

2023 AMERICAN ADVERTISING AWARDS

THE
PLATINUM
EXPERIENCE

WELCOME TO THE AAF AUSTIN 2023 AMERICAN ADVERTISING AWARDS

We've gone through a lot of change since the beginning of the pandemic. Our work spaces are scattered between home and office. But we're continuing to maintain a sense of community. Clearly, from the creative produced over the past year, our teams are resilient. We're flourishing and creating innovative work.

AAF Austin has been working hard to provide a mix of virtual and in-person events to build and keep those connections. We're excited to welcome new members. Our Ad 2 chapter continues to provide opportunities for our 32 and under members. Our student chapters remain engaged. You are reaching out to help with professional educational programming, inclusion programs, networking, and our cornerstone events like the American Advertising Awards.

We could not do this without you -- as both volunteers and partners. Your support is even more appreciated. We welcome you as volunteers. And we deeply thank each and every one of our sponsors.

Thanks to our team who has put in countless hours to bring this spectacular event. Thanks to our excellent judges, and thank you, our members, for being here.

Congratulations award winners – let's celebrate!

Helena Abbing and Cindy Brummer
AAF Austin Presidents



INDEX OF AWARD CATEGORIES:

SALES & MARKETING

002 - Packaging
007 - Brochure
008 - Publication Design

PRINT ADVERTISING

012 - Magazine Advertising

OUT-OF-HOME & AMBIENT MEDIA

015 - Guerrilla Marketing
016 - Installations
017 - Events
018 - Poster
020 - Large Venue

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022 - Social Media
023 - Apps, Games, & Virtual Reality
024 - Advertising & Promotion
028 - Branded Content & Entertainment for Online/Interactive

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032 - Television Advertising – Regional/National
033 - Internet Commercial
035 - Webisode
039 - Branded Content & Entertainment
041 - In-Theater Commercial or Slide
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044 - Integrated Advertising Campaign
045 - Integrated Brand Identity Campaign
046 - Integrated Branded Content Campaign
047 - Online/Interactive Campaign

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053 - Art Direction
054 - Cinematography
055 - Animation, Special Effects, Motion Graphics, or CGI
056 - Video Editing
059 - Sound Design

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072 - Corporate Social Responsibility Online/Interactive

PUBLIC SERVICE

083 - Public Service Online/Interactive
084 - Public Service Television
086 - Public Service Online Film, Video & Sound

ADVERTISING INDUSTRY SELF-PROMOTION

091 - Direct Marketing & Specialty Advertising

STUDENT CATEGORIES

SALES & MARKETING

S04 - Special Event Materials

PRINT ADVERTISING

S07 - Magazine Advertising

OUT OF HOME & AMBIENT MEDIA

S09 - Poster
S10 - Outdoor & Transit Advertising

ONLINE / INTERACTIVE

S13 - Social Media

FILM, VIDEO, & SOUND

S19 - Television Advertising

CROSS PLATFORM

S21 - Consumer Campaign

ELEMENTS OF ADVERTISING

S23 - Copywriting
S24 - Logo Design
S25 - Illustration
S27 - Art Direction

A special thanks to all of our volunteers, vendors and sponsors who make the Austin American Advertising Awards possible every year. We appreciate all of your contributions to honor and support our community.



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GSD&M



PopShorts



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GOLD SPONSORS

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SILVER SPONSORS



BRONZE SPONSORS

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Elisa Calderon Volunteer Chair
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Derek Gincoo Social Media/Copywriter
Arthur Reyes Reel Producer and Editor

CREATIVE

Helena Abbing Production Manager
Melissa Zepeda Designer
Rob Reed Voiceover Talent
Rachel Vega Voiceover Talent

ADVERTISING JUDGES



**ALEXANDRIA
HUNTER-WHALEN**
MK3 Creative



**MICK
O'BRIEN**
Heart Haus | CVS Health



**DAVID
KLAY**
IBM

DIGITAL JUDGES



**SHAWN
MILLER**
The Shipyard, San Diego



**CRAIG
BERRY**
McKee Wallwork



**BRITTANY
HURLEY**
Digital Additive

DESIGN JUDGES



**AIMEE
BRODBECK**
Allyship & Action + The Avail List



**ED
GRASSO**
Simply Business



**JOON
PARK**
Sparks & Honey

BEST OF SHOW

HAT CREEK BURGER COMPANY WEBSITE

021A - Consumer Website

I absolutely loved the Hat Creek website and brand identity work. The Hat Creek work is so complete, has such depth of style and personality, the craft is wonderful and the brand exudes personality. Every aspect of the Hat Creek brand seemed to hit the nail on the head, and that's an incredibly difficult task, especially in the world of food service.

– Craig Berry

The Hat Creek website is very well-rounded. The design, voice, photography, and UX is all really nice. I definitely get what they're selling and I like it.

– Shawn Miller

THE SOUND OF AUSTIN

059A - Sound Design—Single

This was tough as there are quite a few in the gold category I really liked. But I kept coming back to this for the edit, sound design and the overarching story about Austin that was told without any VO or graphics until the end. I really got a sense for the community on various levels and found it very entertaining.

– Alexandria Hunter-Whalen

I so love the way the Sound of Austin wonderfully delivers such a powerful story without speaking a word. It's a wonderful edit of the true feelings of the city.

– Dave Klay

From an editing point of view, and sound design and music, it was remarkable. It also made me want to go there.

– Mick O'Brien

THE NOTORIOUS B.I.G. PLAYING CARDS

002A - Packaging

There is an impressive level of craft and storytelling put into this deck of cards. The different printing techniques are done very tastefully. I appreciate the nods to heritage deck design, while modernizing it. (ex. the fluid flourishes paired with the rigid condensed typefaces) Color palette helps elevate this design into an even more luxe space for this king of hip hop.

– Aimee Brodbeck

The Notorious B.I.G. cards showed a lot of thought, love, and attention detail. My only criticism is that they're way to elegant to actually play with.

– Ed Grasso

JUDGE'S CHOICE AWARD

FRESH OUTTA TEXAS CAMPAIGN

012C - Magazine Advertising Campaign

Among all the powerful work in this show, a true advertising campaign resonated as my judge's choice. Texas Gulf Seafood, stood out to me with a wonderful balance of playfully smart writing, impeccably delectable photography, and superbly crafted art direction. A campaign that I dare say, is truly tastefully done.

– Dave Klay

CAVENDER'S "COWPOKE"

032A - Regional/National Television Commercial

The cinematography, music, script and story was fantastic. I haven't stopped thinking about the piece.

– Alexandria Hunter-Whalen

PEP TALK

032B - Regional/National Television Commercial Campaign

I thought Pep Talk was also terrific. The writing, editing and just how much was going on in the spot made it fun to watch again and again.

– Mick O'Brien

PIZZA HUT MELTS: NOT FOR SHARING

044D - Integrated Advertising Campaign - Regional/National - Consumer

Great strategy, heavily integrated idea, campaign VisID matches the brand, case study has fun energy... just like pizza!

– Aimee Brodbeck

FRUITISMS INTEGRATED CAMPAIGN A

044D - Integrated Advertising Campaign - Regional/National - Consumer

High production value; cheeky, entertaining copy; VisID matches brand!

– Joon Park

HAT CREEK BURGER COMPANY WEBSITE 021A-424878-10-AUS

021A - Consumer Website

I really, really enjoyed the Hat Creek website, so colorful, loved the imagery and the visual movement.

– Brittany Hurley

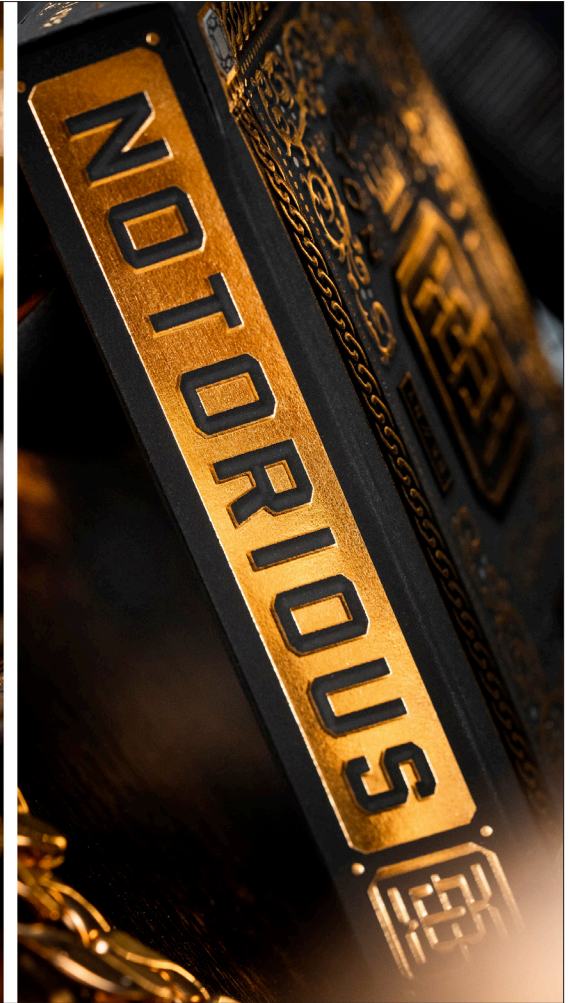
PIZZA HUT MELT "NOT FOR SHARING"

022B - Social Media, Campaign

I thought the "Not for Sharing" idea was really fun with some great executions and activations.

– Craig Berry

BEST OF SHOW DESIGN

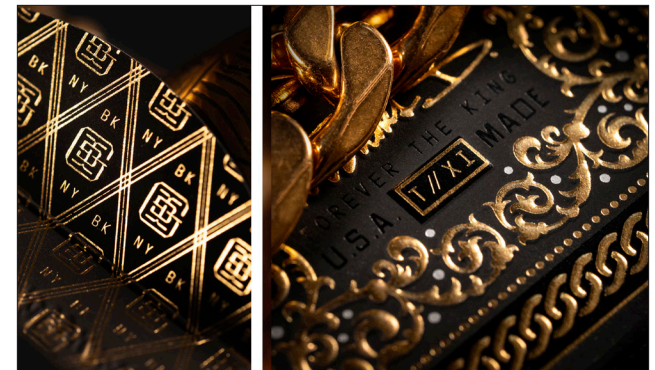


BEST OF SHOW DESIGN - THE NOTORIOUS B.I.G. PLAYING CARDS, GOLD LUNCHBOX ★

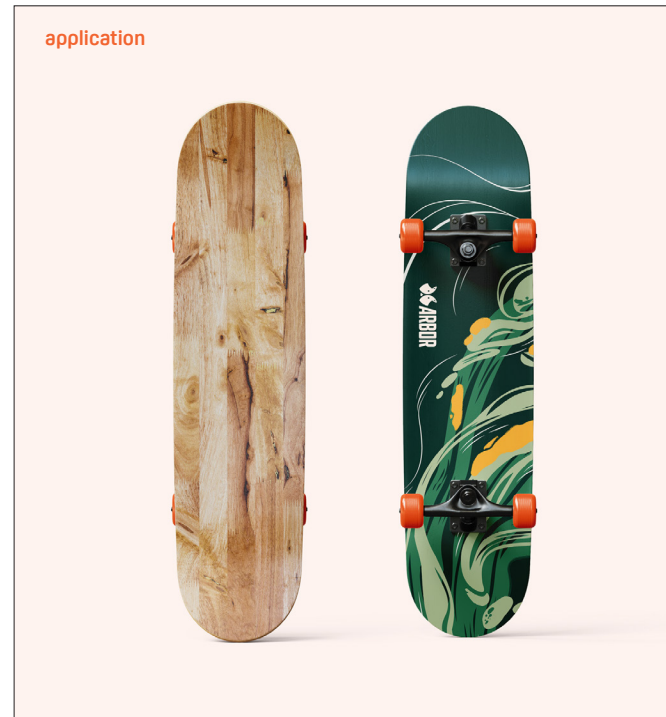
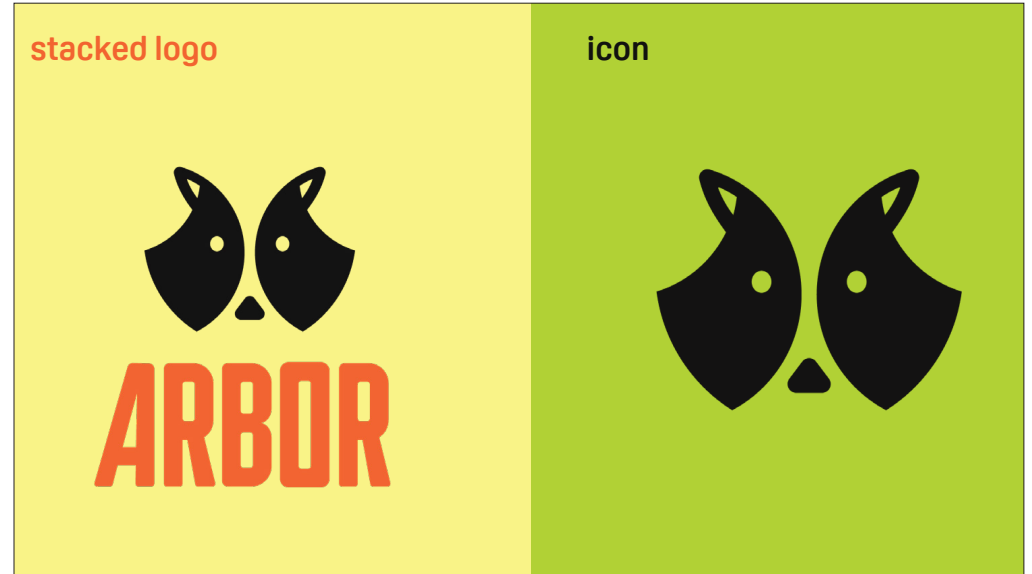
002A - Packaging

Advertiser: Theory11 & The Estate of The Notorious B.I.G.

Karl Hebert - Designer.



