2023 CHARLOTTE

AMERICAN ADVERTISING AWARDS

PRESIDENT'S LETTER

Roots, by definition, are the part of a plant which attaches it to the ground or to a support, typically underground, conveying water and nourishment to the rest of the plant via numerous branches and fibers.

As a relative newcomer to Charlotte (2017), I learned quickly just how deep and wide the roots of the Charlotte creative community have spread. It's a root system that sprouted, and continues to support, the agencies that have defined our landscape for decades; nurtured up-and-coming agencies; spread its creative branches to new locations throughout the region; and has brought together native Charlotteans and transplants under one creative canopy. I consider myself lucky to be a member of this thriving and ever-evolving creative community.

Tonight, we celebrate our roots, and the work and dedication of all the agencies and individuals that come together here, and who have helped create, nurture, and grow our community.

Coming on the heels of last year's record-setting 300 creative submissions, we enjoyed another strong year for AAF Charlotte with 266 submissions. Our judges, who all have experience evaluating work for AAF in other markets, noted how consistently strong the work was across all categories and how well it fared versus work they've seen from other AAF chapters. They observed that our creative community clearly rose to the occasion in 2022, producing beautiful, smart, and engaging work.

I want to thank our judges – Jeff Pappalardo, Executive Creative Director at Crowley Webb; Jessica Stanford, Creative Director at Burn and Reconstructive Centers of America; Cece Shabazz, Brand Strategist & Creative Services Manager at Memorial Health System — for their expertise, caring, and commitment in judging 266 submissions virtually. Together, they reviewed all the work, debated and defended their respective points-of-view, and ultimately came to a consensus on the submissions that won the day.

Congratulations also go to the 2023 Silver Medal Award winner, Rob Hawse, Founder and Partner at Crafted. Rob's rich career — and roots — in Charlotte date back to 1994 when he founded Crafted (formerly Hawse Design). Throughout the last three decades, Rob has excelled at helping brands "look the part" and finding his niche in advertising while prioritizing community and mentorship along the way. In addition to his contributions to our advertising community, we're pleased to honor Rob for his contributions to a variety of nonprofits throughout the region.

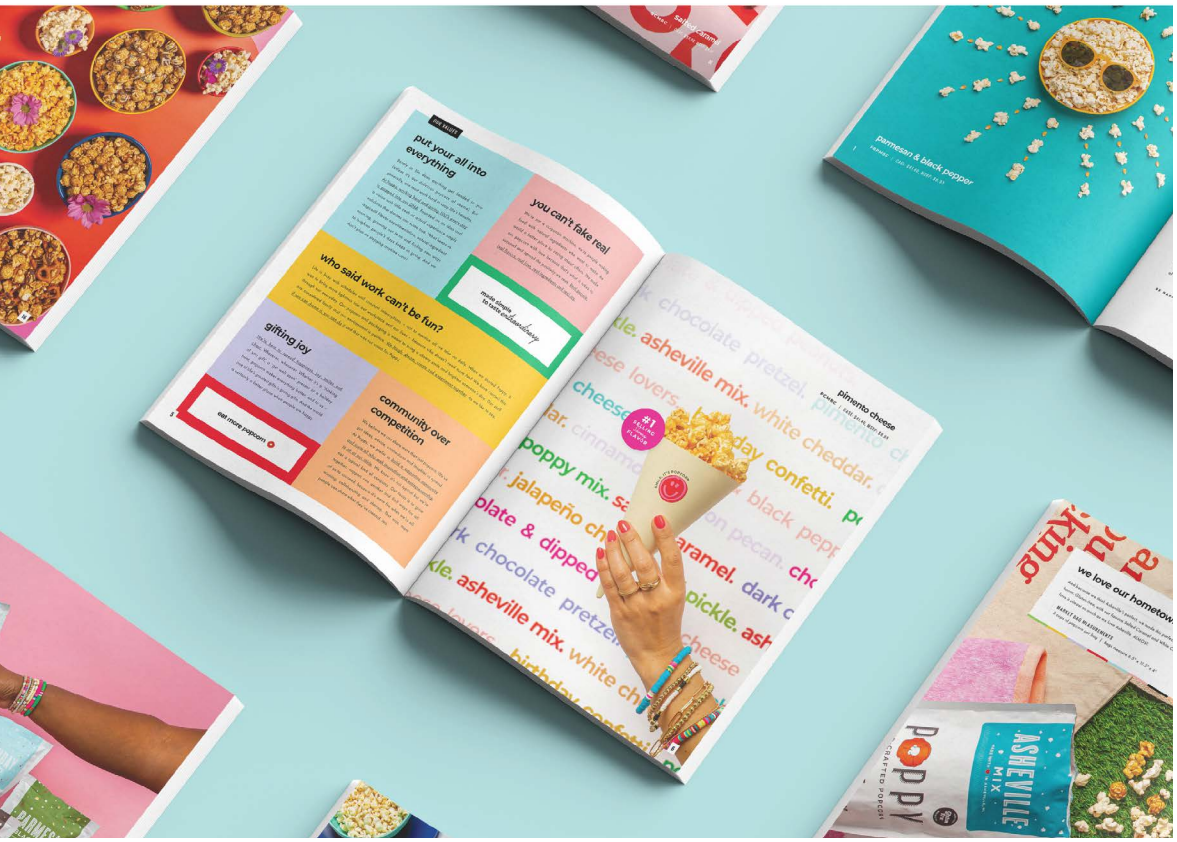
I also want to thank all those who make the Awards Gala possible, starting with our generous partners – creative contributors and event organizers who support the AAF Charlotte American Advertising Awards and work diligently to help our organization succeed. Additionally, I want to thank our AAF Awards committee members whose resourcefulness and tireless efforts have made it possible for us all to enjoy another terrific live show.

Finally, I want to thank AAF members — past and present — and the entire Charlotte creative community for your passion and commitment to creating the great work we're celebrating. It's a wonderful reminder of just how strong and vital our roots are today.

TAYLOR BRYANT

President, AAF Charlotte

CROSS PLATFORM



POPPY HANDCRAFTED POPCORN BRANDING

Integrated Brand Identity Campaign

Made Outside

Kara Hollinger
Creative Director

Alyssa Ward
Junior Art Director

Lex Ballard
Manager of Account Services

Tim Robison
Photographer

Brooke Neal
Copywriter

Atlas Branding
Package Design

SPECIAL AWARDS

BEST OF SHOW

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Creative Director

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AAFCHARLOTTE/2023-AWARDS-WINNERS

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