

# THE 2024 NATIONAL AWARD WINNERS

AMERICAN  
**ADVERTISING**  
AWARDS



# HELLO

AS WE GATHER TO CELEBRATE THE CREATIVE EXCELLENCE BROUGHT FORTH BY THIS YEAR'S COMPETITION, IT IS MY HONOR TO CONGRATULATE EVERYONE WHOSE WORK PUSHED OUR COLLECTIVE CREATIVITY TO NEW HEIGHTS. WITH NEARLY 25,000 ENTRIES THIS YEAR ALONE, THE AMERICAN ADVERTISING AWARDS REMAINS THE NATION'S LARGEST CREATIVE COMPETITION AND TECHNICALLY, THE MOST DIFFICULT TO WIN NATIONALLY BY NATURE OF THE THREE-TIER ADVANCEMENT PROCESS.

THE COMPETITION REPRESENTS THE TRUE SPIRIT OF CREATIVE EXCELLENCE BY RECOGNIZING ALL FORMS OF ADVERTISING AND CULTIVATES THE HIGHEST CREATIVE STANDARDS IN OUR INDUSTRY. FURTHERMORE, OUR JURORS REPRESENT DIVERSE VOICES AND PERSPECTIVES. WE ARE EXTREMELY PROUD TO WATCH A CONTINUAL SHIFT IN ADVERTISING THAT REPRESENTS NOT ONLY HEIGHTENED CREATIVITY, BUT INCREASED INCLUSIVITY.

THANK YOU TO THE ENTRANTS, OUR SUPPORTERS AND EACH OF YOU FOR BEING A PART OF AN INDUSTRY THAT USHERS CHANGE AND INSIGHTFUL THOUGHT.

CONGRATULATIONS!