STUDENT BEST OF SHOW DESIGN

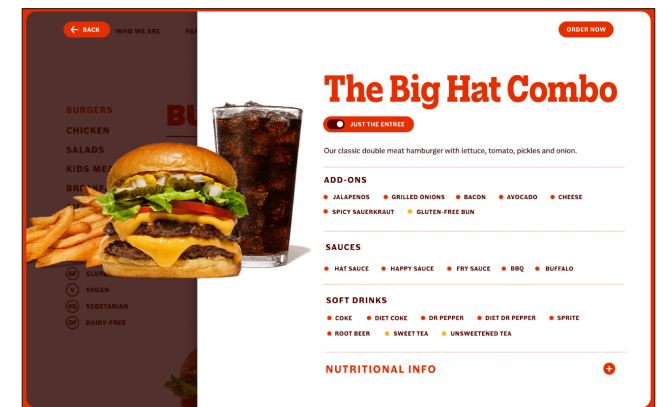
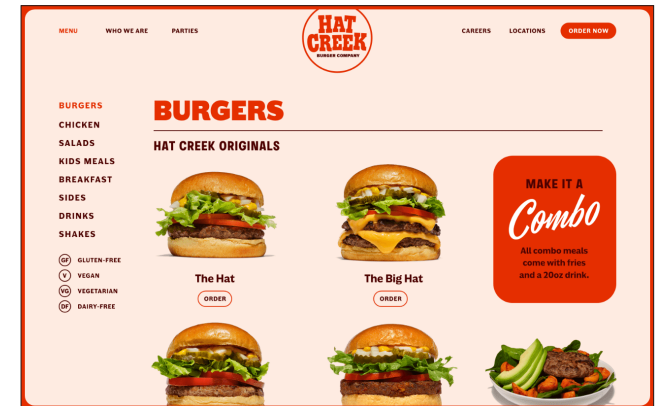
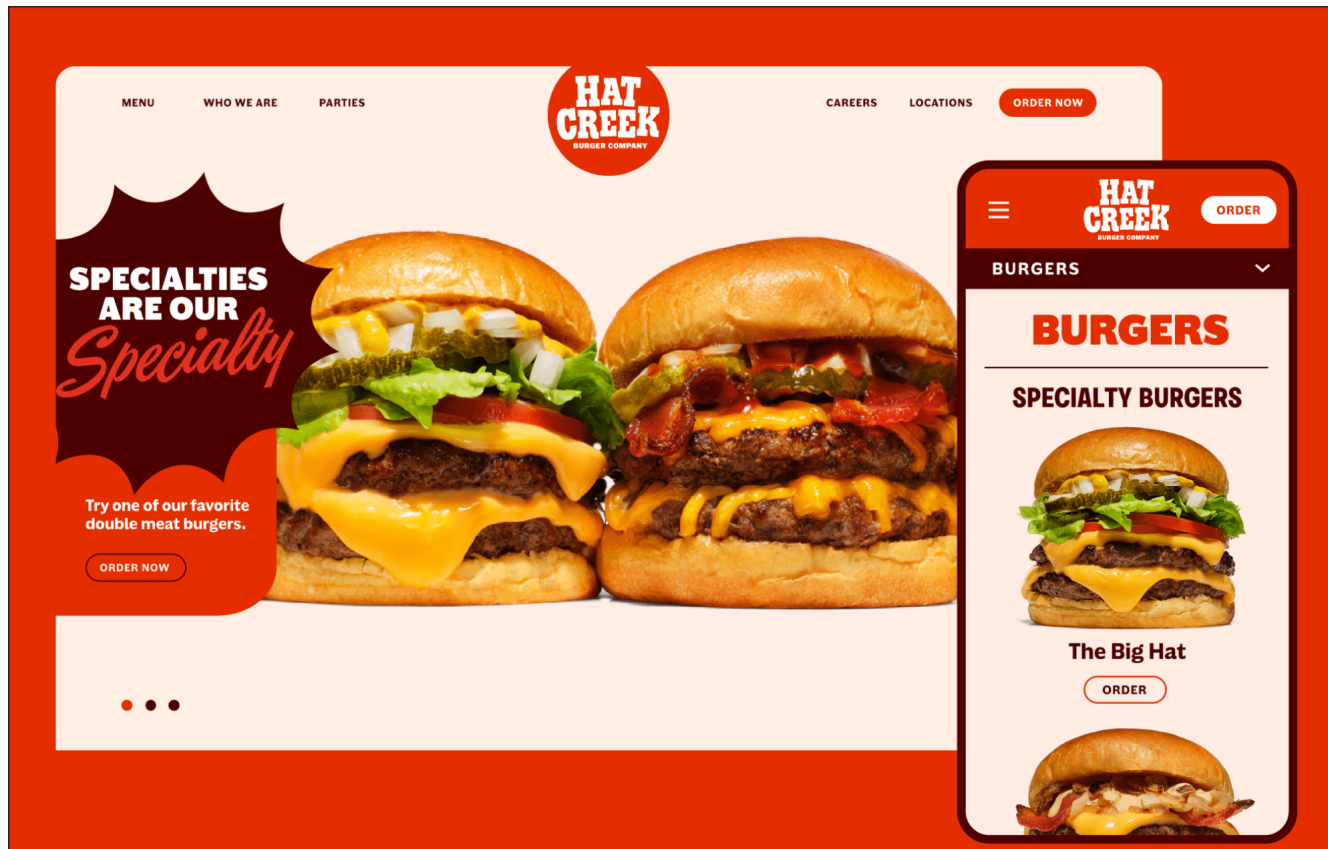


STUDENT BEST OF SHOW DESIGN - ARBOR LOGO ★

S24A - Logo Design
Job Propulsion Lab

Nai Obeid, Art Director; Bart Cleveland, Instructor.

BEST OF SHOW DIGITAL



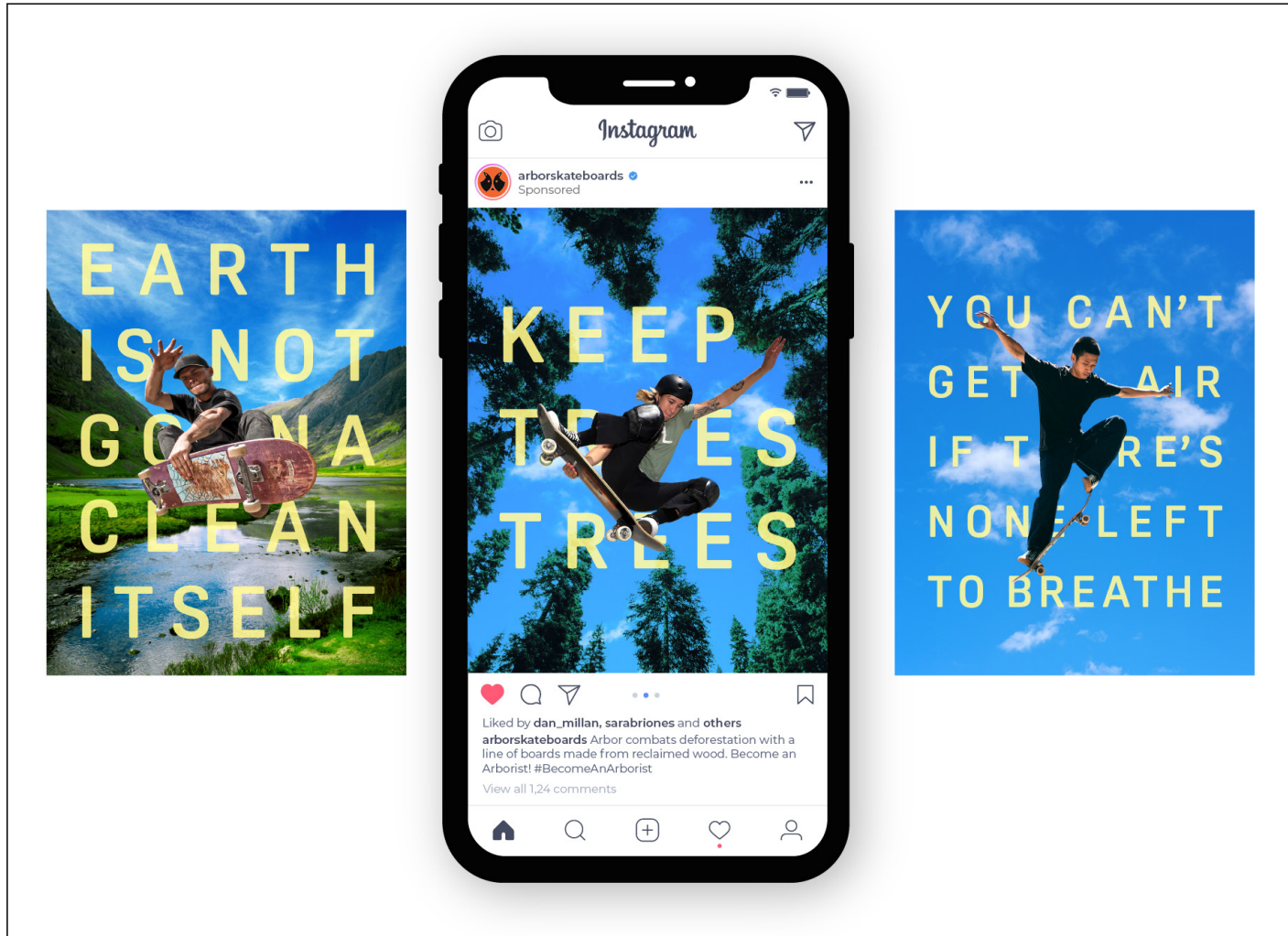
BEST OF SHOW DIGITAL - HAT CREEK BURGER COMPANY WEBSITE, GUERRILLA SUIT ★

021A - Consumer Website

Advertiser: Hat Creek Burger Company

Ryan Thompson, Design Director; Stephanie White, Designer; Hannah Young, Account Director; Clay Grier, Photographer; Good Work, Website Development.

STUDENT BEST OF SHOW DIGITAL



BEST OF SHOW DIGITAL - BECOME AN ARBORIST ★

S13A - Social Media
Job Propulsion Lab

Nai Obeid, Art Director; Rick Rickner, Copywriter; Bart Cleveland, Instructor.

BEST OF SHOW ADVERTISING



BEST OF SHOW ADVERTISING - THE SOUND OF AUSTIN, ARTS + LABOR ★

059A - Sound Design
Advertiser: Visit Austin

Cody Ground, Director; Dylan Varella, Editor/Sound Design; Curtis Heath, Sound Design; Scott Hamilton, Producer; Kyle Cockayne, Director of Photography; Alan Berg, Executive Producer; Patrick Higgins, Additional Photography; Jared Sosa, Graphics.

STUDENT BEST OF SHOW ADVERTISING



ANXIETY DISORDERS ARE AMONG
THE MOST COMMON MENTAL
ILLNESSES IN THE UNITED STATES,
AFFECTING 40 MILLION ADULTS.



STUDENT BEST OF SHOW ADVERTISING - VOICES ★

S19A – Television Advertising
The University of Texas at Austin

Kennedy Fisher, Writer/Director/Editor/Film Maker/Producer; Jared Greer, Director/Editor/Film Maker/Producer; Octavio Kano-Galvan, Assistant Professor.

SALES & MARKETING

GOLD - THE NOTORIOUS B.I.G. PLAYING CARDS A

GOLD LUNCHBOX

002A - Single Unit

Advertiser: Theory11 & The Estate of The Notorious B.I.G.
Karl Hebert, Designer.



BRONZE - ROASTY BUDS PACKAGING B

BANDOLIER MEDIA

002B - Campaign

Advertiser: Roasty Buds Coffee

Robert Lin, Illustrator/Designer; Louis Montemayor, Creative Director;
George Ellis, Creative Director; Daniel Stone, Creative Director.



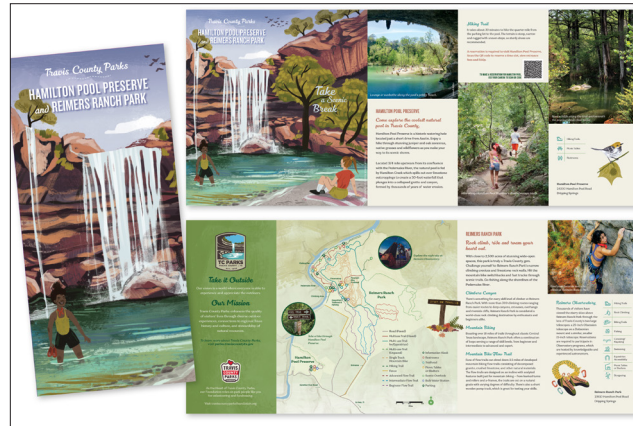
SILVER - TC PARKS BROCHURES C

HAHN

007B - Brochure Campaign

Advertiser: Hahn

Greg Barton, Creative Director/Art Director; Belinda Yarritu, Designer/
Production; Kat Brown, Copywriter; Caitlin Alexander, Illustrator;
David Gibbs, Account Supervisor.



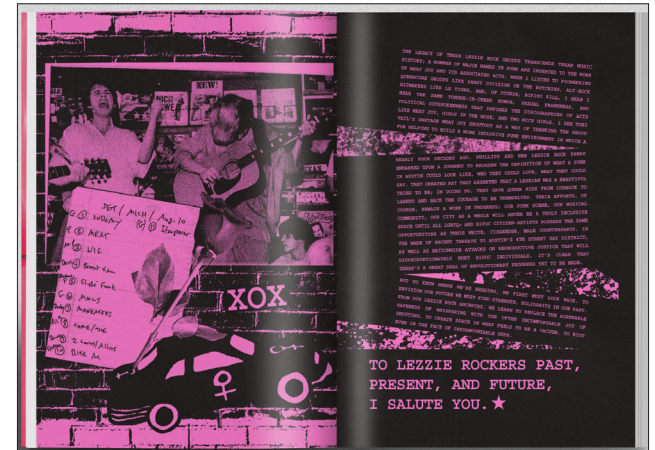
SILVER - HAPPY HEAT D

ARTS + LABOR

008C - Magazine Design

Advertiser: The Society for the Preservation of Texas Music

Vicky Andres, Art Director; Alan Berg, Editor/Publisher; Celine Lassus,
Designer; Laura Gonima, Designer; Kristin Johansen-Berg, Executive
Producer.



GOLD - BLACKBERRY MAGAZINE E

HELMS WORKSHOP

008D - Magazine Design Series

Advertiser: Blackberry Farm

Christian Helms, Creative Director; Alex Roka, Associate Creative
Director; Ryan Kitchens, Brand Director; Emily Lamontagne, Senior
Designer; Nicole Oesterreicher, Associate Designer; Crystal Glover,
Studio Director; Emily Prestridge, Senior Designer.



