

FOR IMMEDIATE RELEASE

## Corpus Christi Advertising Agency Sweeps American Advertising Awards

morehead | dots | rybak (MDR) takes home Best of Show among several other top honors at the 2013 American Advertising Awards

Corpus Christi, TX - (February 21, 2014) The American Advertising Federation recently held its annual American Advertising Awards in downtown Corpus Christi. With over 160 entries, agencies from the Corpus Christi and Rio Grande Valley regions competed to be recognized as the best in the industry. The awards, presented to a sold-out crowd, covered all facets of advertising ranging from broadcast, print and out-of-home to websites and digital media.

MDR received 14 Gold and 3 Silver Awards for work across various media. MDR also swept all of the Best of Categories including Best of Show for an integrated campaign done for Corpus Christi International Airport, Best of Print for Corpus Christi Museum of Science & History, Best of Out-of-Home for Tailfins Seafood, Best of Broadcast for Corpus Christi International Airport and Best of Digital for NavyArmy Community Credit Union. MDR also received two Special Judges' Awards for Best Character Development and Best Laugh and a Big Wig Award for Best Web Development Company.

"We have so much talent in our area and this year the entries were expanded to include the Rio Grande Valley markets. So, for us to do so well really serves as a testament to the incredible team we've assembled," said Stephen Rybak, Principal & Creative Director at MDR.

Winners from this competition will go on to represent District 10 (Texas, Oklahoma, Arkansas, Northwest Louisiana) at the regional level and from there go on to compete nationally.

### About American Advertising Awards®

The American Advertising Awards are the world's largest advertising competition with over 50,000 entries nationwide. They represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels. The American Advertising Awards is the only creative awards program administered by the advertising industry for the industry.

### About MDR

morehead | dots | rybak (MDR) is a full-service advertising agency based in Corpus Christi with an office in San Antonio. Since 1974, MDR has been a leader in the creative, media and digital industries. For more information, visit [mdradvertising.com](http://mdradvertising.com).

**BEST OF SHOW**

Go to a happy place campaign for Corpus Christi International Airport

**BEST OF OUT-OF-HOME**

Restaurant Window Clings for Tailfins Seafood

**BEST OF PRINT**

Doc McGregor Gallery Opening Collateral for Corpus Christi Museum of Science & History

**BEST OF DIGITAL**

Tellie Campaign for NavyArmy Community Credit Union

**BEST OF BROADCAST**

Go to a happy place TV for Corpus Christi International Airport

**SPECIAL JUDGES' AWARD for BEST CHARACTER DEVELOPMENT**

Tellie Illustrations for NavyArmy Community Credit Union

**SPECIAL JUDGES' AWARD for BEST LAUGH**

Go to a happy place TV for Corpus Christi International Airport

**BIG WIG AWARD for BEST WEB DEVELOPMENT COMPANY**

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**Gold ADDY® Award**

Go to a happy place Integrated Campaign

**Gold ADDY® Award**

Tellie Illustration Campaign

**Gold ADDY® Award**

Doc McGregor Gallery Opening Collateral

**Gold ADDY® Award**

Go to a happy place TV Campaign

**Gold ADDY® Award**

Tellie Integrated Campaign

**Gold ADDY® Award**

Tellie TV Campaign

**Gold ADDY® Award**

Go to a happy place Print Campaign

**Gold ADDY® Award**

Go to a happy place Online Campaign

**Gold ADDY® Award**

Tellie Digital Campaign

**Gold ADDY® Award**

Tailfins Out-of-Home Campaign

**Gold ADDY® Award**

Doc McGregor Kiosk / App Design

**Gold ADDY® Award**

USS Lexington Online Campaign

**Gold ADDY® Award**

Texas A&M International University TV Campaign

**Gold ADDY® Award**

Tailfins Integrated Campaign

**Silver ADDY® Award**

Port Aransas Realty Website

**Silver ADDY® Award**

CCIA Mini iPad Sweeps Campaign

**Silver ADDY® Award**

Del Mar College TV Campaign

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