**STEVE PACHECO**  
PRESIDENT & CEO  
AMERICAN ADVERTISING  
FEDERATION



**DAVID CAMPBELL**  
CHAIR, AAF NATIONAL AMERICAN  
ADVERTISING AWARDS COMMITTEE  
VICE CHAIRMAN & COO  
CHERNOFF NEWMAN

# OUR MISSION

TO RECOGNIZE  
AND REWARD THE  
CREATIVE  
SPIRIT  
OF EXCELLENCE  
IN THE ART OF  
ADVERTISING

# AWARDS JURY



**CRISTIN BARTH**  
CREATIVE DIRECTOR  
GYK ANTLER



**SIMIT BRAR**  
CREATIVE DIRECTOR  
SIEGEL + GALE



**ANDERS DASILVA**  
SVP, GROUP CREATIVE DIRECTOR  
HAVAS



**MATT FRARACCI**  
CREATIVE DIRECTOR  
SID LEE



**ROSIE GARSCHINA**  
EXECUTIVE CREATIVE DIRECTOR  
TROLLBÄCK + COMPANY



**ALLYSON HUMMEL**  
CREATIVE DIRECTOR  
FORS MARSH



**GREG KING**  
CREATIVE DIRECTOR  
R&R PARTNERS



**HEATHER LARIMER**  
CREATIVE DIRECTOR  
ORCHARD CREATIVE



**ANDREW LEPERE**  
SENIOR COPYWRITER  
HAVAS



**JAC MANSOUR**  
CHIEF CREATIVE OFFICER  
PINNACLE



**MIKE MCCORMICK**  
EVP, CHIEF CREATIVE OFFICER  
RODGERS TOWNSEND, DDB



**SHANNON MCGLOTHIN**  
CREATIVE DIRECTOR  
INTERMARK GROUP



**ZAC MILNER**  
CREATIVE DIRECTOR  
ARTS & LETTERS CREATIVE CO.



**ROB NEVEAU**  
CREATIVE DIRECTOR  
APPLE



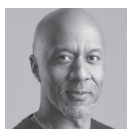
**BECCA SCHEPPS**  
CREATIVE DIRECTOR  
FORTNIGHT COLLECTIVE



**JAMIE STARK**  
CREATIVE DIRECTOR  
QUALITY MEATS CREATIVE



**MICHAEL STELMASZEK**  
CHIEF CREATIVE OFFICER  
YAMAMOTO



**MARCUS WESSON**  
CHIEF CREATIVE OFFICER  
GRAVITY GLOBAL



**SHERMAN WINFIELD**  
EXECUTIVE CREATIVE DIRECTOR  
VMLY&R



**LAURA FALLON WOOD**  
CREATIVE DIRECTOR  
WIEDEN+KENNEDY

GOLD  
ADDY<sup>®</sup>  
AWARDS

AMERICAN  
**ADVERTISING**  
AWARDS



# GOLD ADDY<sup>®</sup>

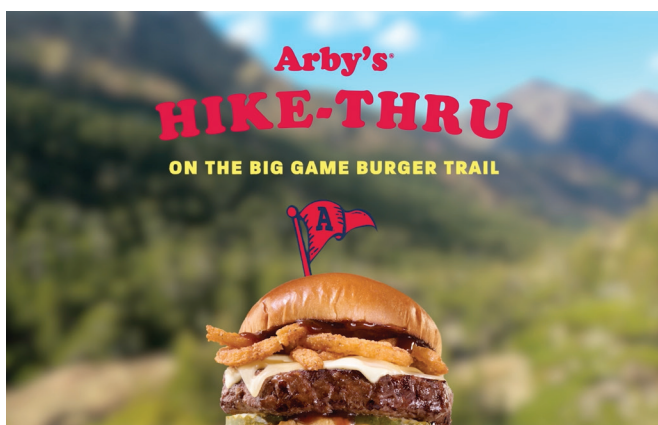


SPECIALTY ADVERTISING

**CHIX MIX: CHICKEN FEED. HUMAN SNACK.**

COLLE MCVOY

PERDUE



EVENT

**ARBY'S HIKE THRU**

FALLON/PUBLICIS

ARBY'S

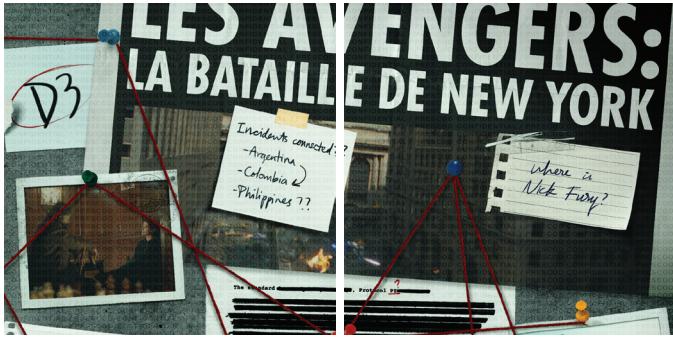


MAGAZINE ADVERTISING  
**TWIGGY FULL CIRCLE**  
 ESSENCEMEDIACOM  
 EBAY



POSTER CAMPAIGN  
**NEW RECRUITS**  
 ENERGY BBDO  
 CHANGE THE REF

# GOLD ADDY®



SOCIAL MEDIA CAMPAIGN

**SECRET INVASION HIDDEN MESSAGES**

MOCEAN

DISNEY



BRANDED CONTENT & ENTERTAINMENT  
FOR ONLINE/INTERACTIVE

**SEWER DELIVERY**

GSD&M

PIZZA HUT

**THE IMPOSSIBLE NIL DEAL**

A CAMPAIGN THAT TOOK ADVANTAGE OF AN ONGOING MISPRONUNCIATION, AND GOT HOMELAND SECURITY TO RECONSIDER THEIR OUTDATED LAWS.

**SUNOCO** → 100-YEAR-OLD GAS STATION BRAND  
**SANOGO** → OFFICIAL FUEL OF NASCAR  
 → 6'S" UCONN POWER FORWARD  
 → FUTURE CHICAGO BULL

**THE MOMENT**  
 March Madness 2022. Charles Barkley, Kasey Smith and others were mis-pronouncing Robert Sanogo's last name as "Sanoco". An opportunity for our brand to get awareness beyond the track.

**THE PROBLEM**  
 International students like Sanogo face restrictions on how they can profit from their fame. And that prohibited Sunoco from breaking any kind of deal with him. But we had to do something. And fast. The countdown to the final was on.

**THE WORKAROUND**  
 To avoid any risk to Sanogo and UConn, we became Sanogo's "affiliate" temporarily, creating our bits of social content that continued to play up the slip-up and stickle fire with fans.

**THE AFTERMATH**  
 UConn won the whole thing, and Sanogo was named Most Determining Player. At that point, we could finally make him our official paid partner. And the contract meant Sunoco's executives proposed sweeping reforms to NIL laws, offering all international athletes to make that bank.

**SOCIAL ENGAGEMENT** ↗ **1,835%**

**PAID MEDIA SPENT** ✗ **\$0**

SOCIAL MEDIA CAMPAIGN  
**THE IMPOSSIBLE NIL DEAL**  
 SOLVE  
 SUNOCO

**Liquid Death**  
 MOUNTAIN WATER  
 100% NATURAL FLAVORED MOUNTAIN WATER

**LIQUID DEATH**  
 TRAVIS BARKER

**ENEMA OF THE STATE**  
 COLLECTIBLE ENEMA KIT

BRANDED CONTENT & ENTERTAINMENT  
 FOR ONLINE/INTERACTIVE  
**LIQUID DEATH ENEMA OF THE STATE KIT**  
 HUMANAUT  
 LIQUID DEATH

# GOLD ADDY®



AUDIO/RADIO ADVERTISING—REGIONAL/NATIONAL—  
CAMPAIGN

**PLAYABLE RADIO**

MARCUS THOMAS LLC

THE OHIO LOTTERY COMMISSION



REGIONAL/NATIONAL TELEVISION COMMERCIAL

**BEAUTIFUL SILENCE :60**

CARMICHAEL LYNCH

SUBARU OF AMERICA

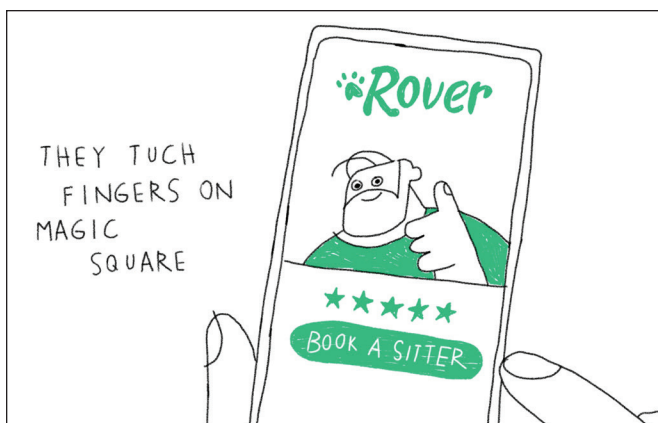
THIS WAS A TEST  
IF YOU COULDN'T READ THE SUBTITLES  
IT'S TIME FOR AN EXAM

REGIONAL/NATIONAL TELEVISION COMMERCIAL  
**BOMB TEST**  
LEO BURNETT CHICAGO  
VISIONWORKS



REGIONAL/NATIONAL TELEVISION COMMERCIAL  
CAMPAIGN  
**DOG TESTED. DOG APPROVED.**  
CARMICHAEL LYNCH  
SUBARU OF AMERICA

