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Anderson Humphreys Nomination for AAF Memphis Silver Medal Award

Submitted by Steve Pacheco
October 29, 2020

Anderson Humphreys is a lifelong Memphian who has always wanted nothing but the best --- in his work, for his clients, for his city, for **Advertising**, for his collaborators and for his family.

The Humphreys family has deep roots in **Memphis**, and they have always been a steady force for good in the community. Anderson attended college in Michigan, Florida and Tennessee. He studied advertising at the acclaimed School of Visual Arts in New York City. Started his business, and the advertising careers of many advertising professionals, right here in Memphis. And taught Conceptual Advertising at the **Memphis College of Art** where he helped develop the next generation of Advertising leaders for this market – people who have gone on to great careers and who have helped influence thousands across the globe.

To his many personal friends, Anderson is widely known for producing his **uniquely creative** Christmas cards each year and **bringing joy** to his community. He's also known as a brilliant strategist and a tireless creative problem solver. Anderson counts a **wide range of personalities**, from incredibly diverse backgrounds as well as scions of business and government leaders among his **closest friends**.

To clients (near & far), he is known for always pushing for **breakthrough creative work** that works hard, punches well above its weight and gets noticed and remembered. With a **focus on results** – Anderson always wanted to put his best work to test and see how well it did. Constantly seeking feedback (the good, the bad and the ugly) he wanted to refine and perfect his work to **make it the best it could possibly be**.

His creative work, always **so well crafted**, has benefitted numerous clients, brands and organizations with increased awareness, driven profitable growth and sustained positive buzzworthy press for a wide variety of businesses, interests and causes.

Anderson is widely known as a **"Change Agent"** who works tirelessly to advance the professionalism of creative advertising. A great collaborator, Anderson always works best as a Team player and brings out the best thinking from all those around him. He has spun off some of the most creative and driven Advertising professionals of any one person connected to **Memphis advertising**. The Humphreys Ink family tree has deep roots and many branches spanning all across the country.

A passionate voice for **Creativity, Empowerment, Strategic Insights** and **Lifelong Learning**, Anderson has made his community better by serving on the Boards of... **Memphis Advertising Federation, Memphis Brooks Museum of Art, AAF National ADDY Committee, Memphis Cotton Carnival, Shea Clinic Foundation.**

- Member of the **Memphis Hunt & Polo Club**.
- Knighted in 1974 in the Order of St. John, better known as the **Knights of Malta**.
- Married to **Janet Wellons** in 2015.
- Father of 3 girls and 1 boy:
 - Semmes Humphreys**, age 35
 - Selden Humphreys**, age 32
 - Tennison Humphreys**, age 24
 - Graham Humphreys**, age 20

Advertising awards include: ATHENA, Mobius, New York Art Directors Club, Creative magazine, Communigraphics, 4 National AAF ADDYs, 15 District ADDYs and over 60 local ADDYs, *"Best of Show"* and *"Marketer of the Year"* 1990, 1991. AAF Memphis Volunteer of the year 1989, 1990. He also judged a large number of regional and local AAF ADDY competitions.

Anderson has been working with business and government leaders in Hardeman County Tennessee on a branding and economic development initiative for the region. As part of that work, he developed the novel concept of an historically accurate Civil War battlefield experience unlike any other in the country which is currently under development. The project *"The Ghosts of Davis Bridge"* is part of the Hardeman County Master Plan, was recently presented to the Governor of Tennessee.

To learn more about Anderson Humphreys, the man <http://andersonhumphreys.com/man/>



The Silver Medal nomination asks for support and examples from 4 important areas....

CONTRIBUTIONS TO COMPANY

In every role Anderson has ever had, he has brought his energy and enthusiasm as well as his **creativity and curiosity** to each role. He has worked on everything from crazy conceptual ideas, to early growth start-ups, to classic challenger brands to publicly traded Fortune 500 companies. He gives each assignment his full attention and maximum effort and that one of a kind **Anderson Humphreys brand of creativity**. His career trajectory is a tale unto itself of starting, building, enhancing and sustaining great Teams, Brands and Creative successes.

1983-1987: President, Malone & Hyde Advertising

After taking over as president the company - he went through a leveraged buyout and immediately spun off Auto Shack (later AutoZone), into a separate company. Was of counsel to Pitt Hyde as this company developed and grew to a National concern of retail locations.