PRINT ADVERTISING

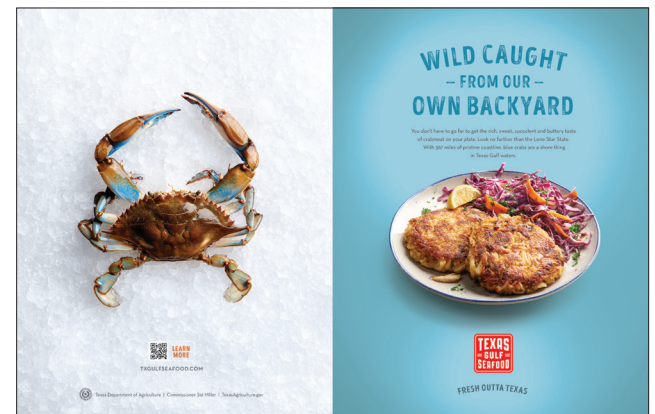
GOLD & JUDGE'S CHOICE - FRESH OUTTA TEXAS CAMPAIGN F

HAHN

012C - Magazine Advertising Campaign

Advertiser: Hahn

Greg Barton, Executive Creative Director/Art Director; Kat Brown,
Creative Director/Writer; Steve Chandler, Creative Director/Art
Director; Charlie Chauvin, Art Director/Designer; Ralph Smith
Photography, Photographer; Ryanne Dalton, Account Supervisor; Amy
Holcomb, Producer.



OUT-OF-HOME & AMBIENT MEDIA

334 Million Impressions **5,000 Struggles Cured***

THE CURE FOR THE COMMON STRUGGLE
The Struggle Bus

Background
The Struggle Bus is a red semi-trailer truck that travels across the United States, spreading awareness for common struggles. It's a mobile billboard that's also a mobile clinic. The bus is decorated with various icons representing common struggles like a sad face, a plus sign, a pizza slice, and a happy face.

Idea
We built a red struggle bus. With over 300,000 impressions, it's a mobile billboard that's also a mobile clinic. The bus is decorated with various icons representing common struggles like a sad face, a plus sign, a pizza slice, and a happy face.

Results
The Struggle Bus is a red semi-trailer truck that travels across the United States, spreading awareness for common struggles. It's a mobile billboard that's also a mobile clinic. The bus is decorated with various icons representing common struggles like a sad face, a plus sign, a pizza slice, and a happy face.

"Pizza Hut Aims To Get You Off The 'Struggle Bus' With An Actual Bus"
Forbes

Sleeping Pads **Pizza** **Massage Guns**

G

Fire & Ink
SPICY PIZZA & TATTOO PARLOR

"Fire and Ink Was a Bold Celebration of Pizza and Tattoos"
-Julied

Background
In a crowded category where seemingly every brand is trying to stand out, we had to prove that our brand was different. We did this by celebrating the two things we love: spicy pizza and tattoos.

Idea
We wanted to create a brand that was fun, bold, and memorable. We did this by celebrating the two things we love: spicy pizza and tattoos.

Results
We achieved our goals by creating a brand that was fun, bold, and memorable. We did this by celebrating the two things we love: spicy pizza and tattoos.

"Pizza Hut Gave Their Boldest Spicy Lovers the Chance to Get Inked"
-HYPER

521 Million Impressions **20 Spicy Tattoos Inked** **8% Increase in Purchase Intent**

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Fire & Ink
SPICY PIZZA & TATTOO PARLOR

SPICY PIZZA & TATTOO PARLOR

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SILVER - PIZZA HUT STRUGGLE BUS G

GSD&M

015 - Guerrilla Marketing

Advertiser: Pizza Hut

Jay Russell, CCO; Tom Hamling, Executive Creative Director; Brandon Curl, Creative Director; Dale Austin, Creative Director; AK Sanford, Associate Creative Director; Frank Tamakloe, Associate Creative Director; Nick Adams, Copywriter; Jane Choi, Art Director; Sabia Siddiqi, Group Account Director; Lacey Andress, Account Director; Becca Dukarski, Account Supervisor; Jennifer Lam, Account Supervisor; Julia McDonald, Account Manager; Jeremy Wood, Account Manager; Becky Carrel, Executive Producer; Kate Chartier, Producer; Jacob Stern, Videographer/Editor; Alice Kozdemba, Senior Social Strategist; Gracen Cohen, Social Strategist; Ellen Andersen, Project Manager.

BRONZE - FIRE & INK: PIZZA AND TATTOO PARLOR H

GSD&M

015 - Guerrilla Marketing

Advertiser: Pizza Hut

Jay Russell, CCO; Tom Hamling, Group Creative Director; Brandon Curl, Creative Director/Writer; Dale Austin, Creative Director/AD; Dylan Meagher, Associate Creative Director/Writer; Jane Choi, Art Director; Nick Adams, Copywriter; Becca Dukarski, Account Supervisor; Julia McDonald, Account Manager; Lacey Andress, Account Director; Kate Chartier, Producer; Becky Carrel, Executive Producer; Neeti Newasker, VP, Group Strategy Director; Stephanie Collins, Strategist; Alyson Geisert, Strategist; Alice Kozdemba, Senior Social Strategist; Gracen Cohen, Social Strategist; Ellen Andersen, Project Manager; Chantal Kharas, Project Manager; Frank Tamakloe, Associate Creative Director.

BRONZE - DELL TECHNOLOGIES INTERACTIVE WALL I

DELL BLUE

016A - Ambient Media - Installation

Advertiser: Dell Blue/Gensler

Megan Stöhr, Creative Director, Dell Blue; Scott Rostohar, Associate Creative Director, Dell Blue; Bradley Rheinboldt, Senior Account Manager, Dell Blue; Mandy Mandelstein, Experience Design Lead, Gensler; Kelley Hyatt, Senior Project Manager, Gensler; Justin Rankin, Studio Director, Gensler; Jeff Crouse, Creative Technologist & Tracking Software Developer, Gensler; Lars Berg, Visual Software Development, Gensler; Adriana Castillo, Production Manager, Gensler; Design Communications Ltd., Custom fabrication of signage.

BRONZE - FIRE & INK: PIZZA AND TATTOO PARLOR J

GSD&M

016A - Ambient Media - Installation

Advertiser: Pizza Hut

Jay Russell, CCO; Tom Hamling, Group Creative Director; Brandon Curl, Creative Director/Writer; Dale Austin, Creative Director/AD; Dylan Meagher, ACD/Writer; Jane Choi, Art Director; Nick Adams, Copywriter; Becca Dukarski, Account Supervisor; Julia McDonald, Account Manager; Lacey Andress, Account Director; Kate Chartier, Producer; Becky Carrel, Executive Producer; Neeti Newasker, VP, Group Strategy Director; Stephanie Collins, Strategist; Alyson Geisert, Strategist; Alice Kozdemba, Senior Social Strategist; Gracen Cohen, Social Strategist; Ellen Andersen, Project Manager; Chantal Kharas, Project Manager; Frank Tamakloe, ACD.

OUT-OF-HOME & AMBIENT MEDIA

SILVER - HOT LUCK FOOD & MUSIC FESTIVAL **A**

GUERRILLA SUIT

017A - Ambient Media - Single Event
Advertiser: Hot Luck Food & Music Festival
Adi Anand, Executive Director; Aaron Franklin, Co-Founder; James Moody, Co-Founder; Mike Thelin, Co-Founder.



SILVER - 12OZ HATTERY **B**

CALLEN

017A - Ambient Media - Single Event
Advertiser: Ranch Rider Spirits
Craig Allen, CCO; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Payton Brown, Account Supervisor; Casey Phillips, Art Director; Russ Rizzo, Copywriter; Ethan Sims, Copywriter.

SILVER - EASTER KEGG HUNT **C**

CALLEN

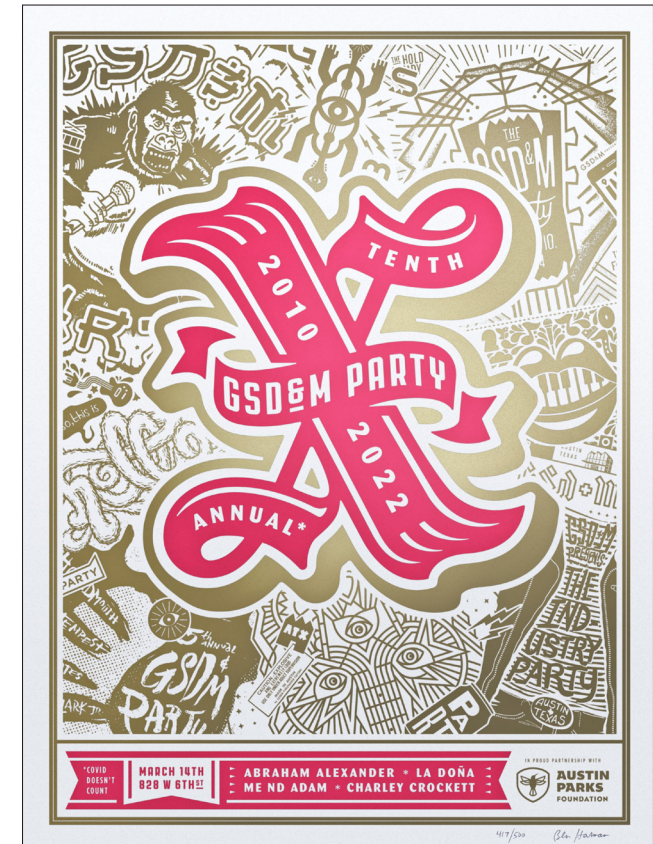
017A - Ambient Media - Single Event
Advertiser: Pabst Blue Ribbon
Craig Allen, CCO; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Payton Brown, Account Supervisor; Casey Phillips, Art Director; Russ Rizzo, Copywriter; Christian Colasuonno, Producer; Davey Force, Video Director/Producer; Street Attack, Production Company.



BRONZE - GSD&M SXSW 10TH PARTY POSTER **D**

GSD&M

018A - Poster
Advertiser: GSD&M
Ben Harman, Designer; Marc Ferrino, Designer; Helena Abbing, Print Producer; Jay Russell, CCO; Republic Printing & Mailing, Foil Stamping; FSG Prints, Screen Printing.

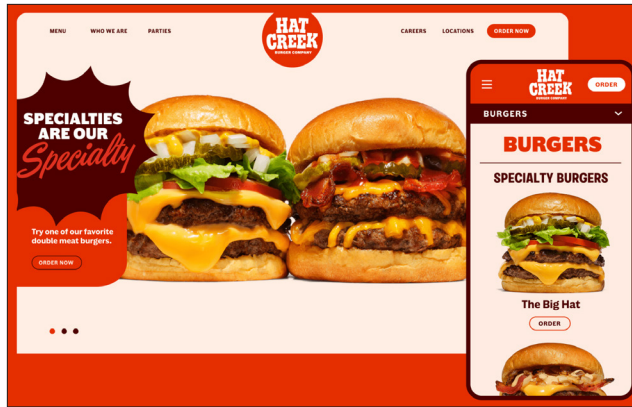


BRONZE - DELL TECHNOLOGIES INTERACTIVE WALL **E**

DELL BLUE

020A - Large Venue—Single
Advertiser: Dell Blue/Gensler
Megan Stöhr, Creative Director, Dell Blue; Scott Rostohar, Associate Creative Director, Dell Blue; Bradley Rheinboldt, Senior Account Manager, Dell Blue; Mandy Mandelstein, Experience Design Lead, Gensler; Kelley Hyatt, Senior Project Manager, Gensler; Justin Rankin, Studio Director, Gensler; Jeff Crouse, Creative Technologist & Tracking Software Developer, Gensler; Lars Berg, Visual Software Development, Gensler; Adriana Castillo, Production Manager, Gensler; Design Communications Ltd., Custom fabrication of signage.

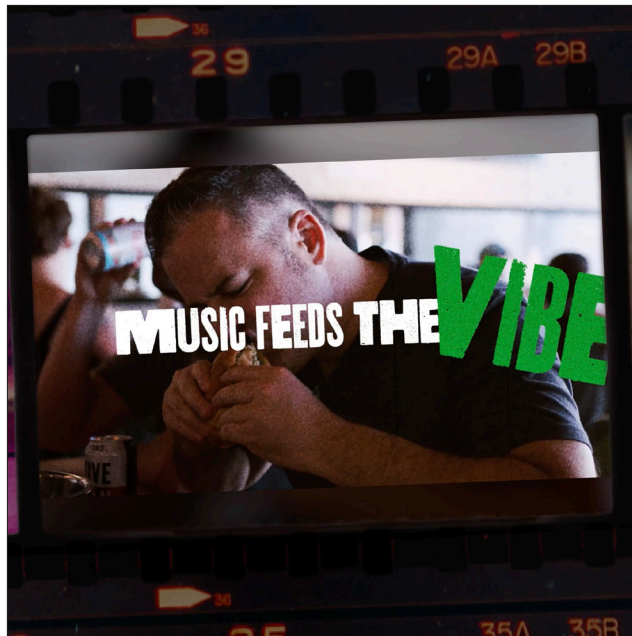




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ONLINE/INTERACTIVE

GOLD & JUDGE'S CHOICE - HAT CREEK BURGER COMPANY WEBSITE F

021A - Consumer Website
Advertiser: Hat Creek Burger Company
Ryan Thompson, Design Director; Stephanie White, Designer; Hannah Young, Account Director; Clay Grier, Photographer; Good Work, Website Development.

SILVER - BLACKBERRY MOUNTAIN WEBSITE G

021A - Consumer Website
Advertiser: Blackberry Mountain
Christian Helms, Creative Director; Emily Lamontagne, Senior Designer; Ryan Kitchens, Brand Director; Tubatomic, Development Partner.

BRONZE - HOPDODDY TUNED IN H

021C - Microsite
Advertiser: Hopdoddy
Scott Paull, Creative Director; Jessica Colon, Associate Creative Director; Theresa Williams, Senior Designer; Megan Hicks, Designer; Sarah Shea, Copywriter; Michael Lam, Developer; Madison Bynum, Account Supervisor.