# GOLD ADDY®



INTERNET COMMERCIAL  
**ROVER: TO MY HOOMAN**  
LITTLE HANDS OF STONE  
ROVER



INTERNET COMMERCIAL CAMPAIGN  
**POWER BALLADS**  
CALLEN  
FREEDOM SOLAR POWER



INTERNET COMMERCIAL CAMPAIGN

**WHO'S A GOOD OWNER?**

ANIMAL, INC

PROGRESSIVE INSURANCE



INTERNET COMMERCIAL CAMPAIGN

**ROVER: TO MY HOOMAN**

LITTLE HANDS OF STONE

ROVER

# GOLD ADDY<sup>®</sup>



WEBISODE

**LEGACY IN THE MAKING/TAYLOR GUITARS**

TEAM ONE

THE LEGACY LAB



FILM/VIDEO/SOUND BRANDED CONTENT—  
:60 SECONDS OR LESS

**“SPRITE ICONS’ DELIGHT”**

MAJORITY

SPRITE / THE COCA-COLA COMPANY

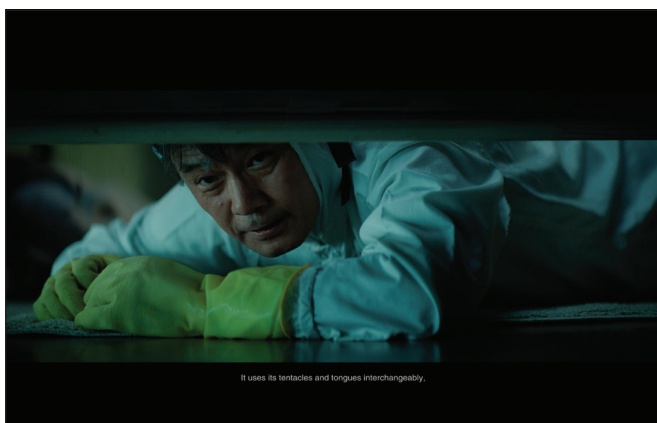


WEBISODE SERIES

**LEGACY IN THE MAKING**

TEAM ONE

THE LEGACY LAB



IN-THEATER COMMERCIAL OR SLIDE

**BED TEST**

LEO BURNETT CHICAGO

VISIONWORKS

# GOLD ADDY®



INTEGRATED ADVERTISING CAMPAIGN—  
REGIONAL/NATIONAL B-TO-B

**ROCK STAR**

OGILVY

WORKDAY



INTEGRATED ADVERTISING CAMPAIGN—REGIONAL/  
NATIONAL—CONSUMER

**CHIX MIX: CHICKEN FEED. HUMAN SNACK.**

COLLE MCVOY

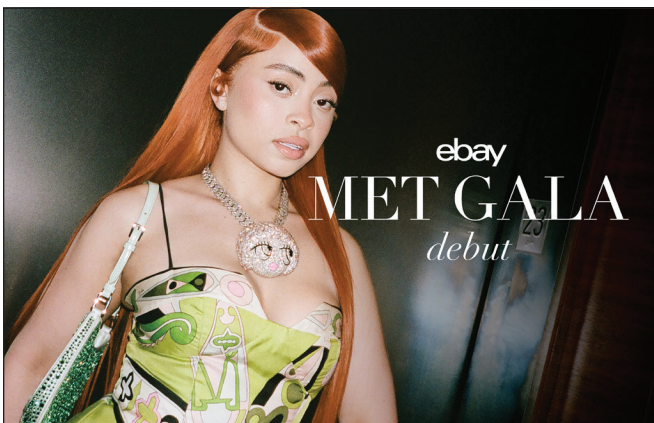
PERDUE



INTEGRATED ADVERTISING CAMPAIGN—  
 REGIONAL/NATIONAL—CONSUMER  
**STATEMENT PIECES BY PARIS HILTON**

OGILVY

PARIS HILTON, 11:11 MEDIA



ONLINE/INTERACTIVE CAMPAIGN

**MET GALA DEBUT**

ESSENCEMEDIACOM

EBAY

# GOLD ADDY®



ONLINE/INTERACTIVE CAMPAIGN

**CANCEL THE WORLD CUP**

BEAUTIFULBEAST

FUNDACIÓN CARDIOLÓGICA ARGENTINA



COPYWRITING

**PEPSI MINI "I WISH"**

TRACYLOCKE

PEPSI



# GOLD ADDY®

THIS WAS A TEST  
IF YOU COULDN'T READ THE SUBTITLES  
IT'S TIME FOR AN EXAM

COPYWRITING

**BOMB TEST**

LEO BURNETT CHICAGO

VISIONWORKS

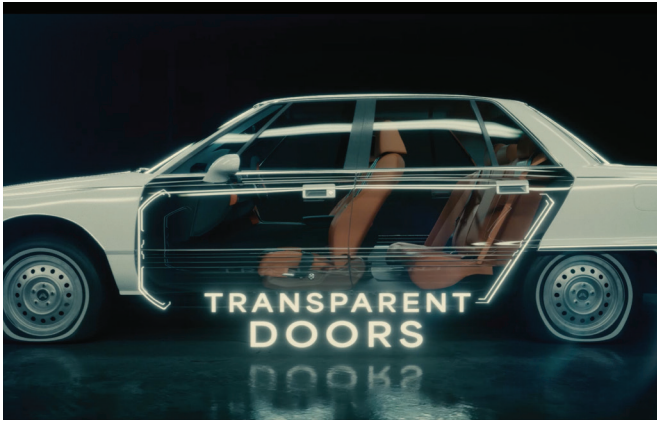


COPYWRITING

**ROVER: TO MY HOOMAN**

LITTLE HANDS OF STONE

ROVER



COPYWRITING

**DRIVING WHILE BLACK**

GOODBY SILVERSTEIN & PARTNERS

COURAGEOUS CONVERSATION GLOBAL FOUNDATION



ILLUSTRATION

**SERVPRO DECLASSIFIED**

BUNTIN

SERVPRO

# GOLD ADDY®



ILLUSTRATION

**SERVPRO DECLASSIFIED**

BUNTIN

SERVPRO



ART DIRECTION—SINGLE

**MAVEN COCKTAIL BOOK**

MAVEN CREATIVE

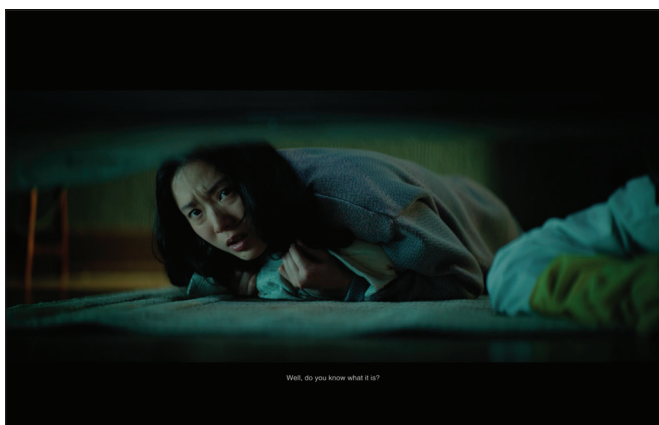


BLACK & WHITE/COLOR/ DIGITALLY ENHANCED—  
CAMPAIGN

**HANA HOU! IRONMAN**

NELLA MEDIA GROUP

HANA HOU! STORIES FOR HAWAIIAN AIRLINES



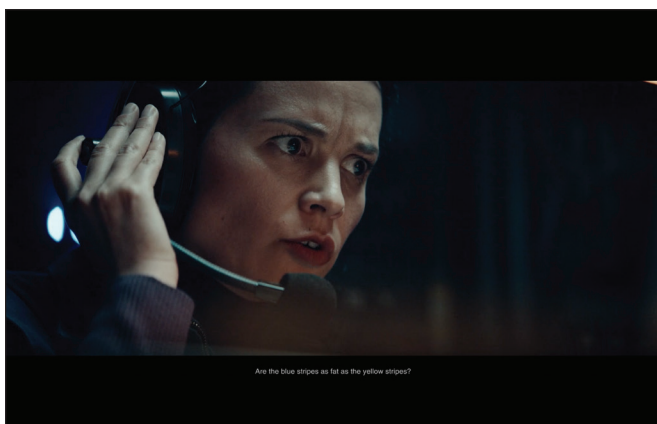
ART DIRECTION—SINGLE

**BED TEST**

LEO BURNETT CHICAGO

VISIONWORKS

# GOLD ADDY<sup>®</sup>



ART DIRECTION—SINGLE  
**BOMB TEST**  
LEO BURNETT CHICAGO  
VISIONWORKS



ART DIRECTION—CAMPAIGN  
**EMAIL IS DEAD**  
MAILCHIMP WINK  
MAILCHIMP



ART DIRECTION—SINGLE  
**ROVER: TO MY HOOMAN**  
LITTLE HANDS OF STONE  
ROVER



ART DIRECTION—CAMPAIGN  
**DRIVING WHILE BLACK**  
GOODY SILVERSTEIN & PARTNERS  
COURAGEOUS CONVERSATION GLOBAL FOUNDATION

