



Home made

AMERICAN ADVERTISING AWARDS
DES MOINES, IA | 2021

WINNER'S BOOK



AMERICAN ADVERTISING AWARDS
DES MOINES, IA | 2021

WHAT IS THE AMERICAN ADVERTISING AWARDS
COMPETITION?

The American Advertising Awards Program 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 AWARDS
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.

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SILVER



GOLD




JUDGES
CHOICE




BEST OF
SHOW




 **Wayfarer Coffee Bag**
BY: Avidity Creative
CLIENT: Wayfarer Coffee Roasters
CREDITS: Adam Feller – Art Director




 **Vladibeer Putin Can**
BY: Avidity Creative
CLIENT: NoCoast Beer Co.
CREDITS: Adam Feller – Art Director



 **Goldies Packaging**
BY: Meyocks
CLIENT: Flavorful Brands
CREDITS: Flavorful Brands & Meyocks



 **The Real Stuff**
BY: Meyocks
CLIENT: Foundry Distilling Company
CREDITS: Foundry Distilling Co. & Meyocks





Hy-Vee Beauty Box – Winter

BY: Meyocks
CLIENT: Hy-Vee, Inc.
CREDITS: Hy-Vee & Meyocks



BLK x BLK Limited Edition Packaging

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



Gotcha Spirits

BY: Meyocks
CLIENT: Dehner Distillery
CREDITS: Dehner Distillery & Meyocks



Hy-Vee Kombucha

BY: Meyocks
CLIENT: Hy-Vee, Inc.
CREDITS: Hy-Vee & Meyocks





Seasons Magazine – May 2020

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer
Sara Canady – Assistant Vice President, Brand & Regional Marketing
Grey Dog Media



On-Demand Cooking

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer
Sara Canady – Assistant Vice President, Brand & Regional Marketing
Grey Dog Media



Colors Of Summer Produce

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer
Sara Canady – Assistant Vice President, Brand & Regional Marketing
Grey Dog Media





Bring on the Burgers

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer
Sara Canady – Assistant Vice President, Brand & Regional Marketing
Grey Dog Media



Seasons Magazine – June 2020

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer
Sara Canady – Assistant Vice President, Brand & Regional Marketing
Grey Dog Media



You're a VIP!

BY: Cooper Smith & Company
CLIENT: Fork in the Road
CREDITS: Sally Cooper Smith - Creative Director





Hunker Down for the Holidays

BY: Farmboy
CLIENT: Farmboy
CREDITS: Smail Buljubasic – Designer
Zachary Kern – Designer



Sunshine Mailer

BY: Cooper Smith & Company
CLIENT: Cooper Smith & Company
CREDITS: Sally Cooper Smith – Creative Director
Robin Wastenev – Art Director





Iowa Wave 2020 T-shirt Design

BY: Two Rivers Marketing
CLIENT: The Iowa Wave Shirt
CREDITS: Two Rivers Marketing



Established 1854

BY: Trilix Group
CLIENT: M&H Valve Company
CREDITS: Trilix & M&H Valve Company

ESTABLISHED 1854

1854 M&H VALVE CO. FOUNDED

1860 ABE LINCOLN BECOMES SIXTEENTH PRESIDENT

1876 BELL INVENTS THE PHONE

1893 WRIGHT BROTHERS FIRST AIR FLIGHT

1905 M&H EXPANDS LINE TO INCLUDE BUTTERFLY VALVES

1905 M&H EXPANDS LINE TO INCLUDE BUTTERFLY VALVES

1929 NON-TRAFFIC MODEL 29 HYDRANT INTRODUCED TRAFFIC MODEL 129 STILL MADE TODAY

1969 FIRST MOON LANDING

2019 MODEL 129 HYDRANT INTRODUCED PRESSURE AND TEMPERATURE MONITORING

TODAY M&H VALVE CONTINUES AN ALMOST CENTURY-LONG HISTORY OF HYDRANT PRODUCTION

Like an old-growth tree, M&H has been around long enough to see a few historic events unfold. Over the years, we've learned that each new innovation is just the first step in a long line of progress. Consider our fire hydrant, first introduced in 1929 — M&H still produces the same hydrant today. With innovative additions like iHydrant Pressure and Temperature Monitoring and parts interchangeability back to 1929, it's no wonder M&H is running rings around the competition.

mh-valve.com
M&H VALVE CO. is a division of McWane, Inc. | McWane. For Generations.

