

20

DSM

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A L L
C O M I N G
T O G E T H E R

AMERICAN
ADVERTISING
AWARDS

AMERICAN ADVERTISING AWARDS



What is the American Advertising Awards competition?

The American Advertising Awards is the advertising industry's largest and most representative creative competition, recognizing creative excellence in the art of advertising.

Sponsored by the AAF, the American Advertising Awards competition represents the broadest creative spirit of advertising by recognizing all forms of advertising; in all varieties of media; created by all sizes and types of entrants; and from all over the country. More than 40,000 total entries are entered and judged annually.

The Student American Advertising Award Competition

The American Advertising Awards student competition is held concurrently with the professional competition and is the largest student advertising competition of its kind. Although there are fewer categories, the student competition mirrors the three-tier structure of the professional competition.

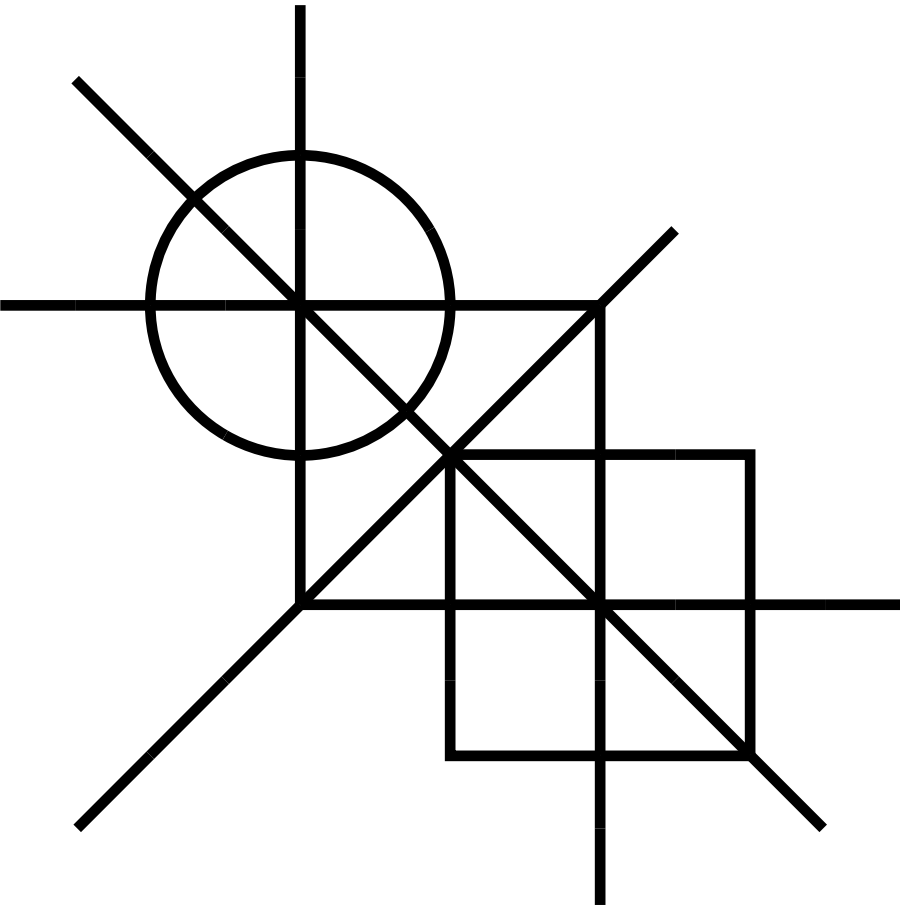
Three-Tier Competition

The American Advertising Awards are unique among advertising creative competitions. It is the only competition that includes three arduous levels of competition.

Entries are first judged at the local level through competitions organized by nearly 200 ad clubs affiliated with the AAF. Winners from the local level advance to the second level of judging and participate in one of 15 district competitions. After district winners are selected, they advance to the third level of judging – the national finals.

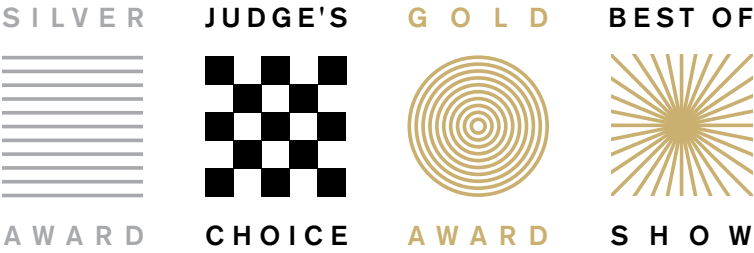
Award winners truly represent the best of the best. With the American Advertising Awards, it is the size of the idea that matters most, not the size of the organization that created the work, nor the size of the budget behind it. This distinction elevates the American Advertising Awards above virtually every other advertising competition.

More information on the national awards can be found on the National AAA's [website](#).



