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Each year, the region's subsidiary of the American Advertising Federation, which consists of marketing and advertising professionals throughout the Savannah/Hilton Head area, holds its ADDY awards to honor the best advertising and marketing efforts of the previous year.

Entries are divided into several categories.

The following BFSDoArt students received awards at April’s Savannah ADDY awards gala: Aaron Ward, student bronze ADDY for “World Spending” in the Collateral Materia-Poster category; Chris Hesling, student silver ADDY for “WWII- AXIS” in the Collateral Material-Poster Campaign category; Rocky Roark, student bronze ADDY for “Altruistic Magazine” in the Collateral Material-Publication Design Series category; Allison Bright, student silver ADDY for “Nordic Sportsware Logo” in the Elements of Advertising- Visual, Logo category; Haley Tam, Student Bronze ADDY for “Gambling Cow” in the Elements of Advertising- Visual Logo category; Ahmad Sulie Kromah, student bronze ADDY for “Kong Beatz Logo” in the Elements of Advertising- Visual, Logo category; and Jose Gil, student bronze ADDY for “Ulvstein” in the Elements of Advertising- Visual, Logo category.

Alumni Justin Collins (’10) and his team at Tyan Advertising Group received 19 ADDYs for client work ranging from Clemson Football, Nike Snowboarding and Savannah Candy Kitchen. In addition, Alumni Ron Chandler (’10) received 4 ADDYs and Russ Pate received 1 ADDY for their design work for Professor Leigh Thomson’s design company, LETR & Co. Thomson received 11 ADDYs over all for LETR & Co.’s work for companies like Forsyth’s Farmer’s Market, Savannah Bee Company and Circa Lighting.