MH M&H VALVE COMPANY

ISO 9001 ISO 14001 ASME



Volvo CE CONEXPO Booth

BY: Two Rivers Marketing
CLIENT: Volvo Construction Equipment
CREDITS: Two Rivers Marketing



Hy-Vee Des Moines Bus Wrap

BY: Meyocks
CLIENT: Hy-Vee, Inc.
CREDITS: Hy-Vee & Meyocks



Weather Can Be Surprising

BY: Meyocks
CLIENT: Farm Credit Services of America
CREDITS: Farm Credit Services of America & Meyocks



Back Together, Better Together

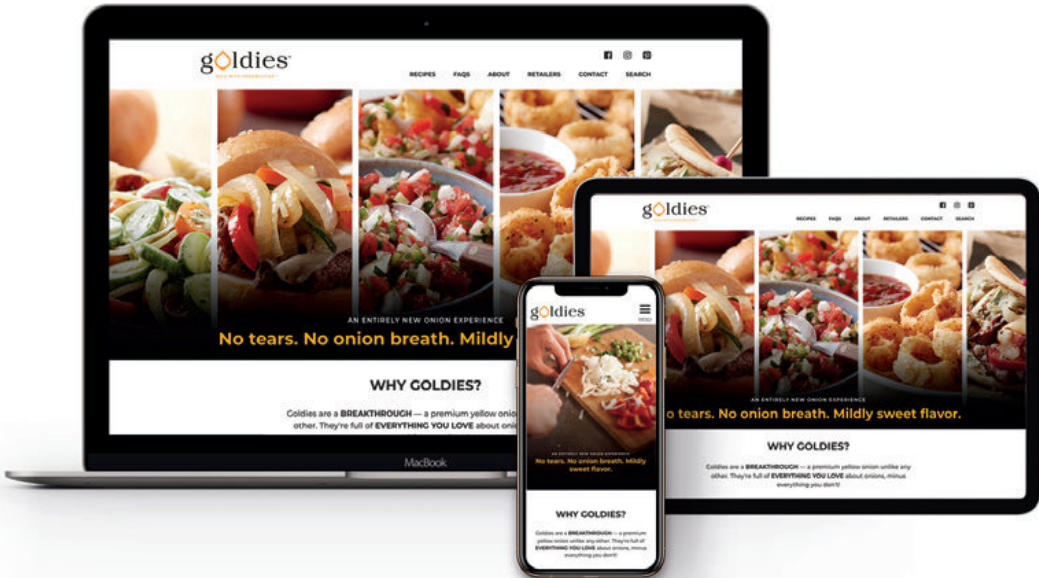
BY: Strategic America
CLIENT: Strategic America
CREDITS: Strategic America





