

IDEA



Why Glevo!?

We wanted to do something different this year. Something that would make people laugh and make a few people mad, but ultimately, something that would get people really excited and talking about this year's ADDYs. And so we gave birth to the worst agency we could think of, an agency that brought to life our collective nightmares of bad bosses, bad creative and bad agencies. We gave birth to Glevo!

As of this writing, Glevo! Advertising is now out of business, following a series of Cease & Desist orders from various agencies around town and the revelation that the Glevostovich Land Management Co. of Canada was a sham business covering up the family's illegal exportation of rare albino penguin skins to Malta.

Stacy Glevostovich, former Creative Director, is now a ward of the State of Texas and works as a greeter at Trader's Village.

Ricky Glevostovich, former Owner, currently spends his days doing community service in Winnepeg, usually as a motivational speaker for elementary school students. His boat is in storage on Lake Conroe.

We hope you enjoyed the show.

The Agency Behind Glevo!

At IDEA, we believe it's all about the big idea—the right idea. By carefully weaving creativity and technology, experience and vision, we are able to bring thoughtful and thought provoking solutions to every client we serve. That's because we know the best foundation for innovative ideas is not only knowing our business but knowing our clients' businesses. Knowing where they stand today and, more importantly, where they want to be tomorrow.

All this from a simple moment of inspiration. What's on your mind?

For more information on IDEA, please visit idea.com.

Winners List

48th Annual AAF-Houston
ADDY® Awards

Congratulations to all the winners.



2020 Exhibits

- GOLD ADDY
• Miller Lite & Houston Texans
- CITATION OF EXCELLENCE
• BMC Software

4Guys Interactive

- CITATION OF EXCELLENCE
• Kim Kuykendall, Marketing Communications Manager

808inc.

- GOLD ADDYS
• 808inc.
• Bruce Lee Enterprises
• Houston Health Museum
• Silver ADDYS
• Bruce Lee Enterprises
- CITATIONS OF EXCELLENCE
• 808inc. (2)
• AAF District 10
• Houston Health Museum

Adcetera

- GOLD ADDYS
• Adcetera
• Hess
• HP
• HP/Office Depot

- SILVER ADDY
• Adcetera

- CITATIONS OF EXCELLENCE
• HP (2)
• Tattu denim by design

Aniden Interactive

- GOLD ADDY
• HP

- SILVER ADDYS
• HP (2)

- CITATIONS OF EXCELLENCE
• Aniden Interactive
• AVG Technologies
• HP

Arnold & Langrand

- SILVER ADDY
• Mercer Health & Benefits

- CITATIONS OF EXCELLENCE
• Arnold & Langrand Communications
• Mercer Health & Benefits

Audiobob

- SILVER ADDYS
• Houston Museum of Natural Science
• Sooner Men's Basketball

Axiom

- SILVER ADDYS
• ADCH
• Axiom
• Cameron
• Dave Guerra
• Paradigm
• Wild Well Control

CITATIONS OF EXCELLENCE

- AAF Houston
• Axiom
• Paradigm
• Tony McClain

BQR Advertising and Public Relations, Inc.

- SILVER ADDY
• Continental Airlines Cargo
• Citation of Excellence
• Continental Airlines Cargo

Carson Group Advertising

- GOLD ADDY
• Becks Prime

- CITATION OF EXCELLENCE
• Gabby's BBQ

Communications Plus

- GOLD ADDYS
• Slack & Co. Contracting, Inc. (3)

Creative Marketing Services

- CITATION OF EXCELLENCE
• Houston Public Library Foundation

Culture Pilot

- GOLD ADDYS
• Blue Lemon Photo
• Famous Handcrafted Vodka

- CITATION OF EXCELLENCE
• Sew Crafty

Darius Portilla

- GOLD ADDY
• Three A Toys

- SILVER ADDY
• Three A Toys

Deuce Creative

- GOLD ADDYS
• Brulee
• National Space Biomedical Research Institute

- SILVER ADDY
• Pi Studios

CITATIONS OF EXCELLENCE

- Aimee & Daniel Heimbinder
• Azizi & Matthew Wesmiller
• Courtney West
• Deuce Creative
• Story Boutique

Douthit Design Group

- SILVER ADDYS
• Douthit Design Group
• Houston Hospice Butterfly Program for Pediatric Hospice Care
• Lazarus House- A Center for Wellness

CITATION OF EXCELLENCE

- Greystar Development

Edge Creative Strategies

- SILVER ADDYS
• City of Refuge Church
• Garrett Family
• Granite Properties

CITATION OF EXCELLENCE

- University of Houston Conrad N. Hilton College

Ellie Malavis Creative Services

- GOLD ADDY
• Houston Food Bank

- SILVER ADDYS
• Houston Food Bank (3)
• Young Texas Artists (2)

CITATIONS OF EXCELLENCE

- Houston Food Bank (8)
• Young Texas Artists

Excalibur Exhibits

- CITATIONS OF EXCELLENCE
• Draka Cable
• Man Turbo
• ODS OTC Exhibit

Felix Sanchez Photography

- GOLD ADDY
• Healthcare for the Homeless

FKM

- GOLD ADDYS
• Reflex (2)

- SILVER ADDYS
• FKM
• The Woman's Hospital

CITATIONS OF EXCELLENCE

- Brinker International
• ConocoPhillips
• DriveTime
• FKM (2)
• Houston Auto Dealers Association
• Michael Cord'a Events
• Reflex (2)
• Waste Management

Freed Advertising

- GOLD ADDY
• IMG

- SILVER ADDYS
• Freed Advertising
• Holmes Smokehouse
• IMG

- CITATIONS OF EXCELLENCE
• Imperial Sugar(2)

Gilbreath Communications, Inc.

