2010 ADDY Awards under an umbrella theme of tribute to all branches of the U.S. military.

But it wasn't all about taking something home; ADDY guests were encouraged to bring a non-perishable food item, which will be given to the San Antonio Food Bank and all proceeds from the silent auction will benefit the military charity Operation: Comfort — supporting wounded soldiers at Brooke Army Medical Center (BAMC).

"Although this is an evening that focuses on creative excellence," explains Melissa Burnett, 2010 ADDY chair, "the AAF San Antonio also realizes the importance of giving to those in our community who are in need."

The ADDY Awards are considered the advertising industry's largest and most representative competition, recognizing creative excellence and the very best worldwide.

San Antonio winners were selected from approximately 600 entries received from area agencies, design shops, freelance professionals, and students in the San Antonio market.

One of the evening's biggest winners was Atkins who carried home 25 ADDY Awards and Best of Show. Other agencies who loaded up their swag bags with awards included Geomedia, Anderson Media Group, Creative Noggin, Market Vision, Bradford Lawton and Blue Clover.

Consistently one of San Antonio's most entertaining awards shows, this year's production was titled "Drop and Give Me ADDY."

Industry professionals and agencies collaborated to present this year's show, including Melissa Burnett, Eleazar Hernandez of Hernandez Design Studio, copywriter Paula Andrade, Arispe Design and Gray Web Technology + Design. Producer was David Frank of Say It With Photos. Icing on the AAF cake was a presentation by the Texas Military Institute Color Guard.

Despite the dazzling show and the accolades, the mission of the AAF San Antonio is big picture, providing scholarship dollars to students pursuing careers in marketing, advertising, design and communications.

## ADDY stories

San Antonio-based Creative Civilization, snagged a total of 14 ADDY Awards from the American Advertising Federation (AAF) and two statewide awards from the Texas Public Relations Associa-

tion (TPRA). Creative work represented included University Health System, American State Bank, San Antonio Opera, George Gervin Youth Center, The Magik Theatre, San Antonio Hispanic Chamber of Commerce and agency self-promotion.

Creative Civilization won two special award categories: a Gold ADDY Award and Judges Award in the "Best Local TV" category for University Health System's "Living Proof" Child Safety and Second Place for "Best Integrated Campaign Case Study" for the George Gervin Celebrity Roast.

"These awards are a reflection of our agency culture and mantra," says Al Aguilar, chairman and CEO of Creative Civilization. "Inspiration is all around us' is more than just words — it's our way of viewing the world."

Along with the usual "big agency" players at the ADDY Awards, Komet Marketing Communications earned its first ADDY — a Bronze in the Collateral Materials Category for Parade of Homes custom homebuilder CKC Custom Homes.

CEO Leslie Komet says, "The brochure was co-created with Hernandez Design Studio, also of San Antonio ... we've undertaken a complete re-branding of CKC Custom Homes, re-doing their logo, tag line, advertisements and collateral materials."

While Komet is glowing over her first ADDY Award, she doesn't expect it to be her last. "We're thrilled with the recognition by our peers for our hard work and are excited about what the future holds."

Bromley walked away with 10 ADDYs, four of those Gold. Bromley's Deborah Charnes adds that part of the coup was that one Gold and one Bronze were for very non-traditional work for the San Antonio Convention & Visitors Bureau.

Other big winners include Parscale Media, Texas Creative, K Fernandez and Associates, Creative Link, Blonde Creative, JEH Productions, Hernandez Design Group, Boss Creative, Cartel Creativo, The E.F Group, Chimera Design, and Clockwork Studios.

Also toting home awards were Guerra De Berry Coody, Arispe Creative, seriousmedia.net, Uppercase Design Group, SWEB Development, WICKLEY Interactive, Gray Web Technology + Design, Keoni Concepts, and Rudkin Productions.

## CASA/KGBTexas

Another ADDY award winner, KGBTexas Public Relations/Advertising, is finding reward in its mission to assist Child Advocates San Antonio (CASA).

CASA's executive director, Janet Ketcham, explains that KGBTexas agreed to provide pro bono agency services to help CASA market and promote its upcoming family fun day titled "Festival of Voices." The event will take place Sunday, Feb. 28, from 1-5 p.m. at Rio Cibolo Ranch.

For event tickets or to assist, log onto [www.casafestivalofvoices.org](http://www.casafestivalofvoices.org).

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