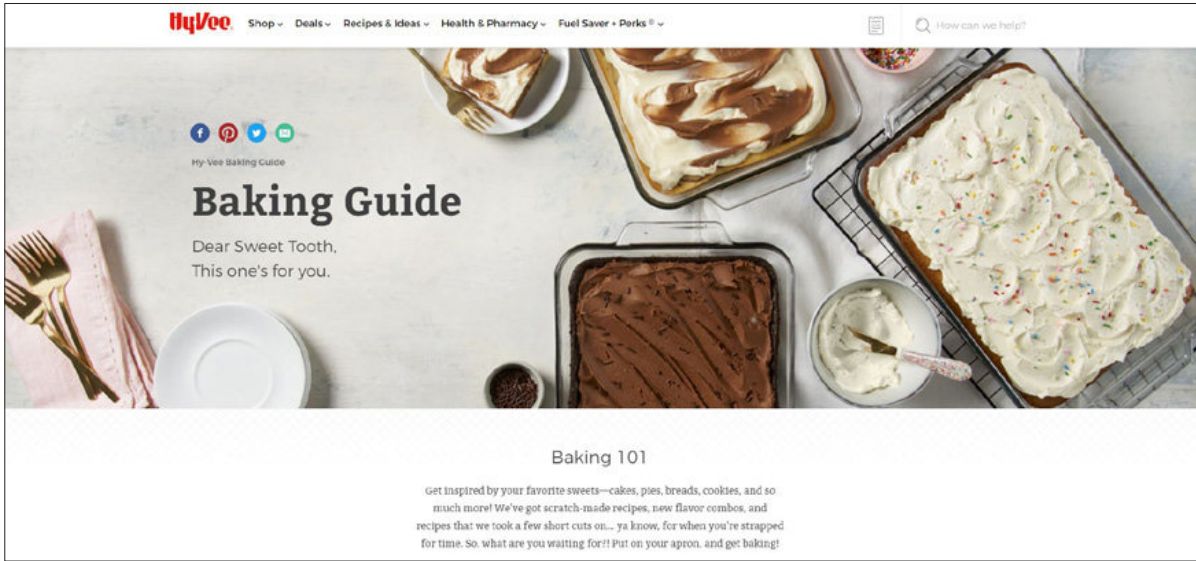
Goldies Website

BY: Meyocks
CLIENT: Flavorful Brands
CREDITS: Flavorful Brands & Meyocks



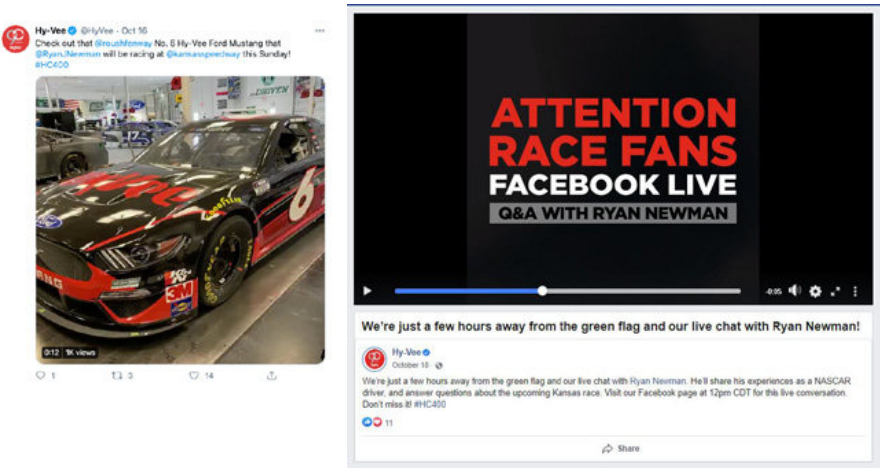
Hy-Vee Baking Guide

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer



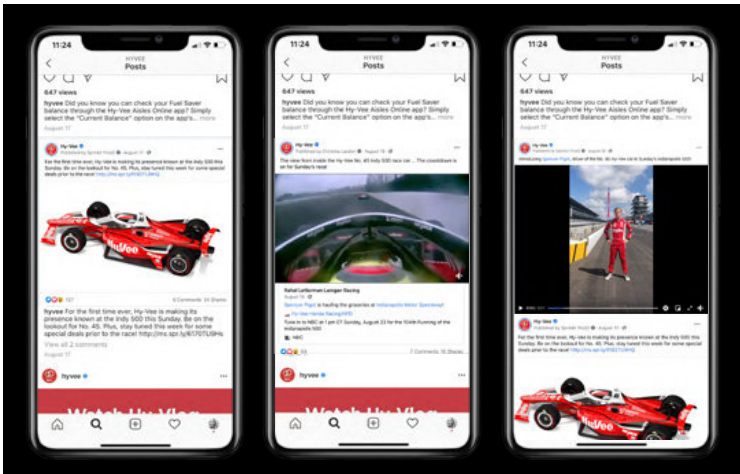
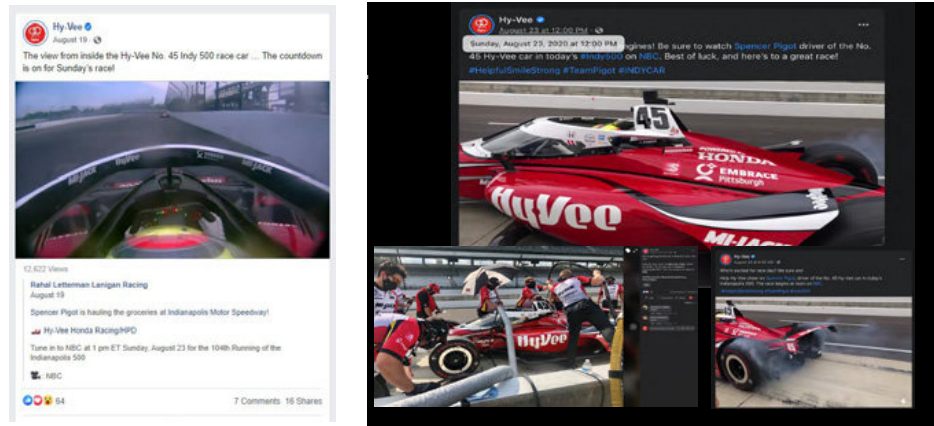
NASCAR – Ryan Newman