A W A R D S

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Sales & Marketing

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strategic america

SILVER
AWARD

BLK & Bold Coffee Bag
BY: Avidity Creative
CLIENT: BLK & Bold
CREDITS: Adam Feller – Art Director



GOLD
AWARD

Moto Roasters Packaging
BY: Avidity Creative
CLIENT: Moto Roasters
CREDITS: Adam Feller – Art Director



Sales & Marketing

GOLD
AWARD

Foundry Distilling Co. Okoboji Vodka
BY: Meyocks
CLIENT: Foundry Distilling Co.
CREDITS: Meyocks Foundry Distilling Company Team



GOLD
AWARD

Hy-Vee Zöet Seasonal Chocolates
BY: Meyocks
CLIENT: Hy-Vee
CREDITS: Meyocks Hy-Vee Team



SILVER
AWARD

Hy-Vee A Belief in Better Beef

BY: Meyocks
CLIENT: Hy-Vee
CREDITS: Meyocks Hy-Vee Team



SILVER
AWARD

Prairie Ridge Annual Report

BY: Red Dot Advertising + Design
CLIENT: Prairie Ridge
CREDITS: Red Dot Creative Team



GOLD
AWARD

Integer Prospecting Direct Mail

BY: The Integer Group
CLIENT: The Integer Group
CREDITS: Steve Gammel – Vice President, Creative
Lisa Braden – Creative Director
Jill McClain – Associate Creative Director / Copywriter
Tony Schrader – Senior Art Director



GOLD
AWARD
JUDGE'S CHOICE

Integer Prom

BY: The Integer Group
CLIENT: The Integer Group
CREDITS: Steve Gammel – Vice President, Creative
Lisa Braden – Creative Director
Jill McClain – Associate Creative Director / Copywriter
Amanda Godwin – Art Director



Print Advertising

Sponsored by:



SILVER
AWARD

Aisles Online - No Baggage Fees
BY: Hy-Vee
CLIENT: Hy-Vee, Inc
CREDITS: Donna Tweeten – Executive Vice President, Chief Marketing Officer, Chief Customer Officer, Hy-Vee, Inc



No baggage fees.

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Out-Of-Home & Ambient Media

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SILVER
AWARD

Hy-Vee Fast & Fresh Shopper Chopper
BY: Meyocks
CLIENT: Hy-Vee
CREDITS: Meyocks Hy-Vee Team



SILVER
AWARD

Grand Blue Mile TEN Bus Ads
BY: Wellmark Blue Cross and Blue Shield
CLIENT: Wellmark Blue Cross and Blue Shield
CREDITS: Wellmark Grand Blue Mile Team





Integer Gallery Night
BY: The Integer Group
CLIENT: The Integer Group
CREDITS: Steve Gammel – Vice President, Creative
Lisa Braden – Creative Director

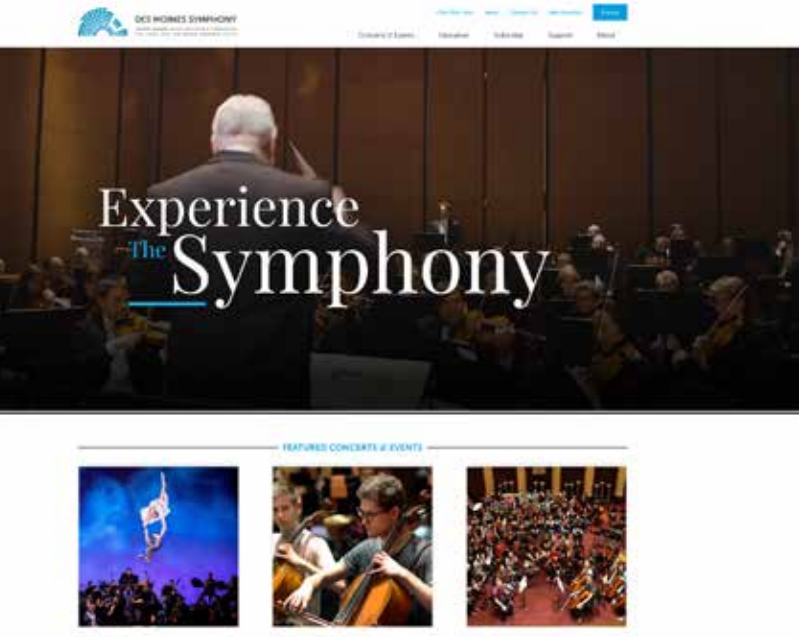


Online/Interactive

Sponsored by:  **HAPPY MEDIUM**



Des Moines Symphony Website
BY: Trilix Group
CLIENT: Des Moines Symphony
CREDITS: Trilix Group



Wine Guide
BY: Hy-Vee
CLIENT: Hy-Vee, Inc
CREDITS: Matt Nannen – Senior Vice President, Digital Marketing
UI / UX Team, Hy-Vee, Inc

