

The Jack Philipps Award

The Jack Philipps Gold Medal is the highest honor bestowed by the American Advertising Federation (AAF) District 4, which comprises Florida and the Caribbean. It is given in recognition of outstanding contributions to advertising and furthering the industry's standards, creative excellence and public service.

This Award was created to honor the memory of Jack Philipps, who passed away while serving as the District 4 Treasurer. His work in the advertising profession was the epitome of professionalism and service to the members of District 4.

The objective of the award is to recognize men and women of the 4th District AAF who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence, and responsibility in the areas of social concern.

The Jack Philipps Gold Medal Award is given during the District 4 Annual Meeting. The Gold Medal Jury is composed of past recipients. Their responsibility is to review the nominations and select a winner. The current recipient automatically becomes the next year's Chairperson, and other recipients serve on the judging committee. The committee may award the honor, or decide not to if nominations do not meet the standards they set. The award presented is a plaque that bears the Gold Medal medallion as well as a lapel pin medallion.

Nominating criteria: Any member in good standing of AAF District 4 may submit a nomination(s). The nomination must be submitted in writing in a free-standing document (such as a .docx or .pdf file) and must be received within the time frame announced for nominations by the District Jack Philipps Chairperson. For proper consideration of the Nominee, all details related to the following criteria should be provided.

Please detail the following in your nomination:

Contributions to Company - The Nominee must have achieved success in one of the following areas of work; advertising agency, advertiser, media, advertising service company or related firm.

Creative - The Nominee must have demonstrated a consistent high degree of creative, original thinking in whatever area of advertising the individual has worked.

Contributions to the General Advancement of Advertising - The Nominee should have worked to increase the stature and raise the standards of the advertising profession.

Contributions to Community - The Nominee should be a man or woman active in civic, religious or other groups dedicated to some phase of human or social welfare.

Submit nominations by April 3, 2023 to secretary@aafdistrict4.org