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer



INDY – Spencer Pigot

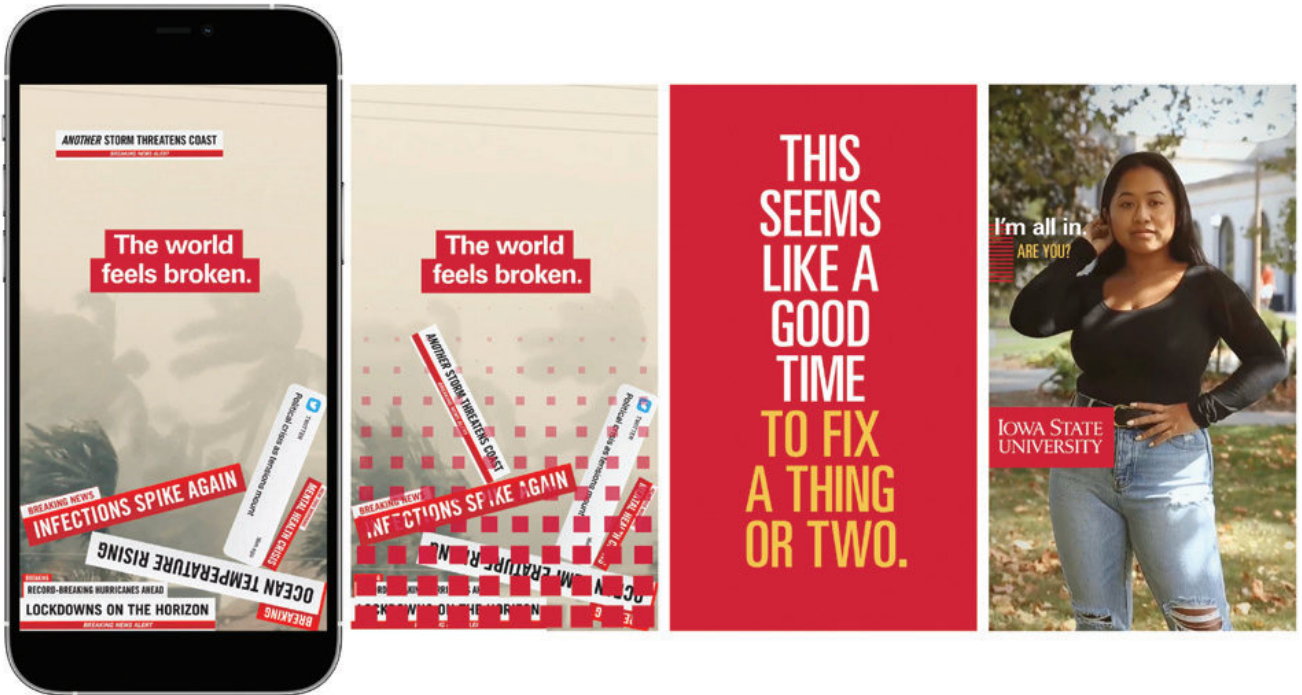
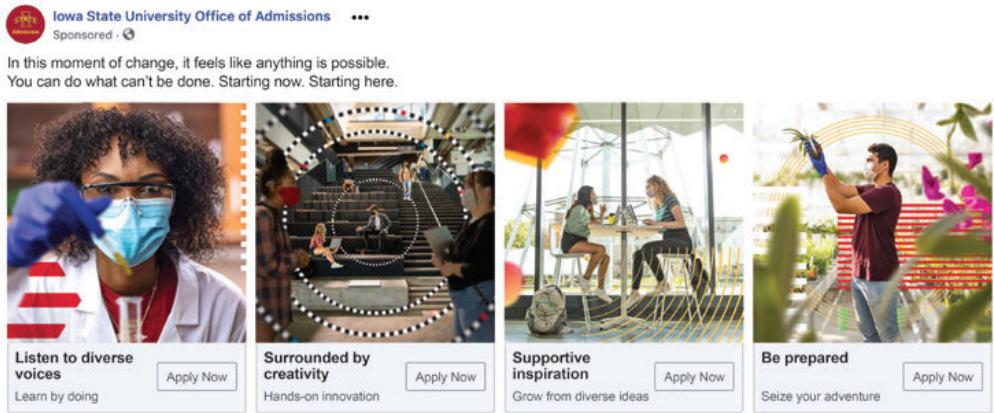
BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer





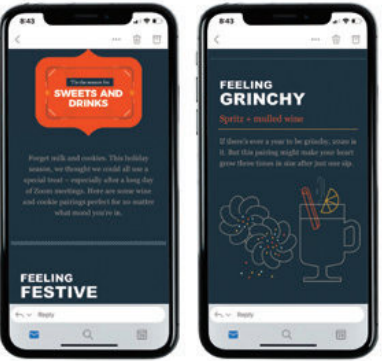
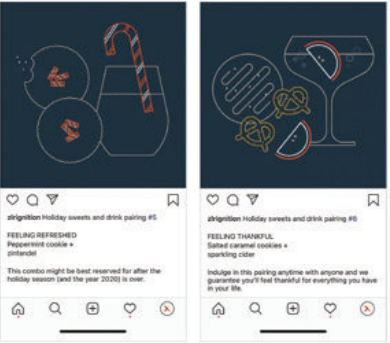
Iowa State Admissions’ Social