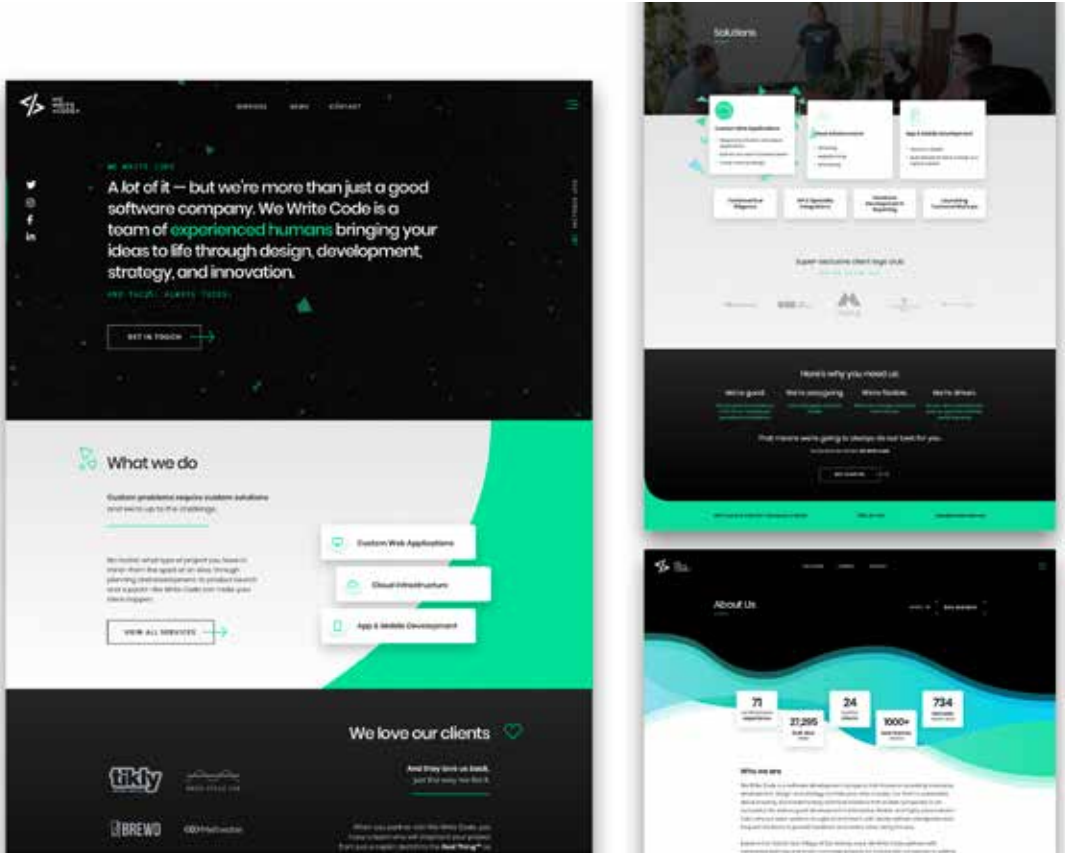


GOLD
AWARD



We Write Code Website

BY: We Write Code
CLIENT: We Write Code
CREDITS: Renae Meines – Art Director & Developer
Lauren Matysik – Designer & Photographer



Film, Video, And Sound

Sponsored by: LESSING FLYNN

GOLD
AWARD



One Step Backpack

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief Marketing Officer, Chief Customer Officer, Hy-Vee Inc.
Wendy Hiatt – Creative Director, Producer
The Motion Refinery
Karl Baldus – Editor,
The Motion Refinery
Toby Phillips – Cinematographer,
XXL Pictures



SILVER
AWARD



Wellmark Small Group TV Ads

BY: ZLR Ignition
CLIENT: Wellmark Blue Cross and Blue Shield
CREDITS: Shae Olsen – Copywriter
Phil Schriver – Art Director
Ben McIntosh – Jr. Art Director
Bob Delsol – Creative Director
Kelly Konz – Account Director
Chantelle Cadek – Account Manager



SILVER
AWARD

Iowa DOT – Zero Fatalities Grim
BY: Bucket Media
CLIENT: Iowa DOT
CREDITS: Bucket Media



SILVER
AWARD

Sunbelt Rentals Videos
BY: Two Rivers Marketing
CLIENT: Sunbelt Rentals
CREDITS: Ryan Newton – Video Production Manager, Sunbelt Rentals
Two Rivers Marketing – Sunbelt Rentals Team



SILVER
AWARD

Principal Video Series
BY: Red Dot Advertising + Design
CLIENT: Principal Financial Group
CREDITS: Red Dot Creative Team



SILVER
AWARD

Easier With myWellmark
BY: ZLR Ignition
CLIENT: Wellmark Blue Cross and Blue Shield
CREDITS: Shae Olsen – Copywriter
Phil Schriver – Art Director
Kelly Bittner – Art Director
Bob Delsol – Creative Director
Kelly Konz – Account Director
Chantelle Cadek – Account Manager





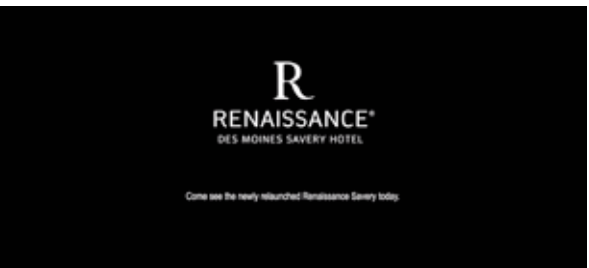
Des Moines: The S's Are Silent
BY: Catch Des Moines
CLIENT: Catch Des Moines
CREDITS: Ben Handfelt – Director of Creative & Communications, Catch Des Moines



Fleo Shorts
BY: Trilix Group
CLIENT: Fleo Shorts
CREDITS: Trilix Group



Savery Social Campaign
BY: Trilix Group
CLIENT: Renaissance Savery
CREDITS: Trilix Group