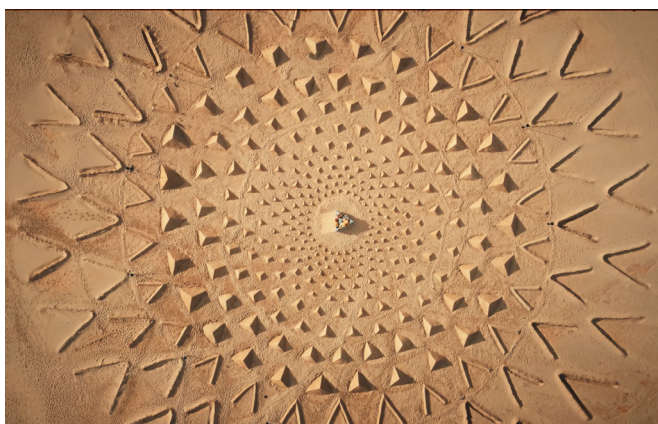
# GOLD ADDY<sup>®</sup>



CINEMATOGRAPHY—SINGLE  
**ARTISTS ARE ATHLETES.**  
MYRIAD MEDIA  
CAROLINA PERFORMING ARTS



CINEMATOGRAPHY  
**SHELL PERFORMANCE UNBOUND**  
VML  
SHELL USA



CINEMATOGRAPHY

**“MOVING ON—DIR CUT” ARIZONA**

REELBROS MEDIA

CTRL 5 & ARIZONA



CINEMATOGRAPHY

**BEAUTIFUL SILENCE :60**

CARMICHAEL LYNCH

SUBARU OF AMERICA

# GOLD ADDY®

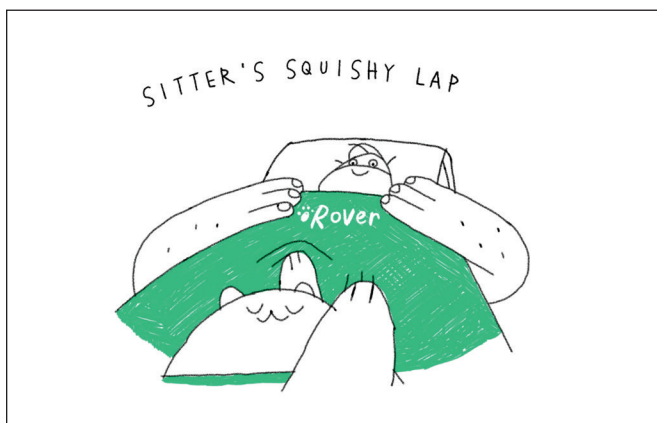


CINEMATOGRAPHY

**ELEVATE HOW YOU HYDRATE**

WPP OPEN X, LED BY VML

THE COCA-COLA COMPANY



ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

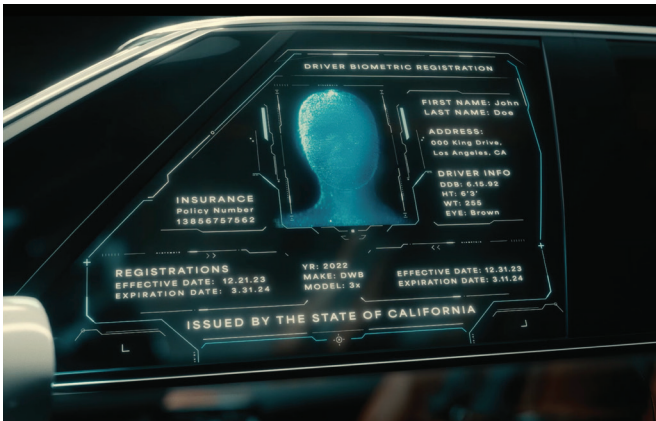
**ROVER: TO MY HOOMAN**

LITTLE HANDS OF STONE

ROVER



CINEMATOGRAPHY  
**SEA-DOO: KIMI WERNER**  
ELEVEN 17 CREATIVE  
SEA-DOO



COMPUTER GENERATED IMAGERY  
**DRIVING WHILE BLACK**  
GOODY SILVERSTEIN & PARTNERS  
COURAGEOUS CONVERSATION GLOBAL FOUNDATION