- GOLD ADDYS
• Bay Area Alliance for Youth & Families
• Houston-Galveston Area Council

- SILVER ADDY
• Workforce Solutions

CITATIONS OF EXCELLENCE

- Port of Houston Authority
• The Ensemble Theatre

Guerrero Creative

- GOLD ADDY
• Olmsted-Kirk

Hadfield Communications

- SILVER ADDY
• FreshPoint

- CITATION OF EXCELLENCE
• Fiesta Mart, Inc.

HP

- SILVER ADDY
• Janiece Hartman - HP

- CITATION OF EXCELLENCE
• Kathleen Barrett - HP

Houston Chronicle

- SILVER ADDY
• HoustonBelief.com

- CITATION OF EXCELLENCE
• Chevrolet Camaro

Houston Rockets

- SILVER ADDY
• Houston Rockets

IDEA

- GOLD ADDYS
• HP (2)
• Microsoft Advertising
• Microsoft Advertising/Bing

- SILVER ADDYS
• HP (2)

- CITATION OF EXCELLENCE
• HP (15)

iland

- CITATION OF EXCELLENCE
• iland

IMMIX Productions

- SILVER ADDY
• GeoDynamis

John Manlove Marketing & Communications, Inc.

- SILVER ADDY
• Hagemeyer

CITATIONS OF EXCELLENCE

- San Jacinto Museum of History
• The Woodlands Convention & Visitors Bureau (2)
• The Woodlands Development Company (2)

kleis design

- CITATION OF EXCELLENCE
• Red and Black Books

Limb Design

- GOLD ADDY
• Houston Ballet
• Michael Roque Collins

Locke Bryan Productions

- SILVER ADDYS
• Academy Sports + Outdoors
• Fiesta Mart, Inc.

CITATIONS OF EXCELLENCE

- Academy Sports + Outdoors
• American Total Orthopedics (3)
• Fiesta Mart, Inc. (2)

Lopez Negrete Communications

- GOLD ADDYS
• Bank of America (3)
• Blue Leaf
• Dr Pepper Snapple Group (9)
• Kraft Foods
• Lopez Negrete Communications (3)
• Maseca
• MillerCoors Inc.
• Sonic Drive-Ins
• Walmart

SILVER ADDYS

- Bank of America
• Dr Pepper Snapple Group (8)
• Kraft Foods (3)
• Maseca (3)
• MillerCoors Inc.
• Walmart

CITATIONS OF EXCELLENCE

- Bank of America (6)
• Dr Pepper Snapple Group (4)
• Kraft Foods
• Lopez Negrete Communications
• Dr Pepper Snapple Group (3)
• Maseca (2)
• MillerCoors Inc. (6)
• Walmart (3)

Love Advertising

- GOLD ADDYS
• Friends For Life
• Gallery Furniture
• Texas Home and Garden

- SILVER ADDYS
• CenterPoint Energy (2)
• Susan G. Komen Foundation

CITATIONS OF EXCELLENCE

- Communities in Schools
• Gallery Furniture
• Republic Services
• Texas Home and Garden

Marion, Montgomery, Inc.

- GOLD ADDYS
• Perry's Steakhouse & Grille
• US Family Health Plan

SILVER ADDYS

- Military OneSource
• Planned Community Developer

METRO

- SILVER ADDY
• Metropolitan Transit Authority

CITATION OF EXCELLENCE

- Metropolitan Transit Authority

Newton Design

- CITATIONS OF EXCELLENCE
• La Torretta Del Lago Resort & Spa (2)

Oak Interactive, LLC

- GOLD ADDY
• The Houston Museum of Natural Science

- SILVER ADDY
• The Houston Museum of Natural Science

- CITATIONS OF EXCELLENCE
• The Houston Museum of Natural Science (2)

Origin

- GOLD ADDYS
• AAF Houston
• CenterPoint Energy
• Second Baptist Church

- SILVER ADDYS
• AAF Houston
• Apache Corporation
• Origin

CITATIONS OF EXCELLENCE

- BHP Billiton Annual Report
• Endeavour International Corporation
• Global Sports Development (2)

Parker:Hayden Advertising + Design

- GOLD ADDYS
• Greater Houston Community Foundation
• Casa Ole Mexican Restaurants (2)

- SILVER ADDY
• Casa Ole Mexican Restaurants

CITATIONS OF EXCELLENCE

- Mission Burrito (2)

Patrick Henry Creative Promotions, Inc.