Grizzly Coolers Social Campaign
BY: Trilix Group
CLIENT: Grizzly Coolers
CREDITS: Trilix Group



GOLD



AWARD

Iowa Wild Jersey Reveal

BY: Trilix Group

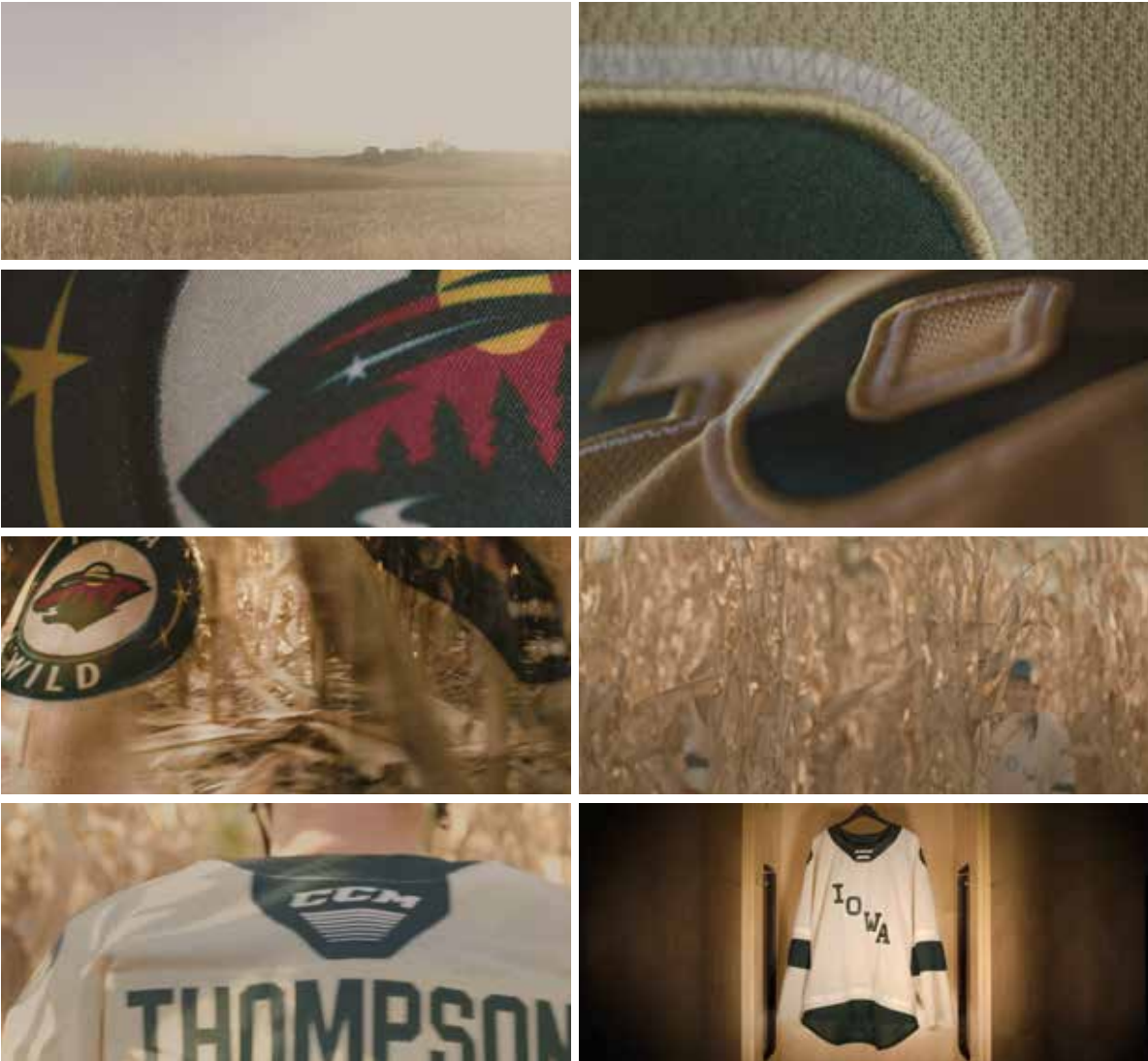
CLIENT: Iowa Wild

CREDITS: Trilix Group

BEST OF



SHOW



SILVER



AWARD

After the Storm


BY: Lessing-Flynn

CLIENT: Vermeer Corporation

CREDITS: Jonathan Quinn – Senior Video Producer
Matt Eul – Head Visionary



SILVER



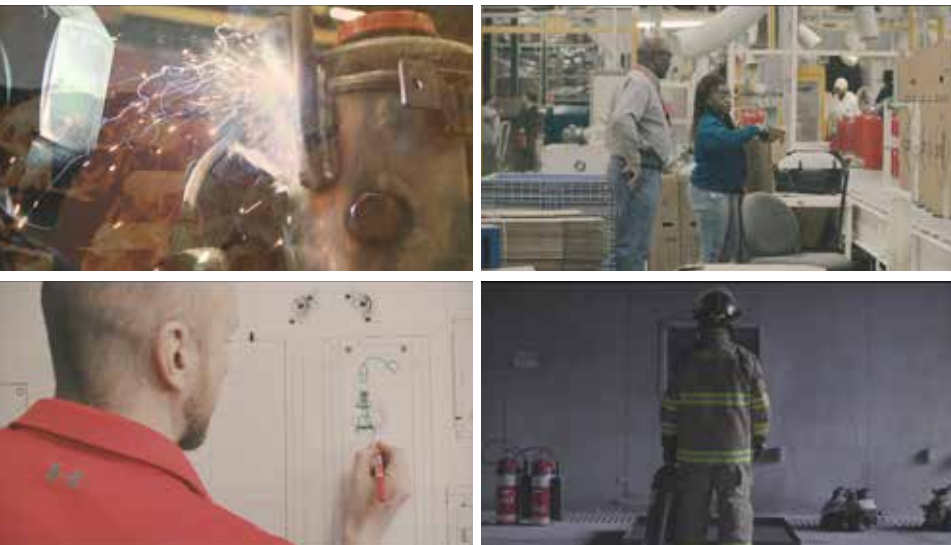
AWARD

Amerex Culture Video

BY: Trilix Group

CLIENT: Amerex Corporation

CREDITS: Trilix Group



SILVER
AWARD