BRONZE - DELL BLUETOOTH TRAVEL MOUSE I

022A - Social Media, Single Execution
Advertiser: Dell Technologies
Joel Davis, Executive Creative Director; Emily Grube, Creative Director; Jacqueline Byrne, Senior Art Director; Eli Mogul, Copywriter; Max Pittman, Account Manager; Steve Patterson, Animator; Jennifer Kasprzyk, Senior Manager, Marketing Communications; Matthew Kuhles, Executive Producer; Brent Holt, Head of Production; Nathan Nowak, Senior Producer.

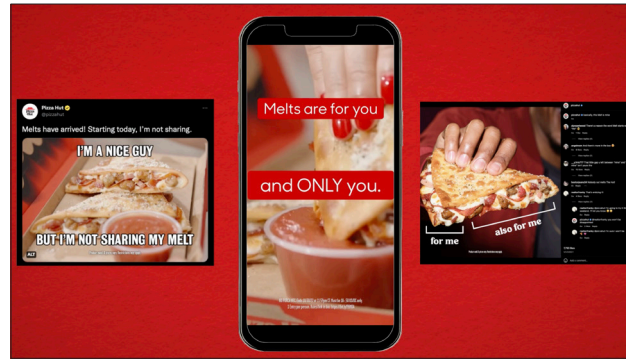
ONLINE/INTERACTIVE

GOLD & 2 JUDGE'S CHOICE - PIZZA HUT MELTS: NOT FOR SHARING **A**

022B - Social Media, Campaign

Advertiser: Pizza Hut

Brandon Curl, Creative Director; Dale Austin, Creative Director; Frank Tamakloe, Associate Creative Director; Jenna Peck, Junior Copywriter; Jay Russell, CCO; David Blinn, Editor; Kate Chartier, Producer; Jacob Stern, Editor; Wade Alger, Group Creative Director; Becca Dukarski, Account Supervisor; Dylan Meagher, Associate Creative Director; Julia Fondren, Account Manager; Mariel Salcedo, Project Manager; Jeremy Wood, Account Manager; Sabia Siddiqi, Group Account Director; Gracen Cohen, Social Strategist; Alice Crown, Senior Social Strategist; Jessica Peltzman, Associate Director of Social Media; Thomas Anderson, Producer; Jesse Jarrett, Account Director.



SILVER - WELCOME TO RANCH RIDER **B**

022B - Social Media, Campaign

Advertiser: Ranch Rider Spirits

Craig Allen, CCO/Director; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Payton Brown, Account Supervisor; Casey Phillips, Art Director; Russ Rizzo, Copywriter; Janice Woods, Executive Producer; James Lee Phelan, Director of Photography; Union Editorial, Post Production.



BRONZE - BIJAN MUSTARDSON MEDIA SEASON 1 **C**

022B - Social Media, Campaign

Advertiser: Bijan Mustardson

Craig Allen, CCO; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Casey Phillips, Art Director; Russ Rizzo, Copywriter.

BRONZE - ROASTY BUDS: RECIPE FOR TROUBLE **D**

023C - Apps, Games, Virtual Reality - Games

Advertiser: Roasty Buds Coffee

Nick Robalik, Creator/Developer; Ian Schlaepfer, Artist; Robert Lin, Illustrator; Louis Montemayor, Creative; George Ellis, Creative; Reyden Weis, Creative.



GOLD - GIVE THE PEOPLE WHAT THEY WANT **E**

024B - Advertising & Promotion Campaign

Advertiser: SurveyMonkey

Andrew Harper, Executive Creative Director; Kyle Kelley, Executive Creative Director; Lynn Bossange, Creative Director; Nick Denman, Associate Creative Director; Paul Daligan, Head of Production; Amanda Huelse, Executive Producer; Jennifer Pyron, Account Director; Megan Adler, Account Supervisor; Harrison Petit, Strategy; Lindsey Lehmann, Director of Influencer and Branded Content.

NEW **Pizza Hut Melts** **NOT FOR SHARING**

We asked people not to share their Melts... and you can guess how well that ended up.

Background
 Encouraged by the social media buzz that surrounded our previous Melts, we decided to make the Melts even more irresistible. We created a new Melts... and you can guess how well that ended up.

Idea
 We set the most important goal of what most brands would do when launching a new product: the best people not to share it or read the or on social media. So, we went to the best people not to share it or read the or on social media. We went to the best people not to share it or read the or on social media.

Results
 Melts that when you had your Melts... and you can guess how well that ended up.

2.1 Billion social impressions | 266,790 FOLLOWERS | Pizza Hut's most successful launch of the year

People CNN ADWEEK Parade FOX BUSINESS INSIDER yahoo! NEW YORK POST TheStreet SoCalMag Alpha! NEWSRACK

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CAVENDER'S
 CAVENDERS.COM

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J



Tyson
CHICKEN
 and a
VIDEO GAME

G

I

ONLINE/INTERACTIVE

GOLD - PIZZA HUT MELTS: NOT FOR SHARING F GSD&M

028 - Branded Content & Entertainment for Online/Interactive
 Advertiser: Pizza Hut
 Brandon Curl, Creative Director; Dale Austin, Creative Director; Frank Tamakloe, Associate Creative Director; Jenna Peck, Junior Copywriter; Jay Russell, CCO; David Blinn, Editor; Kate Chartier, Producer; Jacob Stern, Editor; Wade Alger, Group Creative Director; Becca Dukarski, Account Supervisor; Dylan Meagher, Associate Creative Director; Julia Fondren, Account Manager; Mariel Salcedo, Project Manager; Jeremy Wood, Account Manager; Sabia Siddiqi, Group Account Director; Gracen Cohen, Social Strategist; Alice Crown, Senior Social Strategist; Jessica Peltzman, Associate Director of Social Media; Thomas Anderson, Producer; Jesse Jarrett, Account Director.

BRONZE - TYSON® CHICKEN & A VIDEO GAME G GSD&M

028 - Branded Content & Entertainment for Online/Interactive
 Advertiser: Tyson®
 Mindshare USA, Planning; Ogilvy, PR.

FILM, VIDEO, & SOUND

GOLD & JUDGE'S CHOICE - CAVENDER'S "COWPOKE" H ULTRALITE FILMS

032A - Regional/National Television Commercial
 Advertiser: Cavender's
 Bud Force, Director/Cinematographer/Photographer; Woody Chapman Editor; Colter Wall, Musician/Voiceover.

GOLD - MIDDLEMAN I CALLEN

032A - Regional/National Television Commercial
 Advertiser: Naked Wines
 Craig Allen, CCO; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Matt Nall, Art Director; Kyle Davis, Copywriter; Heather Black, Executive Producer; Payton Brown, Account Supervisor; Dusty Slowik, Business Affairs; Carl Sundemo, Director, Hobby Films, Production Company; Mackcut, Edit House; KEVIN VFX, Visual Effects.

SILVER - MOVING ON J CALLEN

032A - Regional/National Television Commercial
 Advertiser: Coursera
 Craig Allen, CCO; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Payton Brown, Account Supervisor; Brandon Mugar, Art Director; Jeff Anderson, Art Director; Andy Ferguson, Copywriter; Todd Lamb, Copywriter; Laura Ferguson, Executive Producer; Furlined, Production Company; Exile, Post Production; Jane, Visual Effects; MPC, Color; Heard City, Post Audio; Walker, Music.

FILM, VIDEO, & SOUND

BRONZE - OWN THE SKY **A**

GSD&M

032A - Regional/National Television Commercial

Advertiser: United States Air Force

Bo Bradbury, Account Leadership; Norah Rudyk, Account Leadership; Maddie Page, Account Leadership; Andy Rosenthal, Producer; Jeff Maki, Creative Director; Christopher Colton, Creative Director; Travis Waid, Creative Director; Karen Gatewood, Business Affairs; Lisa Valencia, Project Manager; Carson Chiu, Media; Marie Jones, Studio Artist; Arcade Edit, Editorial; Independent Media, Production Co.; Jamm, Graphics & VFX; Beta Patrol Productions, Music/Sound Production.



GOLD & JUDGE'S CHOICE - PEP TALK **B**

CALLLEN

032B - Regional/National Television Commercial Campaign

Advertiser: Coursera

Craig Allen, CCO; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Payton Brown, Acct Supervisor; Brandon Mugar, Art Director; Jeff Anderson, Art Director; Andy Ferguson, Copywriter; Todd Lamb, Copywriter; Laura Ferguson, Executive Producer; Furlined, Production Company; Exile, Post Production; Jane, Visual Effects; MPC, Color; Heard City, Post Production Audio; Walker, Music.



GOLD - IT'S PARTY JUICE **C**

CALLLEN

032B - Regional/National Television Commercial Campaign

Advertiser: Fruit Smash Hard Seltzer

Craig Allen, CCO; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Mingyo Lee, Art Director; Weston Bliobenes, Copywriter; Ethan Sims, Copywriter; Payton Brown, Acct Supervisor; Heather Black, Executive Producer; Cate McManus, Producer; Picrow, Production Company; Fatal Farm, Post Production; Future Perfect, Music.

SILVER - GET THAT MONEY **D**

CALLLEN

032B - Regional/National Television Commercial Campaign

Advertiser: Ibotta

Craig Allen, CCO; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Matt Nall, Art Director; Brandon Mugar, Art Director; Kyle Davis, Copywriter; Matt Mattingly & Matt Joyner, Executive Producers, Hone Production; Sara Jagielski, Head of Business Affairs; Smith & Jones, Production Company; Ulf Johansson, Director; HutchCo Technologies, Inc., Post Production; Kevin VFX, Visual Effects; The Mill, Color; Lime Studios, Audio Post; Walker, Music.



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FILM, VIDEO, & SOUND

BRONZE - ROTO-ROOTER CAMPAIGN E

BANDOLIER MEDIA

032B - Regional/National Television Commercial Campaign

Advertiser: Roto-Rooter

George Ellis, Creative Director; Louis Montemayor, Creative Director; Reyden Weis, Art Director; Nick Robalik, Creative Director; Kelsey Hickok, Producer; Daniel Stone, Account Director; Dan Brown, Director, Royale Film Company; Angie Dominguez, Editor, Union Editorial.

BRONZE - CAPITAL ONE "THE CAPTAIN" F

GSD&M

032B - Regional/National Television Commercial Campaign

Advertiser: Capital One

Jay Russell, CCO; Scott Brewer, SVP, Group Creative Director; Ryan Carroll, SVP, Group Creative Director; Leigh Browne, Creative Director, Writer; Jon Williamson, Creative Director, AD; TJ Vining, Senior Art Director; Jonathan Pelleg, ACD, Writer; Nancy Ryan, SVP, Managing Director; Shannon Lugo, SVP, Account Director; Lindsey Kuhn, Account Director; Lindsay Wakabayashi, Business Affairs Director; Georgette Bivens, Senior Business Affairs Manager; Adam Gill, Project Manager; Jim Firestone, SVP, Strategy Studio Lead; Mikael Greenlied, Director of Communications Strategy; Jon Ellis, Executive Producer.

GOLD - COLOSSEUM TAILGATE G

GSD&M

033A - Internet Commercial

Advertiser: Avocados from Mexico

Jay Russell, CCO; Tom Hamling, Group Creative Director; Ross Aboud, Barrett Michael, Greg Wyatt, Creative Directors; Jack Epstein, Director of Production; Janna Marin, Assistant Producer; Lindsay Wakabayashi, Director of Business Affairs; Brigitta Arden, Program Manager; Elenor, Production Company; Chris Woods, Director; Frank Efron, Editor; Shindig, Music Company; Dusty Albertz, Sound Design/Mix; Jogger, Online, VFX, Color; Sabia Siddiq, Alissa Pineda, Account Leadership.

SILVER - OWN THE SKY H

GSD&M

033A - Internet Commercial

Advertiser: United States Air Force

Norah Rudyk, Acct Leadership; Bo Bradbury, Acct Leadership; Maddie Page, Acct Leadership; Andy Rosenthal, Producer; Jeff Maki, Creative Director; Travis Waid, Creative Director; Karen Gatewood, Business Affairs; Lisa Valencia, Project Manager; Paul Martinez, Editor; Independent Media, Production Company; Jamm, Graphics & VFX; Dusty Albertz, Music/Sound Production; Marie Jones, Studio Artist.

FILM, VIDEO, & SOUND

SILVER - THE SOUND OF AUSTIN **A**

ARTS + LABOR

033A - Internet Commercial

Advertiser: Visit Austin

Cody Ground, Director; Kyle Cockayne, Director of Photography; Dylan Varella, Editor; Lauren Yap, Producer; Chris Shea, Producer; Scott Hamilton, Executive Producer; Alan Berg, Executive Producer; Patrick Higgins, Additional Photography; Curtis Heath, Sound Design; Jared Sosa, Graphics.



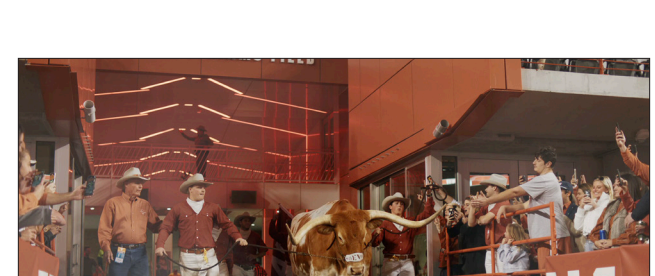
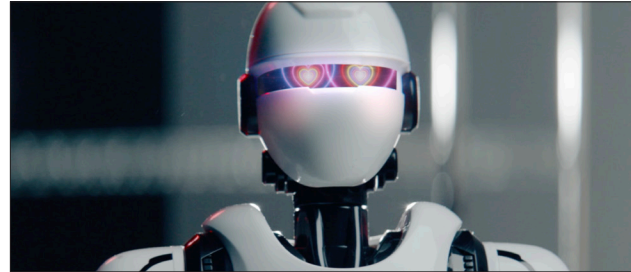
SILVER - CAVENDER'S 2022 BRAND ANTHEM **B**

ULTRALITE FILMS

033A - Internet Commercial

Advertiser: Cavender's

Bud Force, Director/Cinematographer; Lucas J. Harger, Editor; Adrian Brannon, Music.