# GOLD ADDY®



VIDEO EDITING

**HOME | TX RANGERS CITY CONNECT 2023**

RED PRODUCTIONS

TEXAS RANGERS



MUSIC WITH LYRICS—SINGLE

**ROVER: TO MY HOOMAN**

LITTLE HANDS OF STONE

ROVER

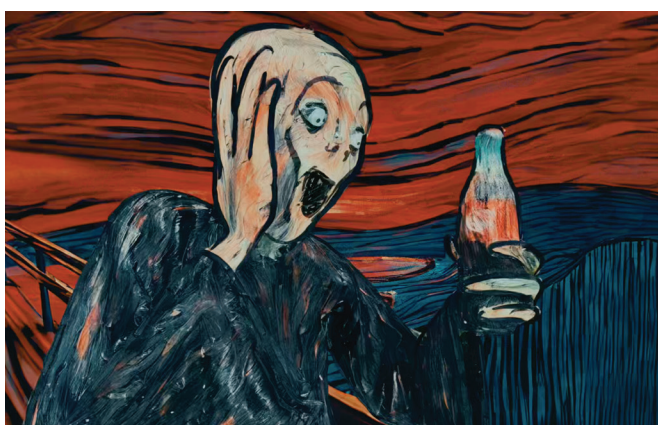


MUSIC WITHOUT LYRICS

**COCA-COLA “MASTERPIECE”**

YESSIAN

THE COCA-COLA COMPANY



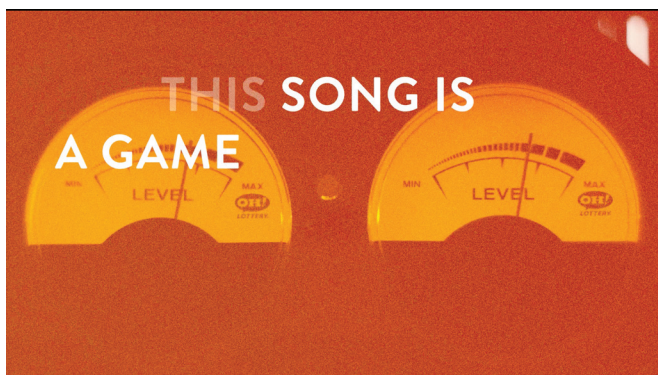
SOUND DESIGN

**COCA-COLA “MASTERPIECE”**

YESSIAN

THE COCA-COLA COMPANY

# GOLD ADDY®

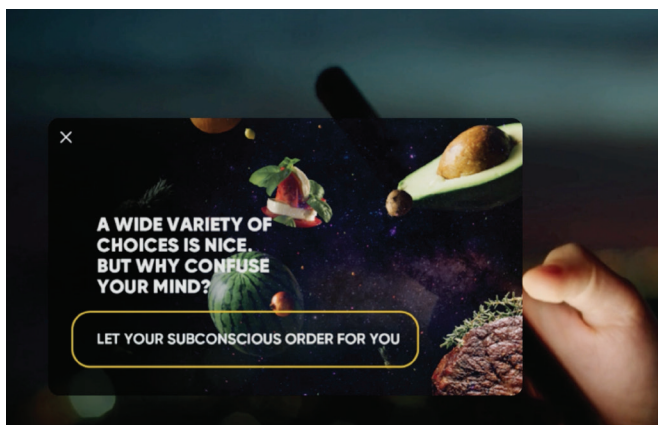


MOBILE INTERACTION

**PLAYABLE RADIO**

MARCUS THOMAS LLC

THE OHIO LOTTERY COMMISSION



INNOVATIVE USE OF INTERACTIVE/TECHNOLOGY

**THE SUBCONSCIOUS ORDER**

VML SEATTLE GLOBAL CREATIVE DATA GROUP

HUNGERSTATION LLC



# GOLD ADDY<sup>®</sup>



CORPORATE SOCIAL RESPONSIBILITY  
OUT-OF-HOME CAMPAIGN

**9-11 REAL TIMELINE**

ADAMS OUTDOOR ADVERTISING



PUBLIC SERVICE MARKETING &  
SPECIALTY ADVERTISING CAMPAIGN

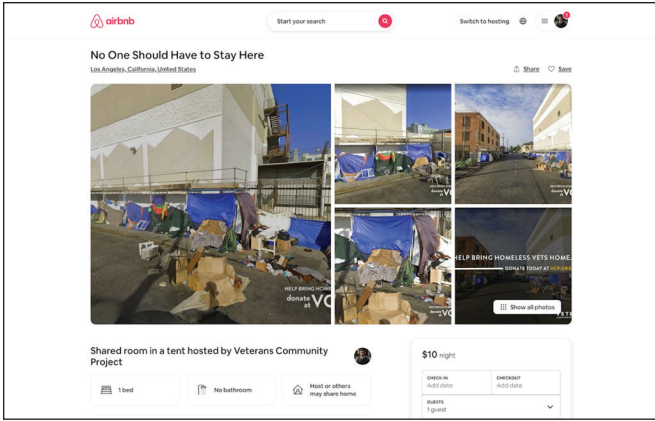
**DRIVING WHILE BLACK**

GOODBY SILVERSTEIN & PARTNERS

COURAGEOUS CONVERSATION GLOBAL FOUNDATION



# GOLD ADDY®



PUBLIC SERVICE ONLINE/INTERACTIVE CAMPAIGN  
**HOMELESS LISTINGS**  
BARKLEY  
VETERANS COMMUNITY PROJECT



BRAND ELEMENTS  
**YULEOGY LOG**  
BBDO MINNEAPOLIS  
BBDO MW



# GOLD ADDY<sup>®</sup>



PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND

**DRIVING WHILE BLACK**

GOODBY SILVERSTEIN & PARTNERS

COURAGEOUS CONVERSATION GLOBAL FOUNDATION

# STUDENT



PACKAGING

## 27 CLUB PACKAGING

TULANE UNIVERSITY

LISA GREENE



JUDGES  
CHOICE

SPECIAL EVENT MATERIALS

## TAROT VOGUE

KUTZTOWN UNIVERSITY

KATE FOLEY

# GOLD ADDY<sup>®</sup> STUDENT



MAGAZINE DESIGN

**SPORE PRINT PRESS—ZINE**

KCAD

MIKE THOMPSON



MAGAZINE ADVERTISING CAMPAIGN

**FENDER / PROOF YOU PLAY**

SMU

KAILYN SAWHNY & HELENA HARGRAVES



DIRECT MARKETING  
**SFCC 2023 GRAD SHOW**  
 SPOKANE FALLS COMMUNITY COLLEGE  
 ANTONI CARLSON

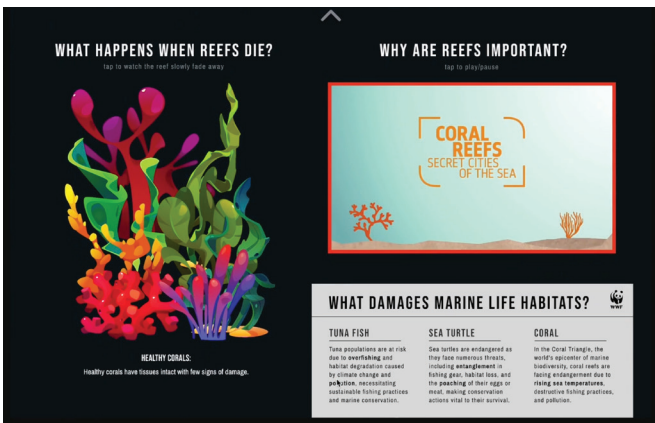


OUTDOOR & TRANSIT ADVERTISING CAMPAIGN  
**NOW CAMPAIGN**  
 WATKINS COLLEGE OF ART AND DESIGN  
 AT BELMONT UNIVERSITY  
 ANNA RAMSEY