Prairie Meadows 30th Anniversary
BY: Trilix Group
CLIENT: Prairie Meadows
CREDITS: Trilix Group



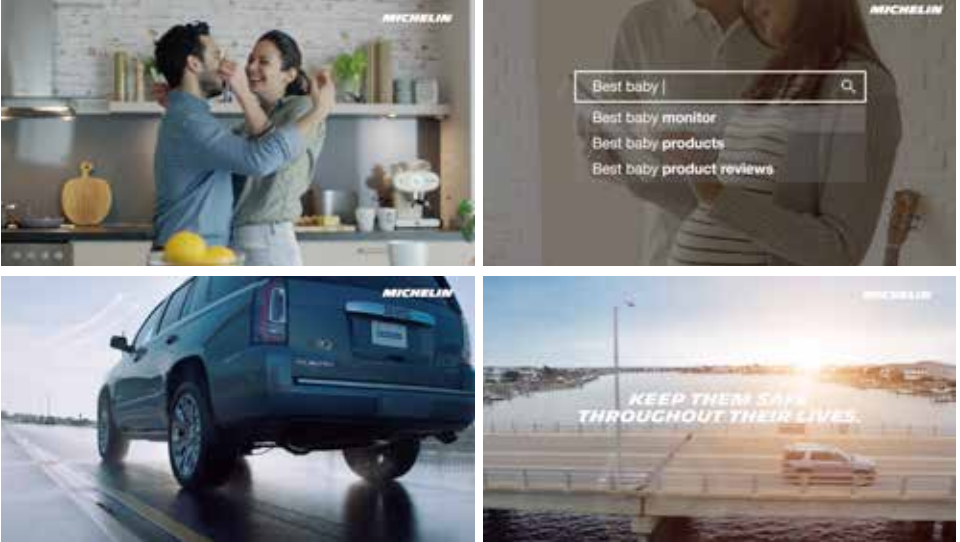
SILVER
AWARD

Grizzly Coolers
BY: Trilix Group
CLIENT: Grizzly Coolers
CREDITS: Trilix Group



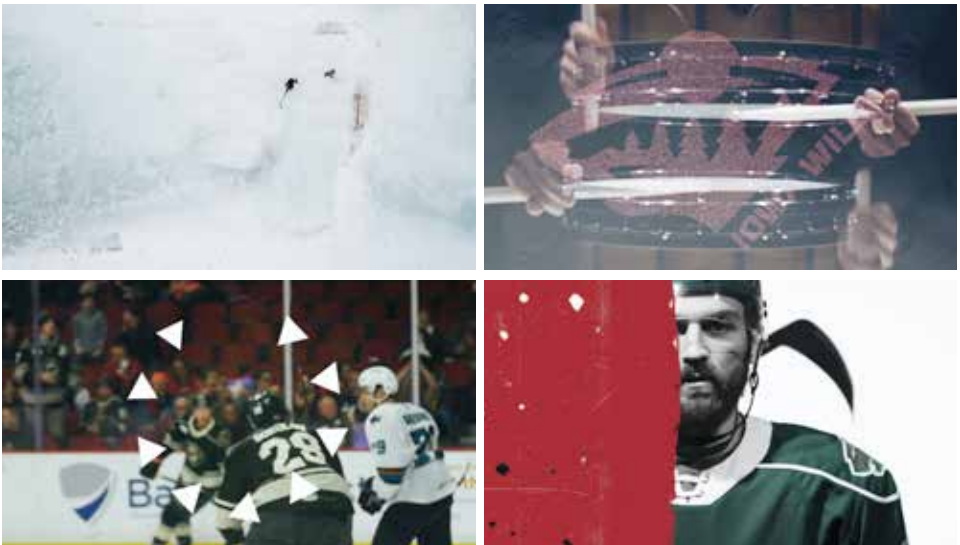
GOLD
AWARD
JUDGE'S
CHOICE

Michelin New Parent Hype
BY: The Integer Group
CLIENT: Michelin
CREDITS: Steve Gammel – Vice President, Creative
Alesha Burgraff – Creative Director
Travis Arndorfer – Creative Director
Erica Cleveland – Senior Art Director
Shelbie Malinski – Producer
Danielle Fengel – Account Service