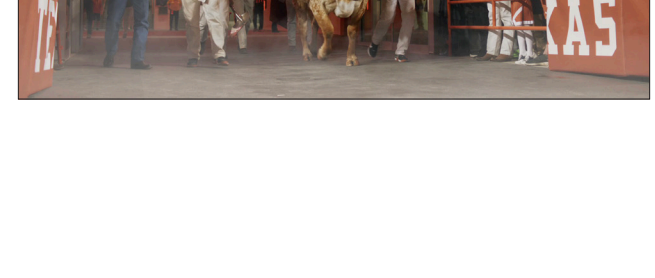
SILVER - WORRY ABOUT EVERYTHING BUT IT **C**

PMG

033A - Internet Commercial

Advertiser: Orca Security

Kyle Kelley, ECD; Andrew Harper, ECD; Benjy Young, Senior Copywriter; Kevin Yurasovich, Senior Art Director; Luis Cuenca, Motion Design; Tina Mendez, Designer; Jonathan Alvizo, Designer; Nicolette (Seifert) Denne, Acct Director; Shelly Laroche, Acct Supervisor; Harrison Petit, Strategy; Paul Daligan, Head of Production; Oscar Thomas, Producer; Casandra Jones, Managing Director; Jennifer Pyron, Client Strategy Director; Kayla Peaden, Client Strategy.



SILVER - IT STARTS HERE **D**

ARTS + LABOR

033A - Internet Commercial

Advertiser: The University of Texas

Cody Ground, Director/Editor; Scott Hamilton, Producer; Kyle Cockayne, Director of Photography; Dylan Varella, Underwater Cinematographer; Jared Sosa, Motion Graphics; Kristen Johansen-Berg, Executive Producer; Vicky Andres, Art Director.



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FILM, VIDEO, & SOUND

BRONZE - FRUITISMS - GRAPHIC ^E
BRONZE - FRUITISMS - ALWAYS COMFORTABLE ^F
BRONZE - FRUITISMS - LONG DIVISION ^G
BRONZE - FRUITISMS - STILL FITS ^H
 GSD&M

033A - Internet Commercial

Advertiser: Fruit of the Loom

Shawn Mackoff, Alissa Pineda, Lily Carr, Margy Arendes, Acct Leadership; Jay Russell, CCO; Tiff McKee, CD/AD; Jessica Zalaznick, CD/Writer; Danae Belanger, ACD/AD; Madison Jackson, ACD/Writer; Greg Mills, Barrett Michael, Greg Wyatt, Daniel Shapiro, Mitch Gage, Shannon Gill, Rusty Broome, Jeanne Janutol, Britney Drotleff, Creative Support; Dave Kersey, Kathleen Pittman, Matt Yasgar, David Baker, Evan Walker, Ryan Cranfield, Janice Suter, Dakota Lowe, Shipra Arora, Dirk Visser, Meredith Bivens, Ed Hausser, Media/Consumer Engagement Group; Mikael Greenleaf, Luke Dreyer, Christina Hirsch, Brittany Hargrove, Communications/Strategy; Jack Epsteen, SVP/Dir of Production; Jonathan Wachala, Producer; Tess McCarthy, Senior Project Mgr; Danylle Salinas-McCord, Denny House, Marcela Masso, Tracy Redd, Quality Assurance; Ben Callner, Director; Caleb Dewart, Executive Producer; Joel Miller, Editor; Dave Hussey, Colorist; Brad Hodgson, Animator; Chris Erlon, Audio Engineer; Diana Cheng, Executive Producer.

BRONZE - CHEER UP ^I
 CALLEN

033A - Internet Commercial

Advertiser: Bijan Mustardson

Craig Allen, CCO/Director; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Payton Brown, Account Supervisor; Casey Phillips, Art Director; Russ Rizzo, Copywriter; Bijan Robinson, Talent; Janice Woods, Producer; Amy Kommatas, Producer; James Lee Phelan, Director of Photography; Nomad Edit, Post Production Company.

GOLD - GIVE THE PEOPLE WHAT THEY WANT ^J
 PMG

033B - Internet Commercial Campaign

Advertiser: SurveyMonkey

Andrew Harper, ECD; Kyle Kelley, ECD; Lynn Bossange, Creative Director; Nick Denman, ACD; Paul Daligan, Head of Production; Amanda Huelse, Executive Producer; Jennifer Pyron, Account Director; Megan Adler, Account Supervisor; Harrison Petit, Strategy; Lindsey Lehmann, Director of Influencer & Branded Content.

FILM, VIDEO, & SOUND

GOLD - ADVOCADOS FROM MEXICO **A**

GSD&M

033B - Internet Commercial Campaign

Advertiser: Avocados from Mexico

Jay Russell, CCO; Tom Hamling, Group Creative Director; Ross Aboud, Barrett Michael, Greg Wyatt, Creative Directors; Jack Epstein, Director of Production; Janna Marin, Assistant Producer; Lindsay Wakabayashi, Director of Business Affairs; Brigitta Arden, Program Manager; O Positive, Production Company (Colosseum Tailgate); David Shane, Thaddeus McCant, Directors (Colosseum Tailgate); Elenor, Production Company (Wild West Gender Reveal, Cinco Renaissance); Chris Woods, Director (Wild West Gender Reveal, Cinco Renaissance); Gavin Cutler, Editor (Colosseum Tailgate); Frank Effron, Editor (Wild West Gender Reveal, Cinco Renaissance); Shindig, Music Company; Dusty Albertz, Sound Design/Mix; The Mill, Online, VFX, Color (Colosseum Tailgate); Jogger (Wild West Gender Reveal, Cinco Renaissance) Online, VFX, Color; Sabia Siddiq, Alissa Pineda, Account Leadership.

SILVER - WORRY ABOUT EVERYTHING BUT IT **B**

PMG

033B - Internet Commercial Campaign

Advertiser: Orca Security

Kyle Kelley, ECD; Andrew Harper, ECD; Benji Young, Senior Copywriter; Kevin Yurasovich, Senior Art Director; Luis Cuenca, Motion Design; Jonathan Alvizo, Designer; Tina Mendez, Designer; Nicolette (Seifert) Denne, Account Director; Shelly Laroche, Account Supervisor; Harrison Petit, Strategy; Paul Daligan, Head of Production; Oscar Thomas, Producer; Casandra Jones, Managing Director; Jennifer Pyron, Client Strategy Director; Kayla Peaden, Client Strategy.

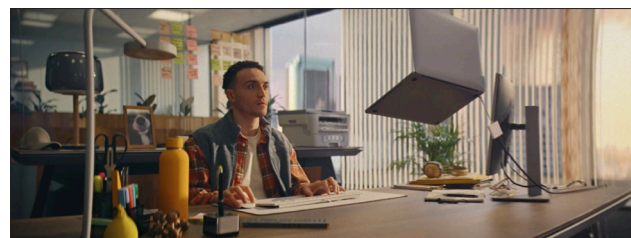
SILVER - MARGARITA **C**

CALLEN

033B - Internet Commercial Campaign

Advertiser: Ranch Rider Spirits

Craig Allen, CCO/Director; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Payton Brown, Account Supervisor; Casey Phillips, Art Director; Russ Rizzo, Copywriter; Janice Woods, Executive Producer; James Lee Phelan, Director of Photography; Union Editorial, Post Production; Ethan Sims, Copywriter.





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FILM, VIDEO, & SOUND

SILVER - FRUITISMS CAMPAIGN A D
SILVER - FRUITISMS CAMPAIGN B E
BRONZE - FRUITISMS CAMPAIGN C F
GSD&M

033B - Internet Commercial Campaign
 Advertiser: Fruit of the Loom
 Shawn Mackoff, Alissa Pineda, Lily Carr, Margy Arendes, Acct Leadership; Jay Russell, CCO; Tiff McKee, CD/AD; Jessica Zalaznick, CD/Writer; Danae Belanger, ACD/AD; Madison Jackson, ACD/Writer; Greg Mills, Barrett Michael, Greg Wyatt, Daniel Shapiro, Mitch Gage, Shannon Gill, Rusty Broome, Jeanne Janutol, Britney Drotleff, Creative Support; Dave Kersey, Kathleen Pittman, Matt Yasgar, David Baker, Evan Walker, Ryan Cranfield, Janice Suter, Dakota Lowe, Shipra Arora, Dirk Visser, Meredith Bivens, Ed Hausser, Media/Consumer Engagement Group; Mikael Greenlief, Luke Dreyer, Christina Hirsch, Brittany Hargrove, Communications/Strategy; Jack Epsteen, SVP/Dir of Production; Jonathan Wachala, Producer; Tess McCarthy, Senior Project Mgr; Danylle Salinas-McCord, Denny House, Marcela Masso, Tracy Redd, Quality Assurance; Ben Callner, Director; Caleb Dewart, Executive Producer; Joel Miller, Editor; Dave Hussey, Colorist; Brad Hodgson, Animator; Chris Erlon, Audio Engineer; Diana Cheng, Executive Producer.

BRONZE - ANG: 'YOUR FUTURE' & 'NEXT STEP' G
GSD&M

033B - Internet Commercial Campaign
 Advertiser: United States Air Force
 Travis Waid, Creative Director; John Wood, Art Director; Jeff Maki, Creative Director; Brittany Keegan, Account Leadership; Samantha Barnhart, Account Leadership; Eli Drljaca, Copywriter; Andy Rosenthal, Producer; Blk Market, Editorial; Thousand Ships, Editorial; Extreme Reach, Dubs; Voyager Studios, Film Video Production; Courtney Simons, Project Manager.

BRONZE - BIJAN MUSTARDSON SEASON 1 H
CALLEN

033B - Internet Commercial Campaign
 Advertiser: Bijan Mustardson
 Craig Allen, CCO/Director; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Bijan Robinson, Talent; Payton Brown, Account Supervisor; Casey Phillips, Art Director; Russ Rizzo, Copywriter; Amy Kommatas, Producer; Janice Woods, Producer; James Lee Phelan, Director of Photography; Union Editorial, Post Production Company; Nomad Edit, Post Production Company.

FILM, VIDEO, & SOUND

BRONZE - MALORT MIXOLOGY SERIES A

BANDOLIER MEDIA

035B - *Webisode Series*

Advertiser: Unemployed Wine Guy

Louis Montemayor, Creative Director; George Ellis, Creative Director; Nick Kondylas, Editor; Royale Film Company, Production; Kelsey Hickok, Producer; Reyden Weis, Creative.



SILVER - BBQQUEST SEASON 3 - BEYOND THE PIT B

HAHN

039 - *Branded Content & Entertainment Campaign*

Advertiser: Hahn

Rachel Chou, Executive Producer; Kat Brown, Writer; Joe Stanfa, Writer; Emily Barbin, Producer; Sarah Sutton, Producer; Taylor Stanley, Director; Clayton Stringer, Director/Editor; Will Bakke, Post-Production Supervisor; Josh Taylor, Director of Photography; Ben Root, Line Producer; Tiger Hill, 1st assistant Camera; Colt Pope, Sound Mixer; Karla Armendariz, Gaffer/Camera PA.



SILVER - OWN THE SKY C

GSD&M

041 - *In-Theater Commercial or Slide*

Advertiser: United States Air Force

Norah Rudyk, Account Leadership; Bo Bradbury, Account Leadership; Maddie Page, Account Leadership; Andy Rosenthal, Producer; Jeff Maki, Creative Director; Travis Waid, Creative Director; Karen Gatewood, Business Affairs; Lisa Valencia, Project Manager; Paul Martinez, Editor; Independent Media, Production Company; Jamm, Graphics & VFX; Dusty Albertz, Music/Sound Production; Marie Jones, Studio Artist.



BRONZE - BRELAND "FOR WHAT IT'S WORTH" D

BL&S

043 - *Music Video*

Advertiser: Atlantic Records

Luke Lashley, Executive Producer, BL&S; Alex Bittan, Director, BL&S; Ezekiel Mitchell, As Himself; Phil Botti, Video Commissioner; Dan Leyendecker, Producer, BL&S; Joe Simon, Director of Photography; Kylen Chen Troester, Rodeo Girlfriend.

CROSS PLATFORM

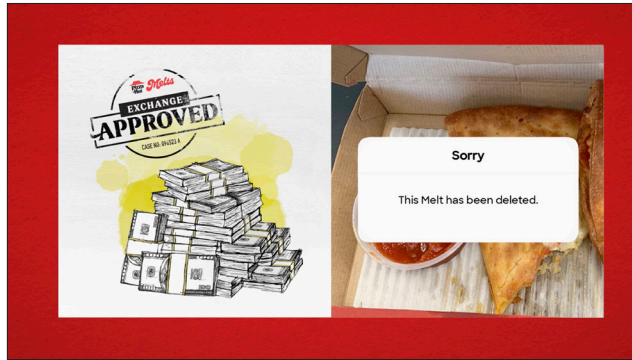
BRONZE - WORRY ABOUT EVERYTHING BUT IT E

PMG

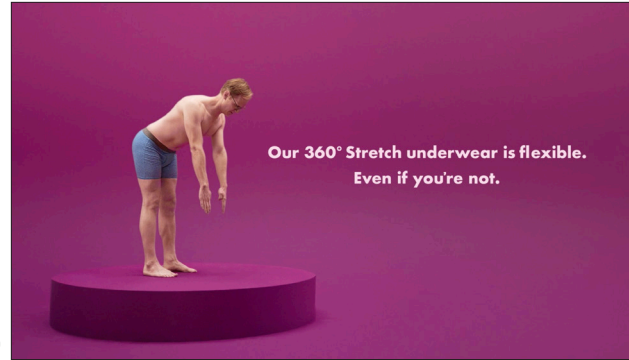
044B - *Integrated Advertising Campaign - Regional/National B-to-B*

Advertiser: Orca Security

Kyle Kelley, ECD; Andrew Harper, ECD; Benjy Young, Senior Copywriter; Kevin Yurasovich, Senior Art Director; Luis Cuenca, Motion Design; Tina Mendez, Designer; Jonathan Alvizo, Designer; Nicolette (Seifert) Denne, Acct Director; Shelly Laroche, Acct Supervisor; Harrison Petit, Strategy; Kayla Peaden, Client Strategy; Jennifer Pyron, Client Strategy Director; Casandra Jones, Managing Director; Paul Daligan, Head of Production; Oscar Thomas, Producer.