1987-1988: Vice President/Advertising Director, Auto Shack/AutoZone

Responsible for its introduction through the opening of the first 500 stores in 26 markets. Renamed the company from Auto Shack to AutoZone. Created campaigns that shaped trajectory of the fastest growing auto parts company in American history. AutoZone today is one of the most successful specialty retail chains in the World.

1988-2015: President/Creative Director, Humphreys Ink. Advertising

In the first three years, the agency was recognized regionally and Nationally for its work and that recognition continued earning a solid reputation in every aspect in the field of Advertising. The hybrid communications / design / advertising / pr firm attracted great talent from the region and served over a dozen progressive National and Regional clients who wanted breakthrough creative advertising that gets results. One of the few Memphis agencies to win a coveted AAF National ADDY Award. They set the bar for creative excellence in the Mid-South market.

2016: Founder, Anderson Humphreys, LLC

Using a virtual team approach, leading experienced advertising professionals in branding projects and integrated advertising solutions for select clients. Still actively engaged in the Advertising business after

nearly 40 years – Anderson is both a pioneer and a survivor in one of the toughest businesses in the World.

CREATIVE ABILITY

Anderson's special and unique brand of **creativity** has always been focused on problem solving and, ultimately, **getting solid business results for his clients**. He always believed in the dynamic that great creativity leads to an unfair advantage and can be a marginal difference between success and failure.

Two wildly different – but equally successful examples of his Creativity Ability translating to increased value for progressive clients include:

(1) Anderson arranged to bring giant, animatronic "Dinosaurs" to the newly expanded **Memphis Zoo** as part of "**Dinosaurs LIVE!**" which resulted in an all-time high awareness level for one of Memphis' biggest attractions, and led to the highest off-season attendance numbers ever for the Memphis Zoo. It also led to the Zoo taking a more aggressive prolonged approach to events and experiences.

(2) Anderson also personally arranged to have Memphis native and award-winning Actress **Cybil Shepherd** wear a precious, one of a kind stone necklace (salvaged from a shipwreck from his client Marex) on **The Tonight Show**. This resulted in positive Nationwide press coverage, created a true "buzzworthy" moment for Marex's business – resulting in more investments in their undersea exploration business and ultimately resulted in a final sale price at auction of over 10 times what the original selling estimate was.

Advertising Awards:

ATHENA, Mobius, New York Art Directors Club, Creative magazine, Show South, Communigraphics, four National AAF ADDYs, 15 District ADDYs and over 60 local AAF ADDYs, "Best of Show" and "Marketer of the Year" 1990, 1991.

1993-2001: Teacher, Memphis College of Art - Taught a conceptual advertising course to students from the Memphis College of Art and the University of Memphis.

CONTRIBUTIONS TO THE GENERAL ADVANCEMENT OF ADVERTISING

Anderson has always advocated for the **advancement of Advertising** as a profession as well as has a career option for young people. He has taken leadership roles across the Nation to help **raise awareness and attention to Advertising** as a chosen profession. His efforts to elevate the profession of Advertising are well regarded by both his clients and his partners. Always passionate about getting **Memphis Advertising and Creativity** National recognition, Anderson often spoke about the power of creativity in business and advocated for bringing more Regional and National clients to our market.

Judged a large number of regional and local AAF ADDY competitions.

Frequent speaker on Advertising Creativity.

Created first ever AAF National ADDY Awards Winners Book - "The BOOK" (National Addy Book of Advertising)

AAF Memphis (then MAF) Volunteer of the Year 1989 - 1990.

Known as a supporter of young talent --- Anderson gave an important first step to more than a few (8 listed below) area advertising leaders who have worked for Anderson Humphreys and gone on to run major brands and organization, start up their own agencies, and continue to advance the professionalism of advertising across the country:

- **Steve Pacheco** – FedEx, Ducks Unlimited, AAF National
- **Rachel Gabrielleschi** – Gabrielleschi Creative - Memphis
- **Debbie Likley Pacheco** - Artist, Design Inspiration Studio
- **Curt Guenther** – lead PR at University of Memphis
- **Liz Burgess** – Owner, Burgess Media - Memphis
- **Martin Wilford** – Agency Owner - Red Deluxe – Memphis
- **Bill Bayne** – Associate Creative Director – GSD&M – Austin
- **Clint Carruth** – copywriter, TG Madison - Atlanta
- **Dave Smith** – Agency Owner (Duff & Smith), Director of Strategic Creative Services · Vanderbilt University Medical Center – Nashville