BY: ZLR Ignition
CLIENT: Iowa State University
CREDITS: Phil Schriver – Associate Creative Director
Bob Delsol – Senior Vice President/
Creative Director
Liv Hunt – Art Director
Riley Ginn – Junior Art Director
Jason Boucher – Vice President of
Client Services
Liv Meline – Account Coordinator



ZLR Holiday Card

BY: ZLR Ignition
CLIENT: ZLR Ignition
CREDITS: Kelly Bittner – Senior Art Director
Shae Olson – Senior Copywriter
Jess Kennedy – Senior Digital
Media Strategist
Lou R. Laurent – Account Manager
Xan McNelly – President
Liv Meline – Account Coordinator





90th Anniversary

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer
Wendy Hiatt – The Motion Refinery, Copywriter, Creative Director
Brad Feltz – The Motion Refinery, Editor
Toby Phillip – XXL Pictures, Cinematographer



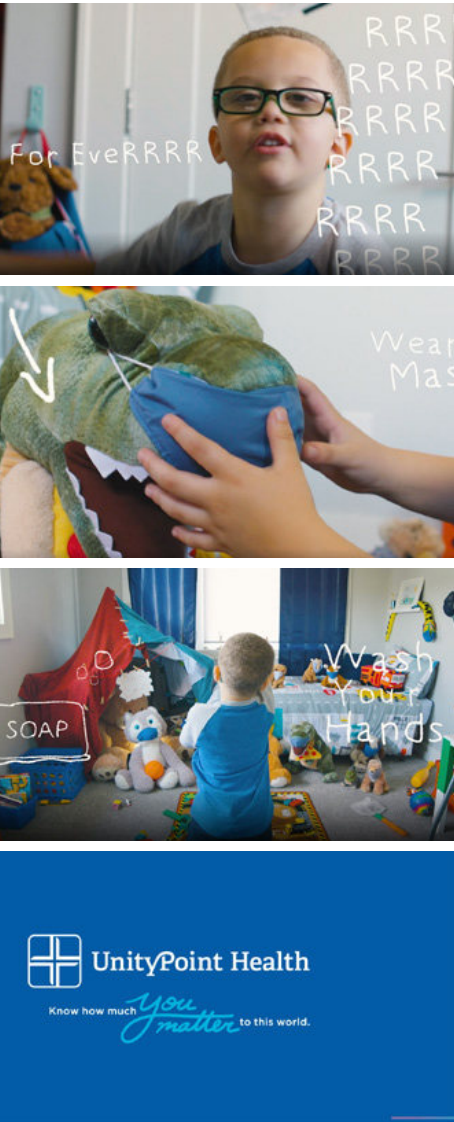
Heroes

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief of Staff, Chief Marketing Officer
Wendy Hiatt – The Motion Refinery, Copywriter, Creative Director
Karl Baldus – The Motion Refinery, Editor



UnityPoint Health – Kids Speech

BY: Trilix Group
CLIENT: UnityPoint Health
CREDITS: Trilix & UnityPoint Health





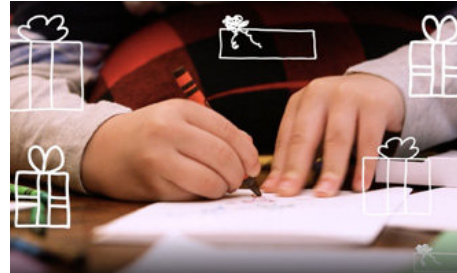
IDPH “Mike” Opioid Stigma Video

BY: ZLR Ignition
CLIENT: Iowa Department of Public Health – Your Life Iowa
CREDITS: Lou R. Laurent – Account Manager
Bob Delsol – Senior Vice President / Creative Director
Kelly Bittner – Senior Art Director
Shae Olson – Senior Copywriter



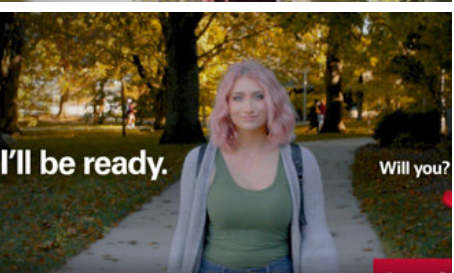
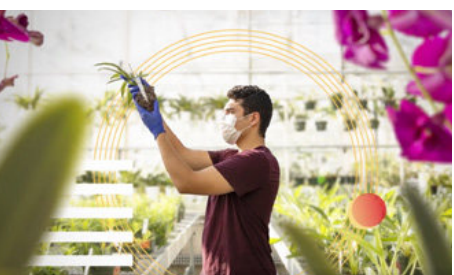
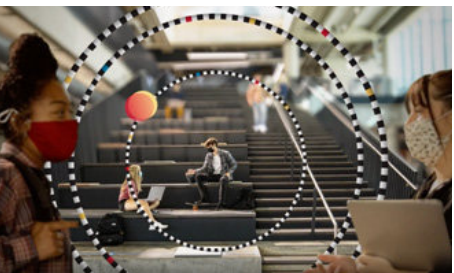
UnityPoint Health – You Matter