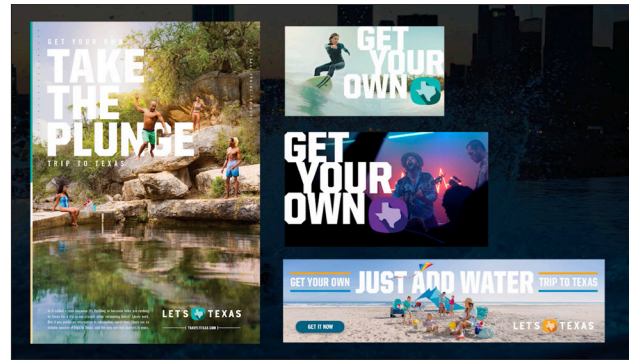
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CROSS PLATFORM

GOLD & JUDGE'S CHOICE - PIZZA HUT MELTS: NOT FOR SHARING F

GSD&M
 044D - Integrated Advertising Campaign - Regional/National - Consumer
 Advertiser: Pizza Hut
 Brandon Curl, Creative Director; Dale Austin, Creative Director; Frank Tamakloe, ACD; Jenna Peck, Junior Copywriter; Jay Russell, CCO; David Blinn, Editor; Kate Chartier, Producer; Jacob Stern, Editor; Wade Alger, Group Creative Director; Becca Dukarski, Account Supervisor; Dylan Meagher, ACD; Julia Fondren, Account Manager; Mariel Salcedo, Project Manager; Jeremy Wood, Account Manager; Sabia Siddiqi, Group Account Director; Gracen Cohen, Social Strategist; Alice Crown, Senior Social Strategist; Jessica Peltzman, Associate Director of Social Media; Thomas Anderson, Producer; Jesse Jarrett, Account Director.

SILVER & 2 JUDGE'S CHOICE - FRUITISMS INTEGRATED CAMPAIGN A G

GSD&M
 044D - Integrated Advertising Campaign - Regional/National - Consumer
 Advertiser: Fruit of the Loom
 Shawn Mackoff, Alissa Pineda, Lily Carr, Margy Arendes, Acct Leadership; Jay Russell, CCO; Tiff McKee, CD/AD; Jessica Zalaznick, CD/Writer; Danae Belanger, ACD/AD; Madison Jackson, ACD/Writer; Greg Mills, Barrett Michael, Greg Wyatt, Daniel Shapiro, Mitch Gage, Shannon Gill, Rusty Broome, Jeanne Janutolo, Britney Drotleff, Creative Support; Dave Kersey, Kathleen Pittman, Matt Yasgar, David Baker, Evan Walker, Ryan Cranfield, Janice Suter, Dakota Lowe, Shipra Arora, Dirk Visser, Meredith Bivens, Ed Hausser, Media/Consumer Engagement Group; Mikael Greenlief, Luke Dreyer, Christina Hirsch, Brittany Hargrove, Communications/Strategy; Jack Epsteen, SVP/Dir of Production; Jonathan Wachala, Producer; Tess McCarthy, Senior Project Mgr; Danylle Salinas-McCord, Denny House, Marcela Masso, Tracy Redd, Quality Assurance; Ben Callner, Director; Caleb Dewart, Executive Producer; Joel Miller, Editor; Dave Hussey, Colorist; Brad Hodgson, Animator; Chris Erlon, Audio Engineer; Diana Cheng, Executive Producer.

BRONZE - FIRE & INK: PIZZA AND TATTOO PARLOR H

GSD&M
 044D - Integrated Advertising Campaign - Regional/National - Consumer
 Advertiser: Pizza Hut
 Jay Russell, CCO; Tom Hamling, Group Creative Director; Brandon Curl, Creative Director/Writer; Dale Austin, Creative Director/AD; Dylan Meagher, ACD/Writer; Jane Choi, Art Director; Nick Adams, Copywriter; Becca Dukarski, Account Supervisor; Julia McDonald, Account Manager; Lacey Andress, Account Director; Kate Chartier, Producer; Becky Carrel, Executive Producer; Neeti Newasker, VP, Group Strategy Director; Stephanie Collins, Strategist; Alyson Geisert, Strategist; Alice Kozdemba, Senior Social Strategist; Gracen Cohen, Social Strategist; Ellen Andersen, Project Manager; Chantal Kharas, Project Manager; Frank Tamakloe, ACD.

BRONZE - GET YOUR OWN TRIP TO TEXAS I

PROOF ADVERTISING
 044D - Integrated Advertising Campaign - Regional/National - Consumer
 Advertiser: Travel Texas
 Craig Markus, ECD; Claire Jordan, Creative Director/Copywriter; Josh McGonigle, ACD; Matthew Morris, ACD; Chris Matthews, Senior Graphic Designer; Blake Maraoui, Account Director.

CROSS PLATFORM

GOLD - HAT CREEK A GUERRILLA SUIT

045 - Integrated Brand Identity Campaign
Advertiser: Hat Creek Burger Company
Ryan Thompson, Design Director; Michael Tabie, Design Director;
Alicia Pak, Designer; Hannah Young, Account Director; Julie
Warenoff, Managing Partner.



SILVER - ACADEMY SPORTS + OUTDOORS BRANDING B GUERRILLA SUIT

045 - Integrated Brand Identity Campaign
Advertiser: Academy Sports + Outdoors
Ryan Thompson, Design Director; Michael Tabie, Design Director;
Hannah Young, Account Director; Julie Warenoff, Managing Partner.

BRONZE - DE NADA CANTINA C HELMS WORKSHOP

045 - Integrated Brand Identity Campaign
Advertiser: Stephen Shallcross
Christian Helms, Creative Director; Zach Wieland, Senior Designer;
Nicole Oesterreicher, Associate Designer; Ryan Kitchens, Brand
Director; Crystal Glover, Studio Director.

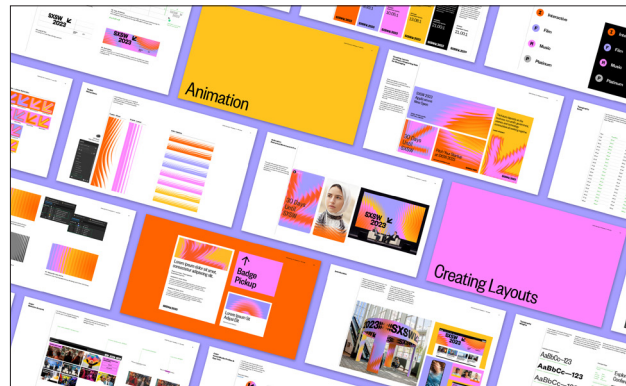


BRONZE - CARRIQUI D HELMS WORKSHOP

045 - Integrated Brand Identity Campaign
Advertiser: Pearl San Antonio
Christian Helms, Creative Director; Alex Roka, ACD; Ryan Kitchens,
Brand Director; Laura Jankovsky, Brand Director; Emily Prestridge,
Senior Designer; Emily Lamontagne, Senior Designer; Crystal Glover,
Studio Director; Kayla Dockery, Senior Production Designer; Ivan
Alvarado, Design Intern.

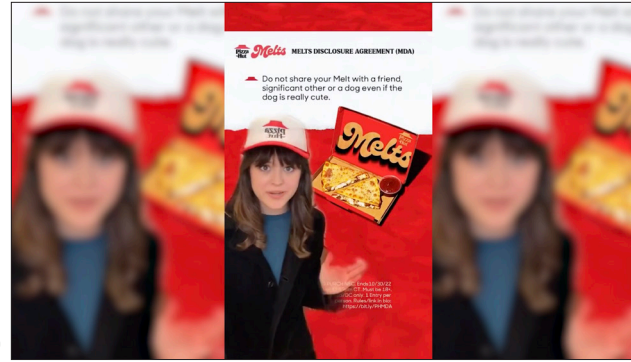
BRONZE - SXSW 2023 E GUERRILLA SUIT

046 - Integrated Branded Content Campaign
Advertiser: SXSW
Luigi Maldonado, Creative Partner; Julie Warenoff, Managing Partner;
Alicia Pak, Designer; Hannah Young, Account Director.

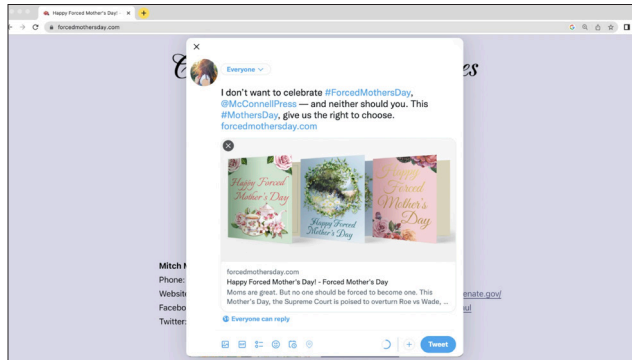




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CROSS PLATFORM

GOLD - FRUITISMS ONLINE CAMPAIGN F

GSD&M

047 - Online/Interactive Campaign

Advertiser: Fruit of the Loom

Shawn Mackoff, Alissa Pineda, Lily Carr, Margy Arendes, Acct Leadership; Jay Russell, CCO; Tiff McKee, CD/AD; Jessica Zalaznick, CD/Writer; Danae Belanger, ACD/AD; Madison Jackson, ACD/Writer; Greg Mills, Barrett Michael, Greg Wyatt, Daniel Shapiro, Mitch Gage, Shannon Gill, Rusty Broome, Jeanne Janutol, Britney Drotleff, Creative Support; Dave Kersey, Kathleen Pittman, Matt Yasgar, David Baker, Evan Walker, Ryan Cranfield, Janice Suter, Dakota Lowe, Shipra Arora, Dirk Visser, Meredith Bivens, Ed Hausser, Media/Consumer Engagement Group; Mikael Greenleaf, Luke Dreyer, Christina Hirsch, Brittany Hargrove, Communications/Strategy; Jack Epsteen, SVP/Dir of Production; Jonathan Wachala, Producer; Tess McCarthy, Senior Project Mgr; Danylle Salinas-McCord, Denny House, Marcela Masso, Tracy Redd, Quality Assurance; Ben Callner, Director; Caleb Dewart, Executive Producer; Joel Miller, Editor; Dave Hussey, Colorist; Brad Hodgson, Animator; Chris Erlon, Audio Engineer; Diana Cheng, Executive Producer.

GOLD - PIZZA HUT MELTS: NOT FOR SHARING G

GSD&M

047 - Online/Interactive Campaign

Advertiser: Pizza Hut

Brandon Curl, Creative Director; Dale Austin, Creative Director; Frank Tamakloe, ACD; Jenna Peck, Junior Copywriter; Jay Russell, CCO; David Blinn, Editor; Kate Chartier, Producer; Jacob Stern, Editor; Wade Alger, Group Creative Director; Becca Dukarski, Account Supervisor; Dylan Meagher, ACD; Julia Fondren, Account Manager; Mariel Salcedo, Project Manager; Jeremy Wood, Account Manager; Sabia Siddiqi, Group Account Director; Gracen Cohen, Social Strategist; Alice Crown, Senior Social Strategist; Jessica Peltzman, Associate Director of Social Media; Thomas Anderson, Producer; Jesse Jarrett, Account Director.

SILVER - FORCED MOTHER'S DAY H

GSD&M

047 - Online/Interactive Campaign

048 - Copywriting

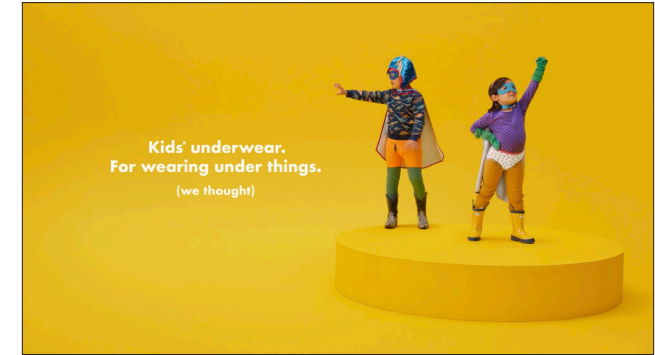
Advertiser: GSD&M

Leigh Browne and Jon Williamson, Creative Directors; Tori Reneker, Creative Director, XD; Kim Faulkner, Director of Engineering; Melissa Severin, SVP, Communications; Keisha Townsend, Chief Inclusion Officer; Jack Epsteen, SVP/Director of Production; Liz Hamel and Daniel Rodriguez, Studio Art and Retouching; Helena Abbing, Marilyn Rose, Erika McKay, Producers; Jacob Stern, Creative Director, Editor; Amanda Talmadge, Director Digital Production; Sophie Maresh, Digital Designer; Jay Esteves and Dakota Lowe, Experience and Social Strategists; Elizabeth Stelling, Associate Director, Project Management; Marcela Masso, Denny House, Joseph Kantar, QA; Brenda Rivera, Financial Systems Tech Specialist; Craig Cooper, Senior Enterprise Systems Manager; Shipra Arora, VP/Director Analytics; Maria D'Amato, Executive Creative Director; Jay Russell, CCO; Duff Stewart, Chief Executive Officer.

ELEMENTS OF ADVERTISING

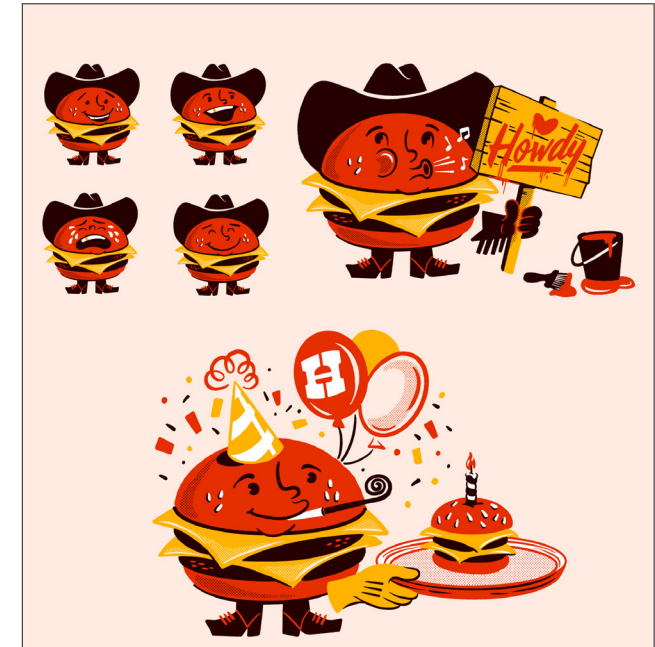
SILVER - COLOSSEUM TAILGATE **A**

GSD&M
 048 - Copywriting
 Advertiser: Avocados from Mexico
 Jay Russell, CCO; Tom Hamling, Group Creative Director; Ross Aboud, Barrett Michael, Greg Wyatt, Creative Directors; Jack Epsteen, Director of Production; Janna Marin, Assistant Producer; Lindsay Wakabayashi, Director of Business Affairs; Brigitta Arden, Program Manager; Elenor, Production Company; Chris Woods, Director; Frank Efron, Editor; Shindig, Music Company; Dusty Albertz, Sound Design/Mix; Jogger, Online, VFX, Color; Sabia Siddiq, Alissa Pineda, Account Leadership.



