

Scott Mackey Advertising Federation of Greater Hampton Roads 2011 Silver Medal Award Honoree



The 2011 AAF Hampton Roads Silver Medal honoree was Scott Mackey. A copywriter by trade, he has served as Creative Director for some of the country's most successful agencies, including Arnold Worldwide, GSD&M/Austin, Lawler Ballard, and Earle Palmer Brown.

His account experience has included the Virginia Lottery, Dominion Energy, Stihl, UPS, WorldCom, Smithfield Foods, Anthem Blue Cross and Blue Shield, Coalition on Organ Donation, RC Cola, *The Washington Post*, and Krispy Kreme, not to mention ski boats and lift trucks, pig farmers, and carpet cleaners.

In 2007, he formed Mackey Ink, and serves as creative director/owner where he provides creative services to a wide range of clients in the region and across the country.

Scott has won recognition in the industry's most respected award shows including The One Show, Communication Arts, CLIO, ATHENA, New York Art Director's Club, as well as five ADDY® Best in Show awards in the Hampton Roads region. In 1991, *Adweek* named Scott the Southeast Television Writer of the Year.

Scott was instrumental in the early development of the Virginia Lottery account, creating many memorable campaigns and the beloved character, Lady Luck. In 2008, the public selected Scott's "Missing Wand" TV spot as the favorite Virginia Lottery commercial of all time. It featured the Lottery's Lady Luck at a police station. Reporting to an officer the loss of her wand – the instrument used to select the winner of the huge weekly Lotto drawing – she described it as "a star on a stick."

In 2008, Scott won first, second and third place in the Virginia Newspaper Association's awards for best newspaper ads (Winesett Nursery, Harbor Heights, and Downtown Norfolk). That year, Scott received 17 Hampton Roads ADDY® Awards.

Active in the local advertising community, he chaired the Hampton Roads ADDY® Awards committee in 2005. Over the years, he has judged several ADDY® competitions around the country.

Scott has provided pro bono creative services for Hope House Foundation, Foodbank of Southeastern Virginia, Chrysler Museum of Art, Norfolk Botanical Garden, and Tidewater Arts Outreach.