# GOLD ADDY<sup>®</sup> STUDENT



AMBIENT MEDIA  
**HOW I SEE IT EXHIBITION**  
 MIDDLE TENNESSEE STATE UNIVERSITY  
 ANA CANNON



APP  
**WWF BIOMES INTERACTIVE EXPERIENCE**  
 MIDDLE TENNESSEE STATE UNIVERSITY  
 SAVANNAH HARDEN



AMBIENT MEDIA CAMPAIGN

**START FRESH—HEINEKEN CAMPAIGN**

SAVANNAH COLLEGE OF ART AND DESIGN

ANNA BOLDEN, MAURA CHANDLER,

DARRYN HAMMOND, MAYA INGRAHAM, MAYA NAYAK



TELEVISION ADVERTISING

**WHAT BIG TEETH TV INTRO**

UNIVERSITY OF SOUTHERN MISSISSIPPI

JOSIE RUSSELL

# GOLD ADDY<sup>®</sup> STUDENT



TELEVISION ADVERTISING

IMAX—MAXIMUM IMMERSION

BYU

BYU ADLAB

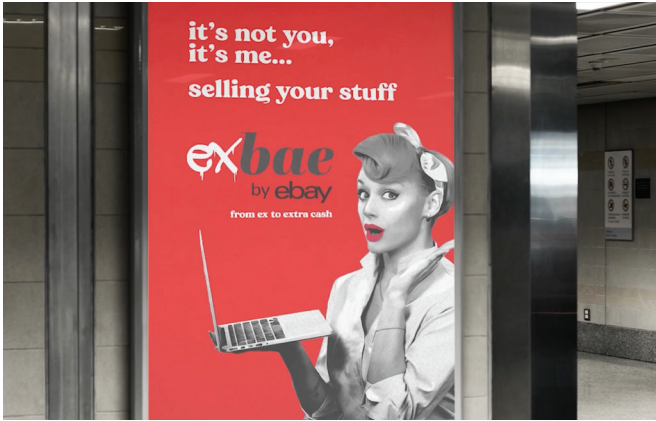


CONSUMER CAMPAIGN

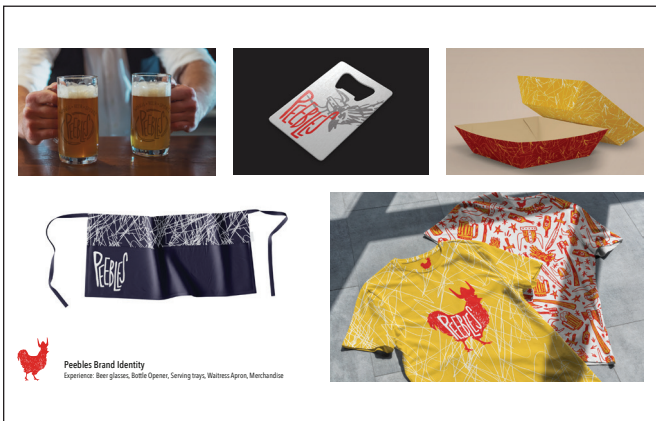
GRAB YOUR SHARPIE

SAVANNAH COLLEGE OF ART AND DESIGN

ANNETTE GONZALEZ ESPAÑOL



CONSUMER CAMPAIGN  
**EXBAE BY EBAY**  
 UNIVERSITY OF MIAMI



INTEGRATED BRAND IDENTITY CAMPAIGN  
**PEEBLES BRAND IDENTITY**  
 UNIVERSITY OF SOUTH CAROLINA  
 SARAH HOFFMAN

# GOLD ADDY<sup>®</sup> STUDENT



ILLUSTRATION

**WOLF AND SEVEN KIDS**

MISSOURI STATE UNIVERSITY

VAEYA NICHOLS



**BEST OF  
SHOW**

STILL PHOTOGRAPHY—BLACK & WHITE

**HADIL JAMALI**

MIAMI AD SCHOOL

HADIL JAMALI



ILLUSTRATION  
**PLAYING FOR KEEPS**  
UNIVERSITY OF DUBUQUE  
DILLON LEFLER



STILL PHOTOGRAPHY—COLOR  
**TRESA MEGENITY—NARRATIVE**  
IVYTECH SELLERSBURG  
TRESA MEGENITY

# GOLD ADDY<sup>®</sup> STUDENT



STILL PHOTOGRAPHY—COLOR

**THE BOTANIST**

PENSACOLA STATE COLLEGE

RALITSA MIHAYLOVA



ART DIRECTION CAMPAIGN

**NIKE X FUTURA**

SAVANNAH COLLEGE OF ART AND DESIGN

ANVISHA VORA



ART DIRECTION

## FLIGHTDECK: TYPOGRAPHICAL CARD DECK

SAVANNAH COLLEGE OF ART AND DESIGN

SHUIHAN DING



ANIMATION OR SPECIAL EFFECTS

## SYFY ID

RINGLING COLLEGE OF ART AND DESIGN

ENRIQUE SANTA MARIA

# GOLD ADDY<sup>®</sup> STUDENT



ANIMATION OR SPECIAL EFFECTS

**SUBLIMINAL**

HUNTINGTON UNIVERSITY

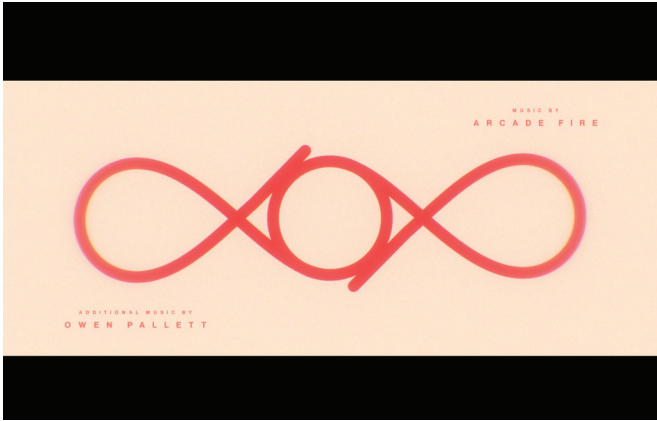
CAMERON WRAY, SETH LECHLER, TAYLOR STICKAN