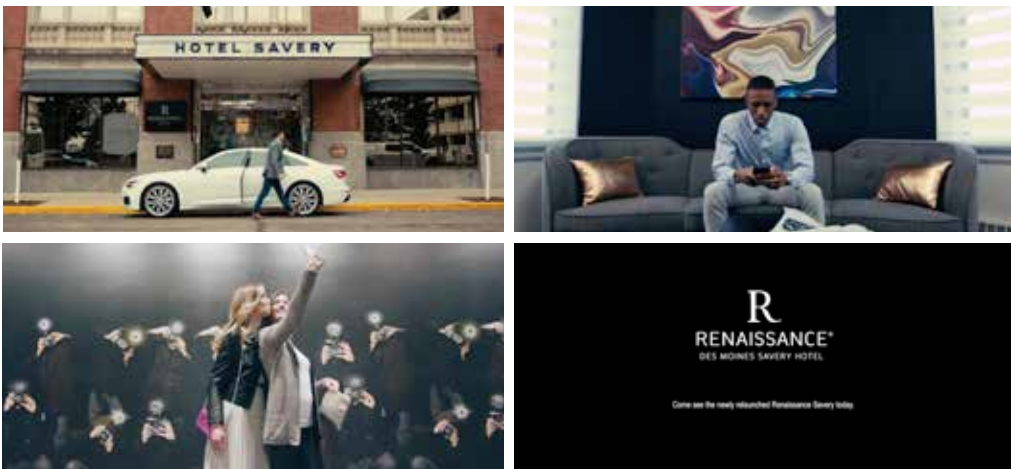


GOLD
AWARD

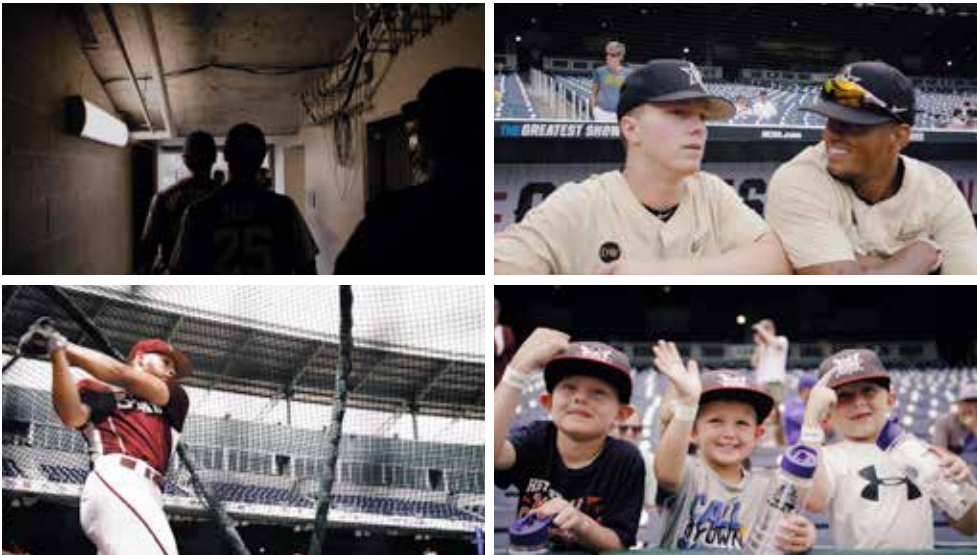
Iowa Wild Intro Video
BY: Trilix Group
CLIENT: Iowa Wild
CREDITS: Trilix Group



