



2024 FINALISTS

AM> | Atlanta

Atlanta Marketer of the Year

- Kathy Neumann, CMO, Rent.
- Kim Miller, VP Marketing, Booster Enterprises
- Julie Bowerman, CMO, Kellanova
- Stephanie Wallace, SVP Marketing, Nebo
- Tonya O’Connell, Head of Global Creative Services, IHG Hotels & Resorts

Atlanta Rising Star

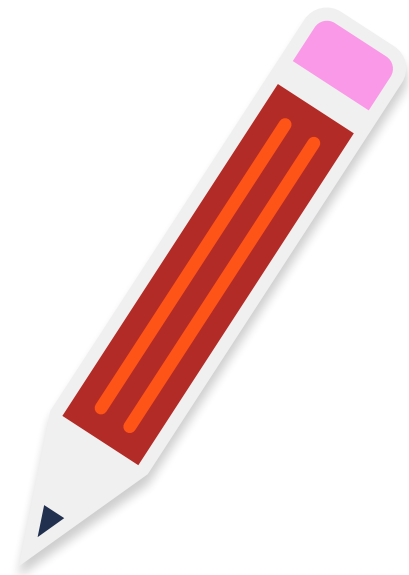
- Bari Tippett, Sr. Social Media Mgr. at Auntie Anne’s & Jamba, Focus Brands
- Bem Joiner, Creative Culture Curator, Atlanta Influences Everything
- Chris Peay, Co-Founder/CMO, Cxmmunity Media
- Cam Kirk, Founder, Cam Kirk Studios
- Esco Hill, Founder, Esco Eats
- Raeah Carroll Smith, Associate Creative Director, Vert Digital
- Lisa Deruiter, Demand Generation Specialist, Booster Enterprises

Atlanta Marketer for Good

- Atlanta Housing- Opening Doors to the American Dream
- Georgia Natural Gas- Earth Day Recycling Project
- Piedmont Healthcare- Piedmont Empowering You
- MUST Ministries- Be A Light

AMAZing Non-Profits

- Atlanta Community Food Bank
- Big Brothers, Big Sisters
- Covenant House
- Giving Kitchen
- United Way + Comfi Art



Jana Ferguson Mentee of the Year

Ana Collins, Content & Social Strategist, Piedmont
Ashley Tanks, Senior Manager, Global Communications, LinkedIn
Dedra Waindi, Director of Marketing and Communications, Kennesaw State University Wellstar College of Health and Human Services

Jana Ferguson Mentor of the Year

Ally Pridgen, Practice Lead, TEKsystems
Delia Wong, Director of Marketing, Carvel, GOTO Foods
Jean D’Amico, Senior Account Director, Yahoo!
Mark Yosick, Director of Marketing, Surgical, MiMedx



B2B Marketing Campaign

Jackson Spalding - Orkin Commercial Services: Mosquitos are Bad Business
Tarkett - Design Days
Nebo - Interface Past Forward Product Launch
Tarkett - Johnsonite Campaign
Jackson Spalding - Businesses Win When They Support Women

B2C Marketing Campaign

Auntie Anne’s/GOTO Foods - NUGG BOWL Digital Campaign
Brunner - Church’s Chicken World of Mouthwatering Bliss
Rent. - Rent. The Perfect Place.



Broadcast

Brunner - Church’s Chicken World of Mouthwatering Bliss
Georgia Power - “Toni’s Story” TV Ad
Emory Ortho - MSK: Moments Made Possible

Corporate Comms

BlackRock - Blink

Jackson Spalding - Orkin's Rodent Headlines are Running Rampant

RCR Video Marketing Group - Chick-Fil-A Designing A Culture

Trade School - Winter Operations/ Southwest Airlines

Digital/Mobile

Booster Enterprises - Booster Website

Creative Mischief - Douglasville Website

Decide Dekalb Development Authority - Dekalb Entertainment Commission Site

Creative Mischief - SelectCobb Website

Rent. - Ready. Set. Rent.

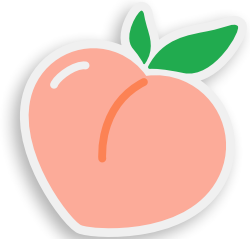
Gaming/Esports

Cxmmunity Media - Empowering the Next Generation

Kahala Brands - Blimpie @GirlGamer Atlanta

NASEF - Farmcraft 2023

Skillshot Media - IGN x US Army Popup Party in Atlanta



Influencer Marketing

Emory Healthcare - Veterans Program Influencer Campaign

The Partnership - Dunks On You

The Partnership - Milk Bowl

Live Event/Experiential

Atlanta Housing - Partner Up Landlord Symposium

Creative Mischief - Sixth National MBE Manufacturers Summit

Decide Dekalb - Generations of Success

Tarkett - Design Days

Most Innovative/Brave

BIP Ventures - State of StartupsSM in the Southeast 2023 Interactive Report
TopRight - Election Campaign Innovation: Increasing Voter Engagement
RENT. - Lease360

Most Innovative Partnership

Booster Enterprises - Booster + Dude Perfect Partnership
Cxmmunity Media - Amazon Media Partner to Future Proof Diversity in Gaming
Redstory - I Couldn't Have Planned For This Activation

Outdoor, Print & Publishing

Dagger - Holiday Inn Reappraisal
Hothouse - IHG US Open Tennis Championships Activations
Tarkett - Design Days

Purpose-Driven Marketing

Liger - Atlanta Women's Foundation
Modo Modo Agency - The Kerry and Gary Challenge: Compete to Defeat ALS
Nebo - Pivoting Paid Marketing Strategy to Support LGBTQ+ Mental Health

Social Media & Marketing

Dragon Army - Astrobrights - All About Hue
IHG Hotels & Resorts - Holiday Inn Reappraisal
Primrose Schools - Teacher Appreciation Month at Primrose Schools
Nebo - Making Lovesac the Most Loved Furniture Brand on Social Media
IHG Hotels & Resorts - Staybridge Suites - Happy Parent

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THE AMY AWARDS

March 28, 2024 | 5:30pm - 9pm | Delta Flight Museum

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