BRONZE - FRUITISMS COPYWRITING **B**

GSD&M
 048 - Copywriting
 Advertiser: Fruit of the Loom
 Shawn Mackoff, Alissa Pineda, Lily Carr, Margy Arendes, Acct Leadership; Jay Russell, CCO; Tiff McKee, CD/AD; Jessica Zalaznick, CD/Writer; Danae Belanger, ACD/AD; Madison Jackson, ACD/Writer; Greg Mills, Barrett Michael, Greg Wyatt, Daniel Shapiro, Mitch Gage, Shannon Gill, Rusty Broome, Jeanne Janutol, Britney Drotleff, Creative Support; Dave Kersey, Kathleen Pittman, Matt Yasgar, David Baker, Evan Walker, Ryan Cranfield, Janice Suter, Dakota Lowe, Shipra Arora, Dirk Visser, Meredith Bivens, Ed Hausser, Media/Consumer Engagement Group; Mikael Greenlief, Luke Dreyer, Christina Hirsch, Brittany Hargrove, Communications/Strategy; Jack Epsteen, SVP/Dir of Production; Jonathan Wachala, Producer; Tess McCarthy, Senior Project Mgr; Danylle Salinas-McCord, Denny House, Marcela Masso, Tracy Redd, Quality Assurance; Ben Callner, Director; Caleb Dewart, Executive Producer; Joel Miller, Editor; Dave Hussey, Colorist; Brad Hodgson, Animator; Chris Erlon, Audio Engineer; Diana Cheng, Executive Producer.



BRONZE - ROASTY BUDS: LOGO **C**

BANDOLIER MEDIA
 049 - Logo Design
 Advertiser: Roasty Buds Coffee
 Robert Lin, Illustrator/Designer; Louis Montemayor, Creative.

SILVER - HAT CREEK ILLUSTRATIONS **D**

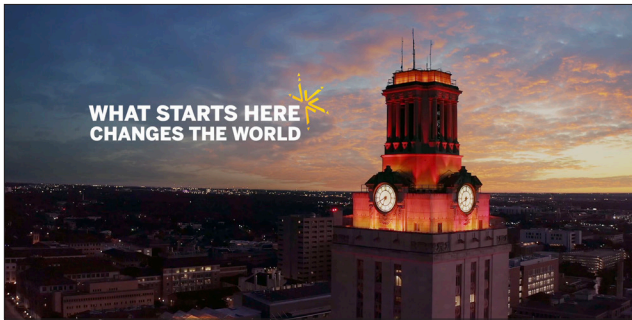
GUERRILLA SUIT
 051B - Illustration Series
 Advertiser: Hat Creek Burger Company
 Michael Tabie, Design Director.



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ELEMENTS OF ADVERTISING

BRONZE - ACADEMY SPORTS + OUTDOORS ILLUSTRATION **E** GUERRILLA SUIT

051B - Illustration Series
Advertiser: Academy Sports + Outdoors
Michael Tabie, Design Director.

BRONZE - FORCED MOTHER'S DAY **F** GSD&M

053B - Art Direction—Campaign
Advertiser: GSD&M
Leigh Browne and Jon Williamson, Creative Directors; Tori Reneker, Creative Director, XD; Kim Faulkner, Director of Engineering; Melissa Severin, SVP, Communications; Keisha Townsend, Chief Inclusion Officer; Jack Epsteen, SVP/Director of Production; Liz Hamel and Daniel Rodriguez, Studio Art and Retouching; Helena Abbing, Marilyn Rose, Erika McKay, Producers; Jacob Stern, Creative Director, Editor; Amanda Talmadge, Director Digital Production; Sophie Maresh, Digital Designer; Jay Esteves and Dakota Lowe, Experience and Social Strategists; Elizabeth Stelling, Associate Director, Project Management; Marcela Masso, Denny House, Joseph Kantar, QA; Brenda Rivera, Financial Systems Tech Specialist; Craig Cooper, Senior Enterprise Systems Manager; Shipra Arora, VP/Director Analytics; Maria D'Amato, Executive Creative Director; Jay Russell, CCO; Duff Stewart, Chief Executive Officer.

SILVER - IT STARTS HERE **G** ARTS + LABOR

054A - Cinematography—Single
Advertiser: The University of Texas at Austin
Cody Ground, Director/Editor; Kyle Cockayne, Director of Photography; Scott Hamilton, Producer; Dylan Varella, Underwater Cinematographer; Kristin Johansen-Berg, Executive Producer.

SILVER - OWN THE SKY **H** GSD&M

054A - Cinematography—Single
Advertiser: United States Air Force
Norah Rudyk, Account Leadership; Bo Bradbury, Account Leadership; Maddie Page, Account Leadership; Andy Rosenthal, Producer; Jeff Maki, Creative Director; Travis Waid, Creative Director; Karen Gatewood, Business Affairs; Lisa Valencia, Project Manager; Paul Martinez, Editor; Independent Media, Production Company; Jamm, Graphics & VFX; Dusty Albertz, Music/Sound Production; Marie Jones, Studio Artist.

SILVER - RUGGED JOBS **I** DELL BLUE

054A - Cinematography—Single
Advertiser: Dell Technologies
Joel Davis, ECD; Dominick Walker, Creative Director; Kevin Stuhldreher, Art Director; Julia Steller, Junior Copywriter; Zak Miller, Account Manager; Matthew Kuhles, Executive Producer; Brent Holt, Head of Production; Jason Uson, Director/Senior Editor; Lisa Bennett, Vice President of Global Brand and Head of Dell Blue; Chris Profera, Photographer.

ELEMENTS OF ADVERTISING

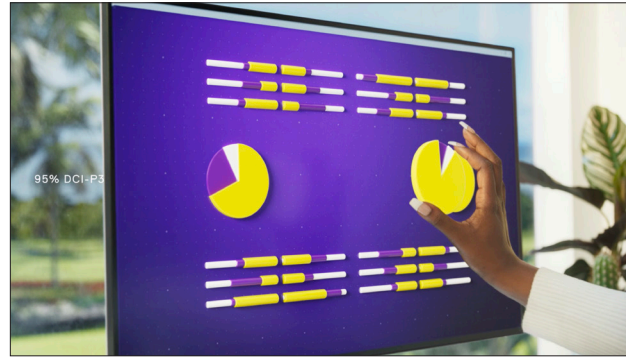
GOLD - MAKE MORE POSSIBLE U3023E **A**

DELL BLUE

055A - Animation, Special Effects or Motion Graphics

Advertiser: Dell Technologies

Joel Davis, ECD; Lula McKenna, Creative Director; Emily Grube, ACD; Adrienne Edwards, Art Director; Kevin Stuhldreher, Art Director; Lane Parson, Account Manager; Sierra Dawson, Account Coordinator; Matthew Kuhles, Executive Producer; Brent Holt, Head of Production; Jennifer Kasprzyk, Senior Manager, Marketing Communications; CarbonVFX, Production & Post House.



SILVER - THE HUMAN COMPONENT **B**

PROOF ADVERTISING

055A - Animation, Special Effects or Motion Graphics

Advertiser: TTI, Inc.

Craig Markus, ECD; Claire Jordan, Creative Director; Liz Arteaga, Art Director; Mallory Abrenica, Copywriter; Dadomani Studio, Animation/Production/Editing.



BRONZE - RUPAUL'S DRAG RACE SEASON 15 PROMO **C**

BL&S

055A - Animation, Special Effects or Motion Graphics

Advertiser: VH1/Viacom

Dylan Knight, Editor; Will Clark, Assistant Editor; Joseph Kenemmer, Sound Design & Mixer; Alex Winker, Colorist; David Blinn, Composer; John Monroe, EP & Post Sup; Luke Lashley, EP, BL&S Post.

GOLD - OPTIPLEX FAMILY LAUNCH **D**

DELL BLUE

055B - Computer Generated Imagery (CGI)

Advertiser: Dell Technologies

Joel Davis, ECD; Shane McGuire, Creative Director; Dan Ridge, Senior Art Director; Annie Staton, Senior Copywriter; Sarah Wethington, Account Manager; Matthew Kuhles, Executive Producer; Brent Holt, Head of Production; Lane Parsons, Account Manager; ATKPLN, CGI Vendor.



GOLD - DEFY BOUNDARIES **E**

DELL BLUE

055B - Computer Generated Imagery (CGI)

Advertiser: Dell Technologies

Seth Perisho, ECD; Margaret Soltis, ACD; Joseph Welbes, ACD; Lily Kowalski, Senior Art Director; Carlos Cortes, Senior Art Director; Stuart Freeman, Senior Copywriter; Sydney Stewart, Art Director; Shruti Desai, Senior Account Manager; Megan Murray, Executive Producer; Framestore, Production and Post-Production.



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ELEMENTS OF ADVERTISING

SILVER - DELL BLUETOOTH TRAVEL MOUSE **F**

DELL BLUE

055B - Computer Generated Imagery (CGI)

Advertiser: Dell Technologies

Joel Davis, ECD; Emily Grube, Creative Director; Jacqueline Byrne, Senior Art Director; Eli Mogul, Copywriter; Max Pittman, Account Manager; Matthew Kuhles, Executive Producer; Brent Holt, Head of Production; Nathan Nowak, Senior Producer; Steve Patterson, Animator; Jennifer Kasprzyk, Senior Manager, Marketing Communications.

GOLD - THE SOUND OF AUSTIN **G**

ARTS + LABOR

056 - Video Editing

Advertiser: Visit Austin

Cody Ground, Director; Dylan Varella, Editor; Kyle Cockayne, Director of Photography; Lauren Yap, Producer; Chris Shea, Producer; Scott Hamilton, Executive Producer; Alan Berg, Executive Producer; Patrick Higgins, Additional Photography; Curtis Heath, Sound Design; Jared Sosa, Graphics.

GOLD - WARNER MUSIC "ORIGINAL VOICES" **H**

BL&S

056 - Video Editing

Advertiser: Warner Music Group

John Monroe, EP & Post Supervisor; Luke Lashley, Executive Producer; Jared Bordeaux, Editor.

SILVER - RUGGED JOBS **I**

DELL BLUE

056 - Video Editing

Advertiser: Dell Technologies

Joel Davis, ECD; Dominick Walker, Creative Director; Kevin Stuhldreher, Art Director; Julia Steller, Junior Copywriter; Zak Miller, Account Manager; Matthew Kuhles, Executive Producer; Brent Holt, Head of Production; Jason Uson, Director/Senior Editor; Lisa Bennett, Vice President of Global Brand and Head of Dell Blue .

BRONZE - OWN THE SKY **J**

GSD&M

056 - Video Editing

Advertiser: United States Air Force

Norah Rudyk, Account Leadership; Bo Bradbury, Account Leadership; Maddie Page, Account Leadership; Andy Rosenthal, Producer; Jeff Maki, Creative Director; Travis Waid, Creative Director; Karen Gatewood, Business Affairs; Lisa Valencia, Project Manager; Paul Martinez, Editor; Independent Media, Production Company; Jamm, Graphics & VFX; Dusty Albertz, Music/Sound Production; Marie Jones, Studio Artist.

ELEMENTS OF ADVERTISING

GOLD - THE SOUND OF AUSTIN A

ARTS + LABOR

059A - Sound Design—Single

Advertiser: Visit Austin

Cody Ground, Director; Dylan Varella, Editor/Sound Design; Curtis Heath, Sound Design; Scott Hamilton, Producer; Kyle Cockayne, Director of Photography; Alan Berg, Executive Producer; Patrick Higgins, Additional Photography; Jared Sosa, Graphics.



BRONZE - OWN THE SKY B

GSD&M

059A - Sound Design—Single

Advertiser: United States Air Force

Norah Rudyk, Account Leadership; Bo Bradbury, Account Leadership; Maddie Page, Account Leadership; Andy Rosenthal, Producer; Jeff Maki, Creative Director; Travis Waid, Creative Director; Karen Gatewood, Business Affairs; Lisa Valencia, Project Manager; Paul Martinez, Editor; Independent Media, Production Company; Jamm, Graphics & VFX; Dusty Albertz, Music/Sound Production; Marie Jones, Studio Artist.



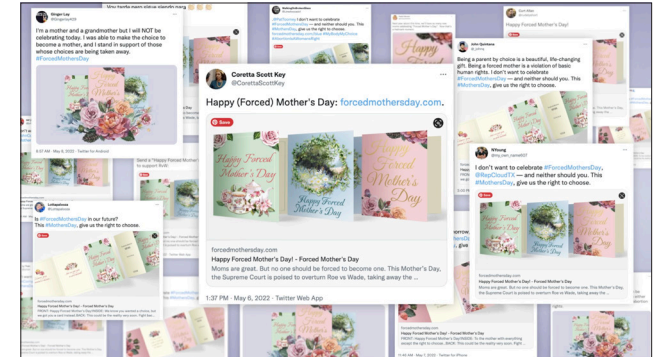
BRONZE - NIKE "BORN. BRED." C

BL&S

059A - Sound Design—Single

Advertiser: Big Spring Media

Joseph Kenemmer, Sound Designer & Mixer; Jared Bordeaux, Director & Editor; John Monroe, Post Sup, BL&S Post.



