



S.A. Habib Silver Medal Awards
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S.A. Habib honored with the ADDY's Silver Medal Award

When S.A. Habib was named the 2008 recipient of the Nashville Advertising Federation's annual prestigious Silver Medal Award, it reinforced what most already know: Habib is an innovator in Nashville advertising.

Start with his title at Locomotion Creative, a branding and design company he founded 10 years ago: "The Big Brown Man." Locomotion colleagues have equally creative names: Optical Hyperbolist, Production Piranha, Digital Gardener and an editor titled Wordiculturalist. Such uncommon titles are indicative of how Habib has worked to create an environment where people can flourish.

It's at Locomotion that Habib streamlined the work process by taking out the middleman — known in the business as the account executive — so that clients can communicate directly with the people actually doing the work. Direct contact means that the client's wishes are not lost in translation, and that's important to Habib.

"We are a group of talented, inquisitive people who are committed to finding creative, compelling ways to effectively tell our clients' stories," Habib says. "It really is about them."

Over his 30-plus years as a mainstay in Nashville advertising, Habib has founded his own companies, worked with some of the city's best creative minds and served as a mentor to the area's most talented designers.

He's a creative thinker both in business and in front of a canvas. In his spare time, Habib, who has a bachelor of fine arts degree from MTSU, creates, shows, and sells paintings throughout numerous galleries around Nashville and the Southeast.