BY: Trilix Group
CLIENT: UnityPoint Health
CREDITS: Trilix & UnityPoint Health



Iowa State’s “In the Air” Video

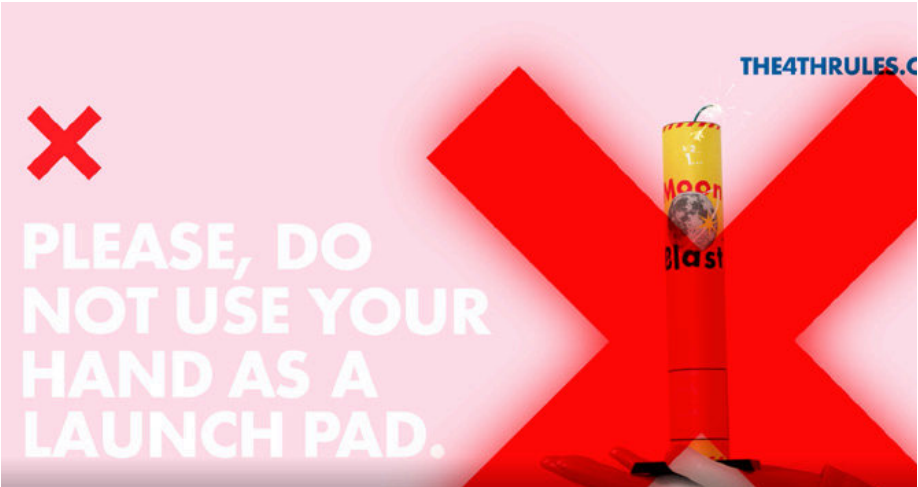
BY: ZLR Ignition
CLIENT: Iowa State University
CREDITS: Phil Schriver – Associate Creative Director
Bob Delsol – Senior Vice President / Creative Director
Liv Hunt – Art Director
Riley Ginn – Junior Art Director
Jason Boucher – Vice President of Client Services
Liv Meline – Account Coordinator





IFMA’s Firework Safety Campaign

BY: ZLR Ignition
CLIENT: Iowa Department of Public Safety – Iowa Fire Marshal’s Association
CREDITS: Phil Schriver – Associate Creative Director
Bob Delsol – Senior Vice President/
Creative Director
Jason Boucher – Vice President of
Client Services
Liv Meline – Account Coordinator



The Final Campaign

BY: Trilix Group
CLIENT: Mainframe Studios
CREDITS: Trilix & Mainframe Studios



UnityPoint Health – Things to Know

BY: Trilix Group
CLIENT: UnityPoint Health
CREDITS: Trilix & UnityPoint Health





Kum & Go CEO Announcement

BY: Kristian Day Media, LLC
CLIENT: Krause Group
CREDITS: Kristian Day – Producer & Director
Eric Sahrman – Director of Photography
Buffalo Bonker – Editor & Colorist
Dylan Sires – Music Composer
Jack Meggers – Drone Photographer
John Hennesy Baker – Sound Recordist
Spencer Smith – Additional Sound Recordist



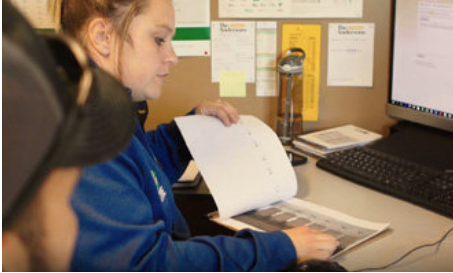
50 Years of SCI

BY: Trilix Group
CLIENT: Science Center of Iowa
CREDITS: Trilix & Science Center of Iowa