CONTRIBUTIONS TO THE COMMUNITY

Anderson has done so much to put **Memphis Advertising on the National radar**. From turning the 1995 Memphis Advertising Federation's annual ADDY Awards into "**ADWEEK – Memphis**" (including a proclamation from the Memphis Mayor making it AdWeek in Memphis) to celebrate the best in creativity from Memphis, to bringing in Nationally recognized judges and speakers, he always wanted to get Memphis in the National conversation on creativity and great Advertising work.

Board of Directors:

Memphis Advertising Federation, Memphis Brooks Museum of Art, National ADDY Process, Memphis Cotton Carnival, Shea Clinic Foundation and the Bolivar Downtown Development Corporation.

Currently working with leaders in Hardeman County and in Tennessee on a branding and economic development initiative for the county and region.

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Respectfully submitted.

October 29, 2020

By **Steve Pacheco**

LINK TO THE SILVER MEDAL EVENT – Feb 2021

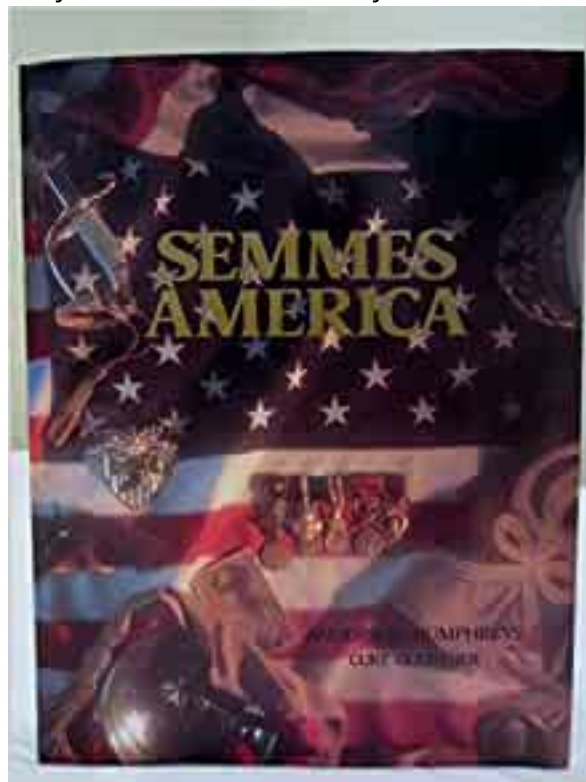
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A young Anderson Humphreys was always ready to take on the World.



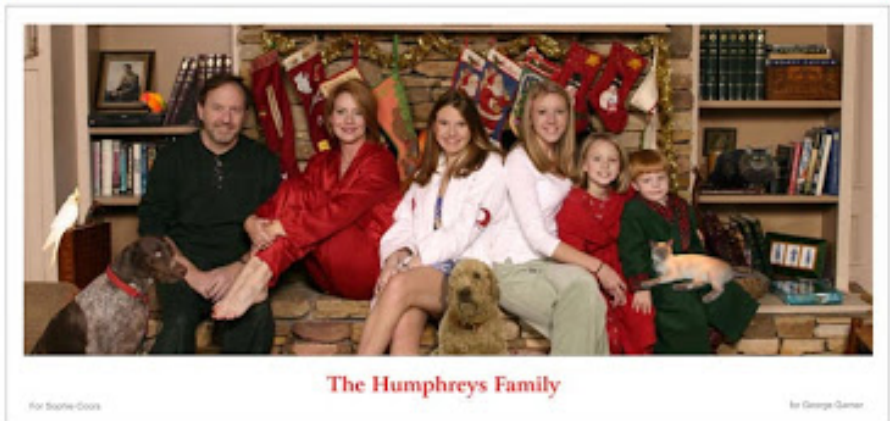
Current day Anderson – still ready to take on the World.



Anderson is a published author of this Semmes America Family genealogy book.



A series of self-promotion ads for Anderson Humphreys LLC.



Anderson's unique Christmas cards always bring the funny.....



A sampling of Anderson Humphreys Advertising campaigns and design work.