- GOLD ADDY
• Live Nation/House of Blues

- SILVER ADDY
• Restaurants America/Bar Louie

Pennebaker Fifth Ring

- GOLD ADDYS
• America One
• FKP Architects, Inc.
• Opera in the Heights (2)

- SILVER ADDYS
• Geophysical Pursuit, Inc.
• Mosquito Zone
• The Wink Law Firm, PLLC
• United Way of Greater Houston

CITATIONS OF EXCELLENCE

- Corestaff Services
• United Way of Greater Houston

Phil Chrzanowski Design

- SILVER ADDY
• Houston Northwest Medical Center

CITATION OF EXCELLENCE

- Houston Northwest Medical Center

Pointsmith

- GOLD ADDY
• Alonso Family Dental

- SILVER ADDY
• La Paz Bed and Breakfast resort in Jasper Texas

RAPP

- GOLD ADDY
• HP

Rehak Creative Services

- GOLD ADDYS
• American Leadership Forum
• Montgomery County Food Bank

CITATIONS OF EXCELLENCE

- American Leadership Forum
• Education Foundation of Harris County
• Software and Management Associates

Richards/Carlberg

- GOLD ADDYS
• Luby's
• People's Trust

- SILVER ADDYS
• Houston Airport System
• Luby's
• Mahindra Tractors
• Which Wich

CITATIONS OF EXCELLENCE

- Buffalo Bayou Partnership
• Luby's Restaurant
• Mahindra Tractors (2)
• People's Trust (2)

S.O. Creative

- SILVER ADDY
• Greater East End District

- CITATION OF EXCELLENCE
• FleetPride

Saba Studios Inc.

- GOLD ADDY
• Houston Museum of Natural Science

- CITATIONS OF EXCELLENCE
• Saba Studios, Inc.

Six Foot

- GOLD ADDYS
• New Line Cinema
• Trendmaker Development

- SILVER ADDYS
• Oracle
• Trendmaker Development

- CITATIONS OF EXCELLENCE
• Trendmaker Development
• Six Foot

STANANDLOU Advertising

- GOLD ADDYS
• Honours Golf
• iFilm Productions
• Kolache Mama
• Stryker Orthopaedics

- SILVER ADDY
• Noel Furniture

CITATIONS OF EXCELLENCE

- iFilm Productions (2)
• Kolache Mama
• VT2 Studios

Swagger Films

- SILVER ADDY
• Pasha Snoring & Sinus Center

- CITATION OF EXCELLENCE
• Pasha Snoring & Sinus Center

Terry Vine Photography

- GOLD ADDY
• Terry Vine

Texas Childrens Hospital

- GOLD ADDYS
• Texas Children's Hospital
• Texas Children's Hospital - Fetal
• Texas Children's Hospital - West Campus (2)

- SILVER ADDYS
• Texas Children's Hospital - Vaccine Center (2)

- CITATIONS OF EXCELLENCE
• Texas Children's Hospital - Maternity
• Texas Children's Hospital (2)

Texas Video & Post

- GOLD ADDYS
• City of Houston - Convention & Entertainment Division (2)
• ConocoPhillips Lubricants

- SILVER ADDY
• ConocoPhillips Lubricants

- CITATION OF EXCELLENCE
• ConocoPhillips Lubricants

The Houston Museum of Natural Science

- GOLD ADDY
• The Houston Museum of Natural Science

- SILVER ADDYS
• The Houston Museum of Natural Science (2)

The Lee Group

- CITATION OF EXCELLENCE
• Clean Waterways

The Phillips Agency

- GOLD ADDY
• Trammell Crow Residential

- SILVER ADDY
• Trammell Crow Residential

- CITATIONS OF EXCELLENCE
• Trammell Crow Residential (3)

Urban Creative

- SILVER ADDY
• Pagoda Bistro

Whole Wheat Creative Inc

- SILVER ADDY
• Living Water International

Yaffe Deutser

- GOLD ADDY
• Covenant Health System - Women's and Children's Hospital

- SILVER ADDY
• PHI Air Medical

- CITATIONS OF EXCELLENCE
• Covenant Health System - Women's and Children's Hospital (2)

STUDENT DIVISION

Laura Martinez and Rachel Williamson

- GOLD STUDENT ADDY
• University of Houston

Mariam Guessous and Heather Diaz

- CITATION OF EXCELLENCE
• University of Houston

Mariam Guessous and Caroline Barrera

- CITATION OF EXCELLENCE
• University of Houston

Karen Lopez

- GOLD STUDENT ADDYS
• University of Houston (2)

- SILVER STUDENT ADDY
• University of Houston

Owen Woghiren

- GOLD STUDENT ADDY
• University of Houston

- SILVER STUDENT ADDY
• University of Houston

Dewayne O'Brien

- CITATION OF EXCELLENCE
• University of Houston