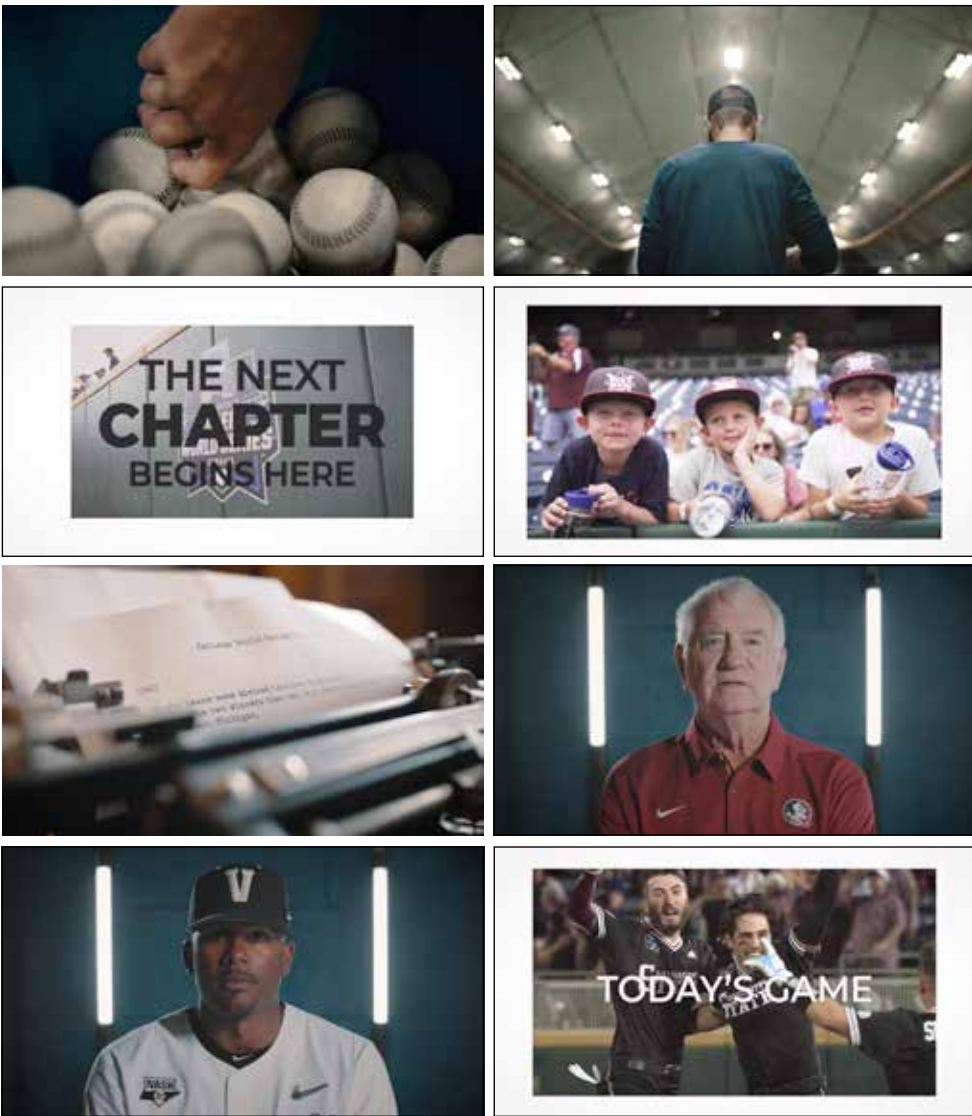
GOLD AWARD
Savery Hotel Reintroduction
BY: Trilix Group
CLIENT: Renaissance Savery
CREDITS: Trilix Group



SILVER AWARD
NCAA CWS – More Than A Game
BY: Trilix Group
CLIENT: NCAA College World Series
CREDITS: Trilix Group



GOLD AWARD
NCAA CWS – Next Chapter
BY: Trilix Group
CLIENT: NCAA College World Series
CREDITS: Trilix Group



Cross Platform

- SILVER

AWARD
- DiaEdge Video/Mailer Launch Kit**

BY: Two Rivers Marketing

CLIENT: Mitsubishi Materials

CREDITS: Two Rivers Marketing – Mitsubishi Materials Team



- GOLD

AWARD
- Grand Blue Mile TEN Campaign**

BY: Wellmark Blue Cross and Blue Shield

CLIENT: Wellmark Blue Cross and Blue Shield

CREDITS: Wellmark Grand Blue Mile Team



Cross Platform

- SILVER

AWARD
- Goodie Bowl Branding**

BY: BASEMINT

CLIENT: Goodie Bowl

CREDITS: Kelly Bittner – Art Director
Andrew Maahs – Art Director



- SILVER

AWARD
- 80/35 2019 Campaign**

BY: Red Dot Advertising + Design

CLIENT: Des Moines Music Coalition

CREDITS: Red Dot Creative Team – Design & Art Execution
Jason Cross – Web Development



SILVER
AWARD

Clyde's Fine Diner Identity
BY: Eight Seven Central
CLIENT: Clyde's Fine Diner
CREDITS: Uciel Medina – Design & Direction



SILVER
AWARD

Christkindlemarket 2019
BY: Farmboy
CLIENT: Des Moines European Heritage Foundation
CREDITS: Farmboy



GOLD
AWARD

Louie's Farewell Tour
BY: ZLR Ignition
CLIENT: ZLR Ignition
CREDITS: Kelly Bittner – Art Director
Shae Olsen – Copywriter