CORPORATE SOCIAL RESPONSIBILITY

GOLD - FORCED MOTHER'S DAY D

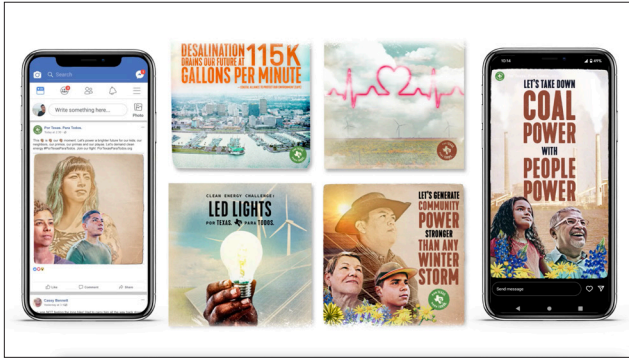
GSD&M

072A - Corporate Social Responsibility Online/Interactive

072B - Corporate Social Responsibility Online/Interactive Campaign

Advertiser: GSD&M

Leigh Browne and Jon Williamson, Creative Directors; Tori Reneker, Creative Director, XD; Kim Faulkner, Director of Engineering; Melissa Severin, SVP, Communications; Keisha Townsend, Chief Inclusion Officer; Jack Epsteen, SVP/Director of Production; Liz Hamel and Daniel Rodriguez, Studio Art and Retouching; Helena Abbing, Marilyn Rose, Erika McKay, Producers; Jacob Stern, Creative Director, Editor; Amanda Talmadge, Director Digital Production; Sophie Maresh, Digital Designer; Jay Esteves and Dakota Lowe, Experience and Social Strategists; Elizabeth Stelling, Associate Director, Project Management; Marcela Masso, Denny House, Joseph Kantar, QA; Brenda Rivera, Financial Systems Tech Specialist; Craig Cooper, Senior Enterprise Systems Manager; Shipra Arora, VP/Director Analytics; Maria D'Amato, Executive Creative Director; Jay Russell, CCO; Duff Stewart, Chief Executive Officer.



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PUBLIC SERVICE

GOLD - POR TEXAS, PARA TODOS E

TKO ADVERTISING

083B - Public Service Online/Interactive Campaign

Advertiser: Por Texas, Para Todos
Raul Garza, ECD; Noe Perez, Creative Director; Matt Jukam, ACD; Jenifer Sarver, Strategist; Carmen Murcia, Cultural Strategist; Reid Munkres, Designer; Kat Gibbs, Designer; Brandon Villarreal, Animator; Rosario Gonzales, Account Manager; Celina McGraw, Media Strategist.

BRONZE - QUITTIN' TIME F

SHERRY MATTHEWS GROUP

084 - Public Service Television

086 - Public Service Online Film, Video & Sound

Advertiser: Texas Department of Transportation

Charles Webre, ECD, Art Director; Rich Terry, Creative Director, Strategy and Content; Angie Nelson, Executive Producer; Liz Wilde, Account Director; Kate Kuykendall, Account Coordinator; Monarch, Production; Blinkink, Andy & Adeena, Directors; Blinkink, Rebecca Little, Stop-motion Animator; Major Tom, Music; Destiny Dreher, Producer.

SILVER - UNBREAKABLE G

ARTS + LABOR

086 - Public Service Online Film, Video & Sound

Advertiser: Flatwater Foundation

Cody Ground, Director; Kyle Cockayne, Director of Photography/Producer; Jessie Auritt, Editor; Christopher Cox, Composer/Mix; Kristin Johansen-Berg, Executive Producer

ADVERTISING/ MEDIA INDUSTRY SELF-PROMOTION

BRONZE - SNAIL MAIL POSTCARD SETS H

LOOKTHINKMAKE

091 - Direct Marketing & Specialty Advertising (printed or digital)

Advertiser: lookthinkmake
lookthinkmake.

STUDENT WORK

GOLD - SUCCULENT SECRETS OF HARVARD PAST A

S04 - Special Event Materials
 Job Propulsion Lab
 Jimmy Mosqueda, Copywriter; Bart Cleveland, Instructor.



SILVER - DOORDASH GIANT PUZZLE B

S07A - Magazine Advertising - Single (Full Page or Less)
 Job Propulsion Lab
 Jolly Heath, Art Director; Emily Hentschel, Copywriter; Bart Cleveland, Instructor.



SILVER - PUPBOX - OOH SPECIAL DOGS C

S09B - Out of Home Poster - Campaign
 The University of Texas at Austin
 Jana Landers, Art Director; Cole Walsh, Copywriter; Kathryn Ross, Copywriter; Jim Bosiljevac, Instructor.



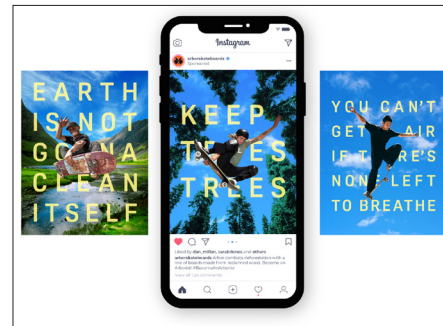
BRONZE - BECOME AN ARBORIST D

S10A - Outdoor Board (Flat or 3D)
 Job Propulsion Lab
 Nai Obeid, Art Director; Rick Rickner, Copywriter; Bart Cleveland, Instructor.



GOLD - BECOME AN ARBORIST E

S13A - Social Media - Single Execution
 Job Propulsion Lab
 Nai Obeid, Art Director; Rick Rickner, Copywriter; Bart Cleveland, Instructor.



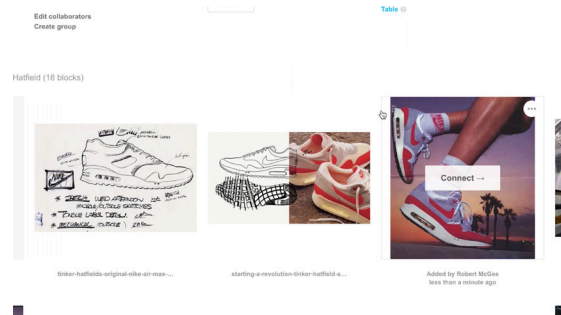
GOLD - VOICES F

S19A - Television Advertising - Single
 The University of Texas at Austin
 Kennedy Fisher, Writer, Director, Editor, Film Maker and Producer;
 Jared Greer, Director, Editor, Film Maker, Producer; Octavio Kano-Galvan, Assistant Professor.



SILVER - ARE.NA :20 G

S19A - Television Advertising - Single
 The University of Texas at Austin
 Robert L. McGee III, Art Director; Ross Hull, Art Director; Andrew Friedman, Sound Engineer; Jim Bosiljevac, Professor.

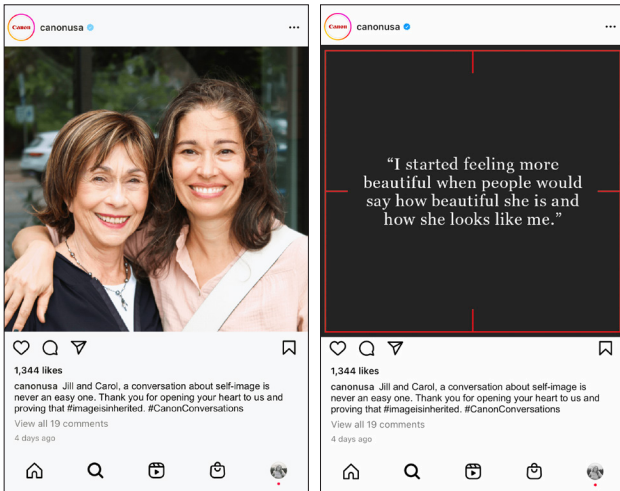


GOLD - SCRUB DADDY H

S21 - Integrated Advertising Campaign - Consumer Campaign
 The University of Texas at Austin
 Meridith Coen, Art Director; Sarah Marraffino, Art Director; Abigail Adams, Copywriter; Rohitash Rao, Professor.



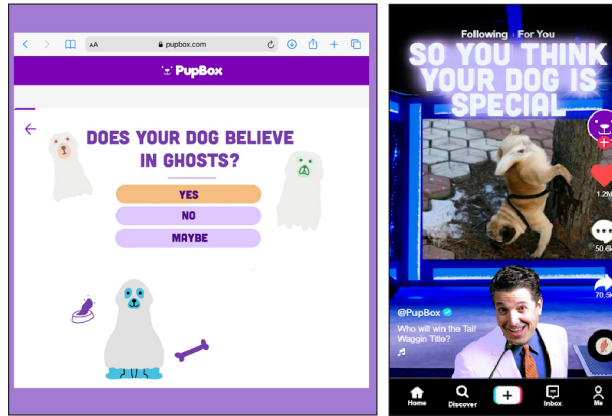
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STUDENT WORK

GOLD - BECOME AN ARBORIST I

S21 - Integrated Advertising Campaign – Consumer Campaign
Job Propulsion Lab
Nai Obeid, Art Director; Rick Rickner, Copywriter; Bart Cleveland, Instructor.

SILVER - PUPBOX - SPECIAL DOGS J

S21 - Integrated Advertising Campaign – Consumer Campaign
The University of Texas at Austin
Jana Landers, Art Director; Cole Walsh, Copywriter; Kathryn Ross, Copywriter; Jim Bosiljevac, Professor.

SILVER - CANON K

S21 - Integrated Advertising Campaign – Consumer Campaign
The University of Texas at Austin
Bailee Burris, Copywriter; Jana Landers, Art Director; Sean LaBounty, Assistant Professor.

BRONZE - SCANDLES BY HOMESICK L

S21 - Consumer Campaign
The University of Texas at Austin
Jana Landers, Art Director/Copywriter; McKinley Anderson, Art Director/Copywriter; Sean Labounty, Assistant Professor.

BRONZE - BROOKS RUNNING IS LIFE M

S21 - Integrated Advertising Campaign – Consumer Campaign
Job Propulsion Lab
Shelley Niqen, Copywriter; Jolly Heath, Art Director; Bart Cleveland, Instructor.

BRONZE - DOORDASH DELIVERS TIME N

S21 - Integrated Advertising Campaign – Consumer Campaign
Job Propulsion Lab
Jolly Heath, Art Director; Emily Hentschel, Copywriter; Michael Lawson, UX Designer; Bart Cleveland, Instructor.

STUDENT WORK

GOLD - SUCCULENT SECRETS OF HARVARD PAST A

S23 - Copywriting
Job Propulsion Lab
Jimmy Mosqueda, Copywriter; Bart Cleveland, Instructor.



BRONZE - BECOME AN ARBORIST B

S23 - Copywriting
Job Propulsion Lab
Nai Obeid, Art Director; Rick Rickner, Copywriter; Bart Cleveland, Instructor.



GOLD - ARBOR LOGO C

S24A - Logo Design
Job Propulsion Lab
Nai Obeid, Art Director; Bart Cleveland, Instructor.



SILVER - GHOST BAIT & TACKLE D

S24A - Logo Design
Texas State University
Isaiah Magnussen, Designer/Art Director; Jeff Davis, Professor.



BRONZE - LOGO FOR PUPPERNICKLE BAKERY E

S24A - Logo Design
Texas State University
Ashton Bennett, Illustrator; Jeff Davis, Professor.



BRONZE - WARZONE PLAY FOR PEACE F

S25A - Illustration - Single
Job Propulsion Lab
Jolly Heath, Art Director; Bart Cleveland, Instructor.



SILVER - BECOME AN ARBORIST G

S27B - Art Direction, Campaign
Job Propulsion Lab
Nai Obeid, Art Director; Rick Rickner, Copywriter, Bart Cleveland, Instructor.





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**FOR MORE INFORMATION
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Laurie Christensen
Lauriec@xtremexhibits.com
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Social Media Strategy + Influencer Experts



About PopShorts

Founded in 2013, PopShorts is a full-service creative marketing agency with a mission to create meaningful social media experiences that connect brands with consumers to drive business forward.



Our Services

Social Media Marketing

We provide custom, turnkey solutions with white-glove service for all aspects of social media.

Influencer Marketing

Our award-winning influencer marketing division provides full-service brand advocacy activations designed for social success.

All of Our Campaigns Feature:

- Custom Strategies to Stand Out on Social
- A-to-Z Campaign Management
- IBM Powered Influencer Recommendations
- Detailed Insights, Learnings & Takeaways



Paid Media

We set up your paid social campaign to achieve your KPIs then optimize the campaign to drive real, efficient results.



Community Management

PopShorts uses the most advanced tools to provide your customers and followers with a positive social media experience.



Content Production

Our in-house campaign management, production and editing teams have won 35+ awards for creative execution



Results & Analysis

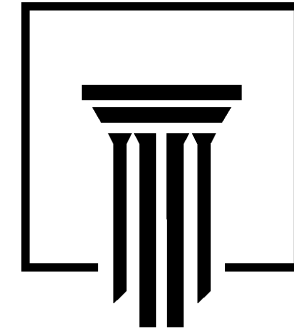
Our analysts break down your results so you can understand your social ROI

Get In Touch!

www.PopShorts.com

New Inquiries: Jake@PopShorts.com
Creative Director: Adam@PopShorts.com

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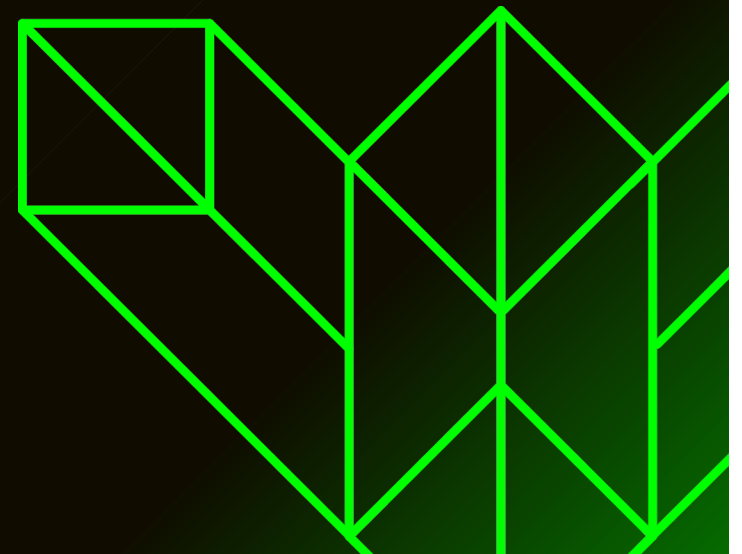
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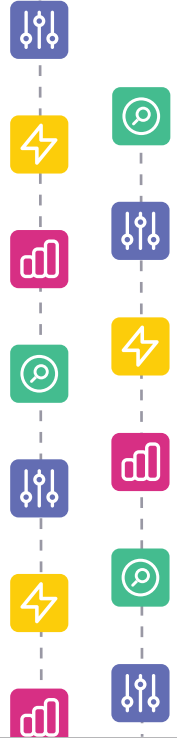
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