

Gary Ball

Advertising Federation of Greater Hampton Roads 2012 Silver Medal Award Honoree



As a founder and partner of CreativEdge Video & Film Production, Gary Ball guided business operations for 24 years, while writing and producing many of his company's productions.

The 2012 AAF Hampton Roads Silver Medal Award honoree was instrumental in the creation of 26 television program episodes, numerous television and radio commercials, and more than 100 long-form videos while at CreativEdge. He wrote, produced, and directed programs for Cargill, Dun & Bradstreet, Sentara Healthcare, US Navy, Department of Treasury, Landmark Communications, Northrop Grumman, and a variety of advertising agencies, retail clients, and corporations.

His work has won 42 peer-reviewed awards, including multiple Telly, Communicator, Aurora, and International Film and Video awards. His productions have also won two prestigious CINE Golden Eagle awards, designating work deemed worthy to represent America in international competitions. His scripts on sexual assault and domestic violence in the Navy won the Department of Defense's top awards. During his business partnership with fellow Silver Medal Award honoree Elaine Roberts, CreativEdge won more than 140 awards, including a National ADDY® Award.

Ball's leadership is demonstrated by the fact that he created a work environment where employees tended to stay for years. He's proud that many of his former employees evolved into strong, self-directed production professionals who have made significant contributions to the television and advertising industry as their careers progressed.

Over the years, he contributed to the community through various church ministries, including serving on Parish Council, coaching youth basketball, and teaching religious education. He also served as Chairman of the Board of Advisors for Old Dominion University's Department of Arts & Letters and as a member of ODU's Shakespeare Ensemble.

In addition to his personal volunteer efforts, Ball used his company as a tool to help area nonprofits by reducing costs and performing pro bono work for them. These included I Need a Lighthouse, Inc. (suicide prevention), March of Dimes, Virginia Arts Festival, Boys and Girls Club (for which his work won the Club's National Gold Award for Marketing), YMCA, Hampton Roads Youth Center, Chrysler Museum, and Hope House.

Ball continues to provide his expertise and professional wisdom to the Department of the Navy, most recently in the writing and production of a video training product on sexual assault to be presented to all leaders throughout the Navy. "Retirement" is not in his vocabulary.