DIGITAL CREATIVE TECHNOLOGY

**VOLVO SHIELD**

UNIVERSITY OF MIAMI



ANIMATION OR SPECIAL EFFECTS

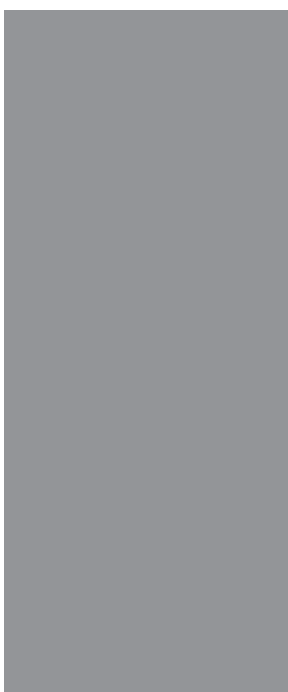
**"HER" TITLE SEQUENCE**

WESTERN WASHINGTON UNIVERSITY

CAM GIBB & ELLIOT FOGARTY

SILVER  
ADDY<sup>®</sup>  
AWARDS

AMERICAN  
**ADVERTISING**  
AWARDS



# SILVER ADDY®

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## Packaging

Mr. Pickles Gin

COHO Creative

Wolf Spirit Distillery

---

Point of Purchase—Counter

Top or Free Standing

Tequila Corrido Amp Box

Tequila Corrido

---

Card, Invitation or

Announcement

Tequila Corrido Music Fest

Invites

Tequila Corrido

---

Card, Invitation or

Announcement Campaign

Tequila Corrido Music Fest

Invites

Tequila Corrido

---

Guerrilla Marketing

Crave-Thru

GSD&M

Tyson

---

Poster

Negro Leagues

Baseball Museum

DLR Group

Negro Leagues

Baseball Museum

---

Large Venue

Night Eyes—Sphere

Bailey Lauerman

Bosch

---

Microsite

Boar's Head FireSmith

Mode

Boar's Head

---

Social Media

The Last Of Us

Fallon/Publicis

Arby's

---

Social Media

Barbie: Ryan Gosling x

BTS's Jimin

IW Group

Warner Bros.

---

Social Media Campaign

Cancel the World Cup

BeautifulBeast

Fundación Cardiológica

Argentina

---

Social Media Campaign

They're (that) Grrreat!

Leo Burnett Chicago

Kellogg's Frosted Flakes

---

Regional/National Television  
Commercial

Always Forward

77 Ventures Creative

NASCAR

---

Regional/National Television  
Commercial

Bed Test

Leo Burnett Chicago

Visionworks

---

Regional/National Television  
Commercial Campaign

Connecting Changes

Everything TV

BBDO

AT&T

---

Internet Commercial

Loving: The Exhibition

HOEGGER COMMUNICATIONS

Five Continents Editon

---

Internet Commercial

Protect This House

Tool

Under Armour

---

Internet Commercial

Fur Ever

Hurley Hurley Hurley Worldwide

Spray Foam World Wide

---

Internet Commercial Campaign

Invis Is Drama Free

Digitas

Invisalign

---

Webisode

Legacy in the Making/  
Alvin Ailey

Team One

The Legacy Lab

---

Webisode

Legacy in the Making/  
Me & the Bees

Team One

The Legacy Lab

---

Webisode Series

Yalta to Malta

Voyage Pictures

Voice of America

---

Film/Video/Sound Branded

Content, More Than :60

Seconds

Morning Joy

Liaison Pictures

Kawai

Film/Video/Sound Branded Content, More Than :60 Seconds The Pipers BRINK National 4-H Council	Logo Design Honey Heist Mead Company Arthur Agency Honey Heist
Film/Video/Sound Branded Content, More Than :60 Seconds Travel Nevada x Mountain State 2.0 Travel Nevada	Logo Design Capitol Modern Logo Wall-to-Wall Studios Capitol Modern, The Hawaii State Art Museum
Film/Video/Sound Branded Content, More Than :60 Seconds Sea-Doo: Kimi Werner Eleven 17 Creative Sea-Doo	Illustration Jetpack Merry Mayhem Illustrations Jetpack
Branded Content & Entertainment—Non-Broadcast The Promise Mwendo Horizon Empowers	Illustration Series Novo Nordisk: Thick Skin REMADE Novo Nordisk
In-Theater Commercial or Slide Bomb Test Leo Burnett Chicago Visionworks	Illustration Series Slacktoberfest Event Illustrations Spire Agency Slack Davis Sanger
Integrated Brand Identity Campaign Toledo Museum of Art: Rebrand Toledo Museum of Art	Illustration Series Joy Ride Illustrated Posters COOMER Kentucky Bluegrass Region
Integrated Brand Identity Campaign Vine Street Brewing Whiskey Design Vine Street Brewing	Art Direction Campaign Jupiter Supper Club Identity Maven Creative Jupiter Supper Club
Integrated Brand Identity Campaign Treasure Cave Brand Carmichael Lynch Saputo	Art Direction Campaign Dream in Cayman TRG Cayman Islands Department of Tourism
Integrated Branded Content Campaign Fernet-Branca Tales of the Cocktail Madwell Branca USA	Art Direction Campaign Dream in Cayman TRG Cayman Islands Department of Tourism
Online/Interactive Campaign They're (that) Grrreat! Leo Burnett Chicago Kellogg's Frosted Flakes	Art Direction Campaign Waldorf Towers Hotel branding DeLeon Creative Waldorf Towers Hotel
Copywriting Soul Shines On Rodgers Townsend The Black Rep	Art Direction Campaign Sucker Punch Indigo Slate
Copywriting Bed Test Leo Burnett Chicago Visionworks	Cinematography Getman—The Letter RHINO Getman
Copywriting Greetings from Greenport Harbor Carmichael Lynch Greenport Harbor Brewing Company	Cinematography Campaign L'OR: A Masterpiece in Taste Mono L'OR Espresso
Logo Design Jupiter Supper Club Logo Maven Creative Jupiter Supper Club	Animation, Special Effects or Motion Graphics Unlocking Creativity Big Communications Sidewalk Film Festival
	Animation, Special Effects or Motion Graphics Shell Performance Unbound VML Shell USA
	Computer Generated Imagery The Syndicate Network DropDrop Syndicate Network

# SILVER ADDY®

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Computer Generated Imagery  
Keep Dreaming

RPA  
American Honda Motor Co., Inc.

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Computer Generated Imagery  
Acorns—10 Foot Pole  
Pixel Farm  
Acorns Grow Inc.