Stine Story – Kristin Welling

BY: Trilix Group
CLIENT: Stine Seed
CREDITS: Trilix & Stine Seed




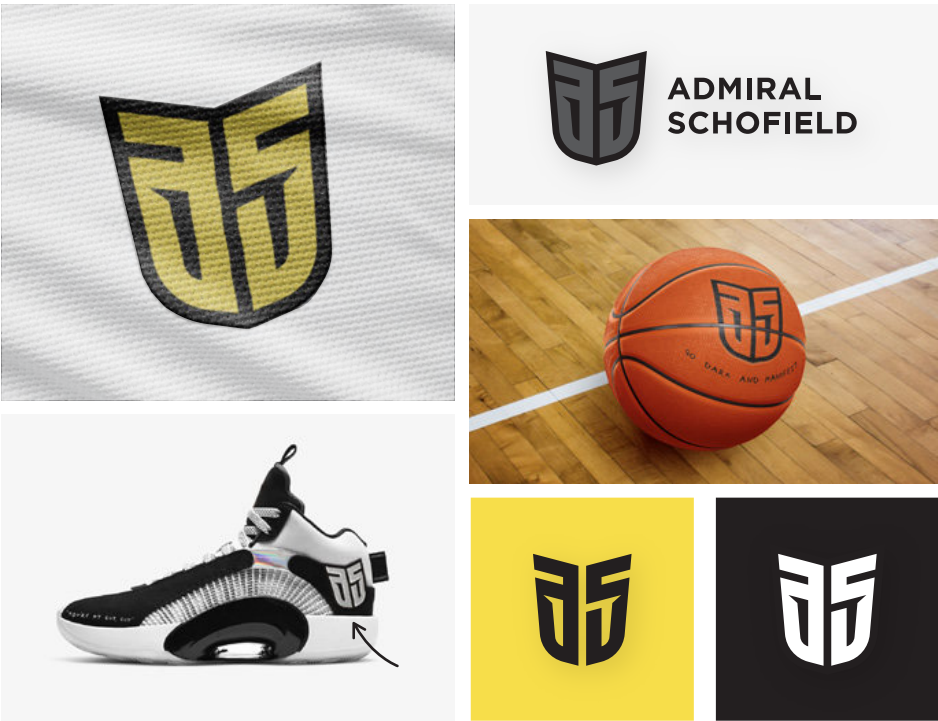
 **Stine Yield [+]**
BY: Trilix Group
CLIENT: Stine Seed
CREDITS: Trilix & Stine Seed




 **Manhattan Deli Brand System**
BY: Farmboy
CLIENT: Hansen's Manhattan Deli
CREDITS: Zachary Kern - Art Director / Designer
Kayla Craycraft - Lead Developer
Smail Buljabasic - Lead Designer




 **Admiral Schofield Brand Identity**
BY: TwoTone Creative
CLIENT: Scale That
CREDITS: Rick Williamson - Graphic Designer




 **Collateral and Website**
BY: Now Now
CLIENT: Eden
CREDITS: John Solarz - Design Direction Development
Adam Ferry - Design Direction
Nicole Lorenson / Studio Preservation - Photography




 **Shield Insurance**
BY: Farmboy
CLIENT: Shield Insurance
CREDITS: Smail Buljabasic & Zachary Kern




 **FarmLend Logo**
BY: Meyocks
CLIENT: Farm Credit Services of America
CREDITS: Farm Credit Services of America & Meyocks



 **Reading Coffee Co. Logo**
BY: Avidity Creative
CLIENT: Reading Coffee Co.
CREDITS: Adam Feller – Art Director



 **Heroes**
BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Karl Baldus – The Motion Refinery, Editor



 **90th Anniversary**
BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Toby Phillips – XXL Pictures, Cinematographer



STUDENT AWARDS | PRINT ADVERTISING



Chicago Cubs – The Wait Is Over

BY: Iowa State University
CREDITS: Davis Van Egdom

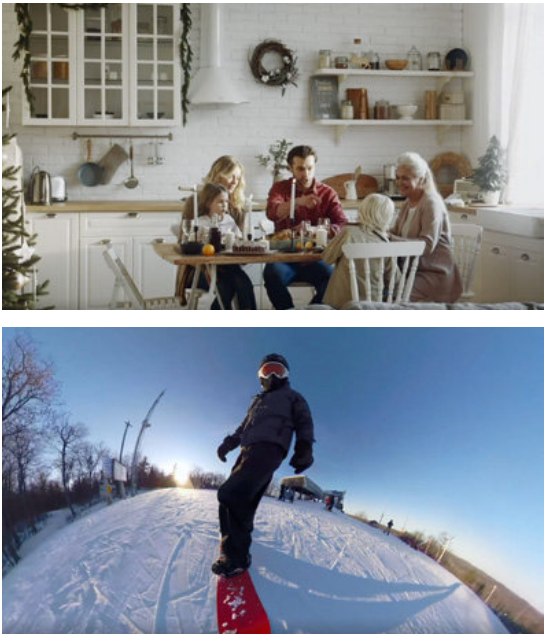


STUDENT AWARDS | ONLINE/INTERACTIVE



Weather Channel – What’s Your Day?