GOLD
AWARD



Food Bank of Iowa Picture Yourself

BY: Strategic America
CLIENT: Food Bank of Iowa
CREDITS: Strategic America

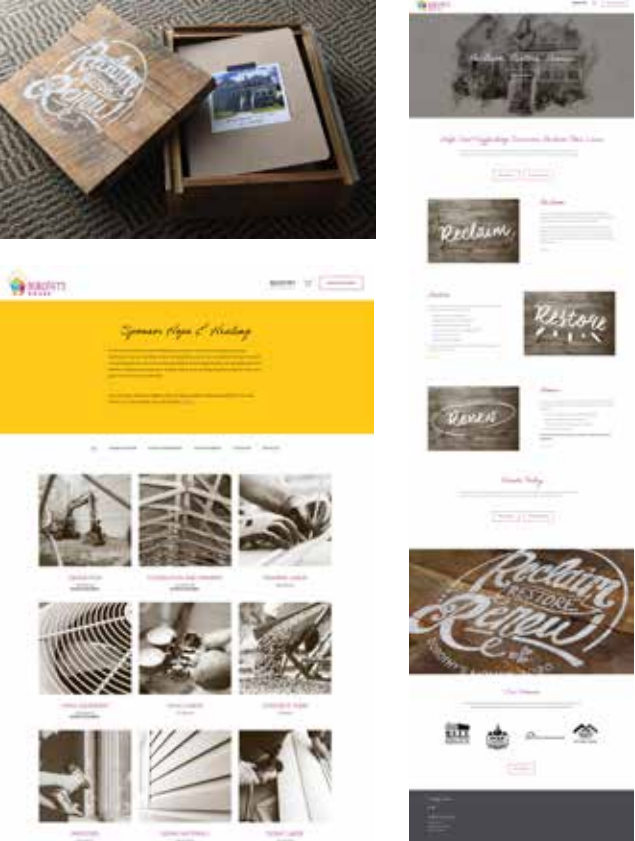


SILVER
AWARD



Dorothy's House Capital Campaign

BY: Strategic America
CLIENT: Dorothy's House
CREDITS: Strategic America



SILVER
AWARD



Manos de Dios Coffee Logo

BY: Avidity Creative
CLIENT: Manos de Dios
CREDITS: Adam Feller – Art Director



SILVER
AWARD



WDM Historical Society Logo

BY: Red Dot Advertising + Design
CLIENT: West Des Moines Historical Society
CREDITS: Red Dot Creative Team



Sponsored by: MNI targeted media

SILVER
AWARD



Cornerstone Mural Illustrations

BY: BASEMINT
CLIENT: Cornerstone Pediatrics and Family Allergy
CREDITS: Kelly Bittner – Illustrator
Andrew Maahs – Illustrator



SILVER
AWARD

BFGoodrich Offroad Guide
BY: The Integer Group
CLIENT: BFGoodrich
CREDITS: Steve Gammel – Vice President, Creative
Alesha Burgraff – Creative Director
Michael Shelley – Associate Creative Director
Jake Grothoff – Copywriter
Danielle Fengel – Account Service
Scott Steen – Digital Production



SILVER
AWARD

One Step Backpack
BY: Hy-Vee
CLIENT: Hy-Vee, Inc
CREDITS: Toby Phillips – Cinematographer, XXL Pictures



Public Service

Sponsored by: **SA**
strategic america

GOLD
AWARD

JDRF Hope Gala 2019
BY: Two Rivers Marketing
CLIENT: JDRF
CREDITS: Two Rivers Marketing – JDRF Team

JUDGE'S
CHOICE



SILVER
AWARD

Best Friend
BY: ZLR Ignition
CLIENT: Iowa Department of Public Health
CREDITS: Lou Laurent – Account Manager
Shae Olsen – Copywriter
Kelly Bittner – Art Director
Bob Delsol – Creative Director
Jessica Lown – Production Coordinator
Luminary Creative – Video Production Partner



GOLD
AWARD

World's Worst Combos
BY: ZLR Ignition
CLIENT: Governor's Traffic Safety Bureau
CREDITS: Shae Olsen – Copywriter
Ben McIntosh – Jr. Art Director
Bob Delsol – Creative Director
Josh Ladd – Account Manager
Jessica Lown – Production Coordinator
Applied Art & Technology – Video Production Partner



GOLD
AWARD

The North Face – Look Good
BY: Iowa State University
CREDITS: Bailey Balmer
Vanessa Lewis
Tanner Short



GOLD
AWARD

Subaru Experience – Love Made Easy
BY: Iowa State University
CREDITS: Riley Holtrop
Emilee Drost
Jakob Hill



SILVER
AWARD

My Cyclone Story Civility Campaign

BY: Iowa State University
CREDITS: Lexie Muzzy



SILVER
AWARD

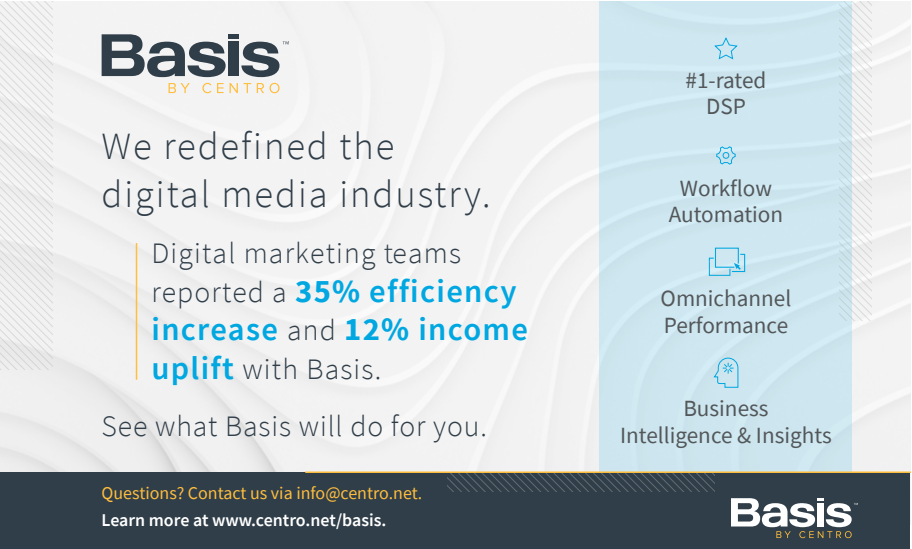
Emilee Drost Photography

BY: Iowa State University
CREDITS: Riley Holtrop



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no matter
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