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Computer Generated Imagery  
Planters—Surrender to the  
Cashew  
Pixel Farm  
Planters

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Video Editing  
Wolf Attack

Ryval Studios  
NC State University

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Video Editing  
Loving: The Exhibition  
HOEGGER COMMUNICATIONS  
Five Continents Editon

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Music With Lyrics  
Meat History  
Light Post Sound  
Impossible Foods

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Music With Lyrics  
Best Clean, Pants Down  
Curiosity  
Dude Wipes

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Music With/Without Lyrics  
Campaign  
Best Clean, Pants Down  
Curiosity  
Dude Wipes

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Sound Design  
Showtime  
Think Media Studios  
The Cleveland Cavaliers

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Sound Design  
Loving: The Exhibition  
HOEGGER COMMUNICATIONS  
Five Continents Edition

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Sound Design  
Warrior R/V3 Pro+  
Chop & Hue  
Warrior

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Sound Design  
Bed Test  
Leo Burnett Chicago  
Visionworks

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Sound Design  
Beautiful Silence :60  
Carmichael Lynch  
Subaru of America

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Sound Design  
ONE MAN. ONE PATH.  
MANY MISSIONS.  
Ironclad Media Alliance  
SIG Sauer, Inc

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Corporate Social  
Responsibility  
Online/Interactive  
Bloody Mary Misogyny  
GSD&M  
Period Law

JUDGES  
CHOICE

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Corporate Social Responsibility  
Online/Interactive  
Certified Care  
Energy BBDO  
SC Johnson

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Corporate Social Responsibility  
Film, Video & Sound  
Hope Heals | A Redefined Story  
Cedar Creative  
Hope Heals

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Corporate Social Responsibility  
Campaign  
Second Chance Employment  
TRG  
Dave's Killer Bread

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Brand Elements  
Paslay Foundation Invitation  
The Cooper Studio  
Paslay Foundation

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Public Service Print Advertising  
Campaign  
Amigos for Kids—  
“Misued Objects”  
Republica Havas  
Amigos For Kids

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Public Service Out-of-Home  
Goodwill, Brag About The Tag  
Tulane University  
Goodwill Industries of S. Texas

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Public Service Ambient Media  
Occurrence  
The Biggest Little Court  
National Fitness Campaign

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Integrated Media Public  
Service Campaign  
“Do Something Special”  
Barrett Hofherr  
Special Olympics N. California

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Direct Marketing & Specialty Advertising  
Maven Cocktail Book  
Maven Creative

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Direct Marketing & Specialty Advertising  
2023 Year of the Water Rabbit  
Sae Design Group

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Advertising Industry  
Self-Promotion Online/  
Interactive/ Virtual Reality  
Well & Good  
RP3

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Ad Chapter or Marketing Chapter  
The Mother of All Award Shows  
Tonic by Highmark Health  
AAF Pittsburgh

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Integrated Media Campaign  
Sucker Punch  
Indigo Slate

## STUDENT

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Packaging  
Endiablada/Devilish Craft Soda  
University of Wisconsin—  
Milwaukee  
Gisselle Dominguez

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Magazine Advertising Campaign  
Huggies, Changing Changing  
The University of Alabama  
Elle Prendergast &  
Juliana LaPorta

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Magazine Advertising Campaign  
Skout's Honor/  
Pet Odor Eliminator  
SMU  
Helena Hargraves

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Poster  
Meet Josh: A Five-String Prodigy  
Michigan State University  
Kelly Hickey

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Poster  
America Has Room for Everyone  
Jacksonville State University  
Conner Gayda

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Poster Campaign  
Fears and Nightmares  
University of Oklahoma  
Carson Hockersmith, Morgan  
Casillas, Audrey Beesley

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Poster Campaign  
Rumble Campaign Poster  
Series  
University of  
Southern Mississippi  
Karson Gunn

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Outdoor & Transit Advertising  
—Site  
No One Really Knows TSA Bins  
Chapman University  
Circle Advertising

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Outdoor & Transit Advertising Campaign  
Phonetic Jerseys  
Miami Ad School  
Javier Forero & Iuliana Vilcan

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Outdoor & Transit Advertising Campaign  
Tampax—Wear the White  
University of South Carolina  
Sophia McKowen &  
Abby Mondello

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Website  
SFCC 2023 Grad Show  
Spokane Falls  
Community College  
Sage Norton & Antoni Carlson

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Website  
Another Hannah Website  
California Baptist University  
Jake Speyer & Hannah Smith

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Television Advertising Campaign  
No One Really Knows  
Commercial Ads  
Chapman University  
Circle Advertising

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Consumer Campaign  
Scrolling Is The New Smoking  
UNL Art, Art History & Design  
Ava Schicke

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Consumer Campaign  
Welcome to the W—WNBA  
BYU  
BYU AdLab

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Consumer Campaign  
Acorns/Invest Yourself  
SMU  
Maddie Otero &  
Morgan Martinez

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Integrated Brand Identity Campaign  
Seven Sisters Hotel  
Miami Ad School  
Taylor Pirtle

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Integrated Brand Identity Campaign  
Nomad Motor Co.  
University of Texas at Arlington  
Sarmad Adelakun, Kathryn  
Herrera, Elisabeth Pico

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Integrated Brand Identity Campaign  
Beyond The Hanger  
Middle Tennessee  
State University  
Samanta Velazquez

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Logo Design  
Ink Fish  
University of South Florida—  
St. Petersburg  
Emma Barrett

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Logo Design  
Strongsville Branding  
The Modern College of Design  
Mariya Dydyk

# SILVER ADDY<sup>®</sup> STUDENT

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## Logo Design

Lucky Belly Rebranded Logo  
University of Hawaii—West Oahu  
Melanie Denda

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## Illustration Campaign

Peebles Brand Identity  
University of South Carolina  
Sarah Hoffman

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## Illustration Campaign

SFCC Grad Show:  
College Mascot  
Spokane Falls  
Community College  
Hannah Curl

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## Still Photography—Black & White

“Almost” | UofM Men’s Basketball  
University of Memphis  
Zach Wall

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## Still Photography—Black & White

Kay  
Miami Ad School  
Liv Donaldson

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## Art Direction

Biased Towards  
the Truth

MOSAIC  
ADDY

Michigan State University  
Hannah M. Grippe

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## Art Direction Campaign

Truth Initiative/  
Anti-Vaping PSA  
SMU  
Spencer Hogan, Bella Mac,  
Allie Weinstein

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## Art Direction Campaign

Filmland 2023  
Arkansas State University  
My Huynh

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## Cinematography

Ben Tiede Demo Reel  
Taylor University  
Kathy Bruner

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## Cinematography

Casio: Don’t Miss  
A Second  
BYU  
BYU AdLab

JUDGES  
CHOICE

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## Animation or Special Effects

Year And Year Thesis Project  
Troy University  
Tong Ling

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## Animation or Special Effects

Mini Ad  
California Baptist University  
Joseph Suzuki



WON  
AN  
ADDY