BY: Iowa State University
CREDITS: Stephen Gould
Lydia Heydlauff
Anna Ehlers

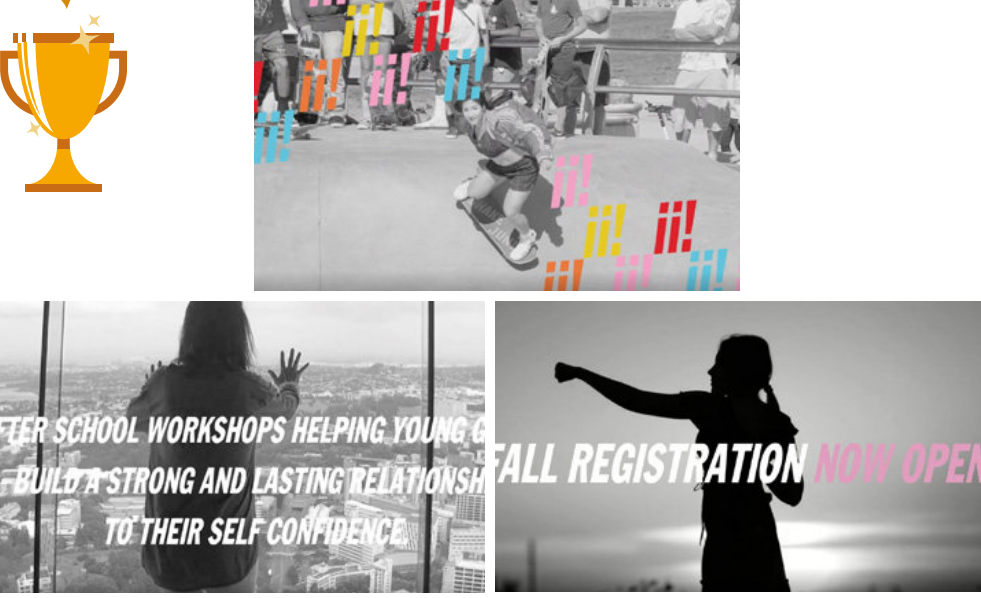


STUDENT AWARDS | FILM, VIDEO & SOUND



Like A Girl! Enrollment Video

BY: Iowa State University
CREDITS: Emily Cooper Smith – Graphic Designer

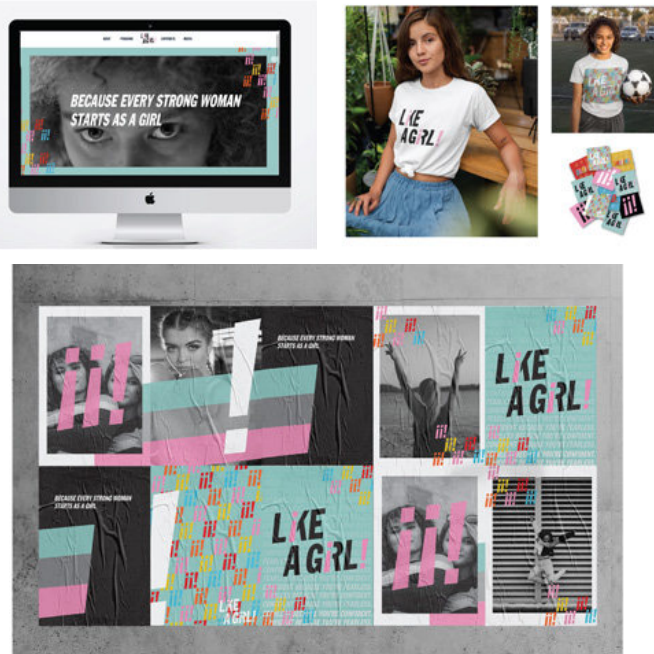


STUDENT AWARDS | CROSS PLATFORM



Like A Girl! Campaign

BY: Iowa State University
CREDITS: Emily Cooper Smith – Graphic Designer



STUDENT AWARDS | ELEMENTS OF ADVERTISING



Like A Girl! Logo

BY: Iowa State University
CREDITS: Emily Cooper Smith – Graphic Designer



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In a year that
demanded more
than one could
imagine, you still
found time to
IMAGINE MORE.

Congratulations on all the
award-winning work!





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**SENDING YOU
A VIRTUAL
CHEERS**



REFILLING

Confluence beer brought to you by ZLR Ignition.



Congratulations to all our winners and joining us to celebrate all the good things that came out of 2020.

Here's to stepping up and proving that
home is where the art is.



**WE'RE AT
THE CENTER
OF B2B.**

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STRATEGIZE AND MARKET THEIR WAY OUT OF A PAPER BAG.**

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