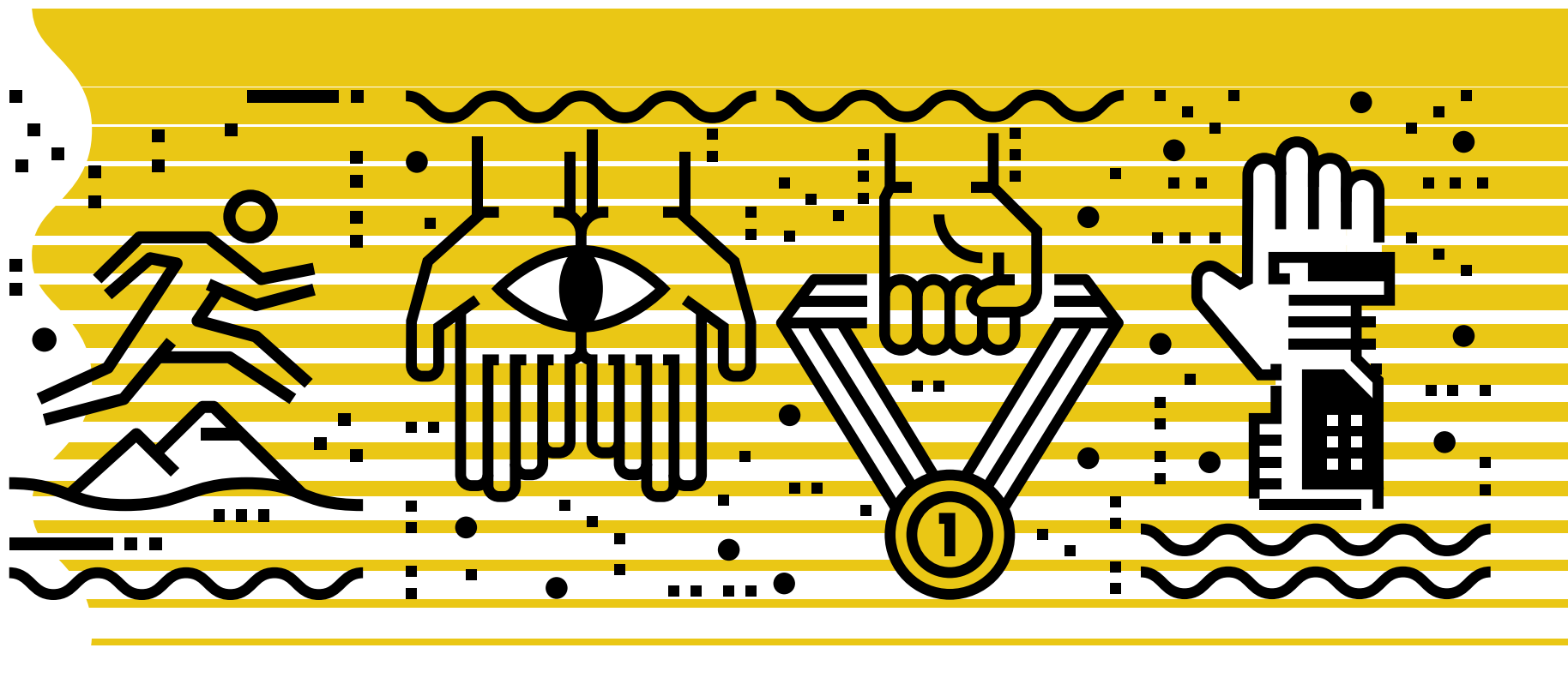


# We Survived The Gauntlet

AMERICAN  
ADVERTISING  
AWARDS

DSM 20  
19

Winners Book





# AMERICAN ADVERTISING AWARDS



## **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 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.

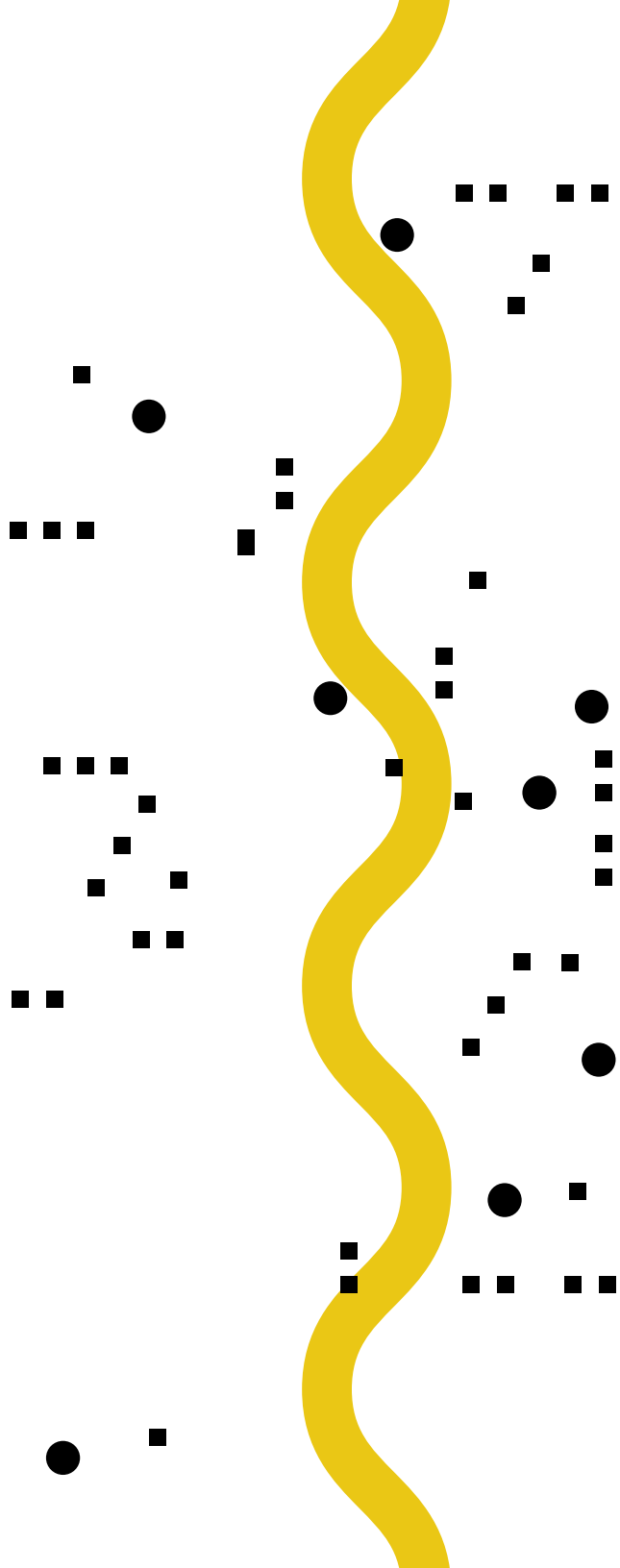
## **Three-Tier Competition**

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.



# We Survived

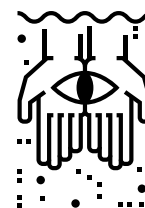
Sales And Marketing .....	4
Print Advertising .....	8
Out of Home And Ambient Media .....	9
Online/Interactive.....	12
Film, Video And Sound .....	17
Cross Platform.....	22
Elements of Advertising .....	24
Students - Sales And Marketing .....	28
Students - Print Advertising .....	28
Students - Film, Video And Sound .....	29
Students - Cross Platform.....	30
Students - Elements of Advertising .....	30

**Silver  
Award**



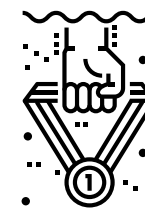
SUR-  
VIVE  
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VIVE

**Judge's  
Choice**



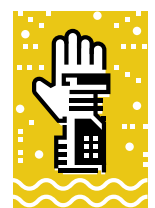
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VIVE

**Gold  
Award**



SUR-  
VIVE  
SUR-  
VIVE  
SUR-  
VIVE  
SUR-  
VIVE  
SUR-  
VIVE  
SUR-  
VIVE

**Best  
Of Show**



# Sales And Marketing



Sponsored by:



## Overjoy Ice Cream

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

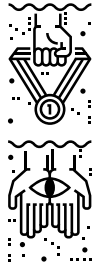


## Drake Undergraduate Viewbook

BY: **Two Rivers Marketing**  
CLIENT: **Drake University**  
CREDITS: Two Rivers Marketing - Drake University team

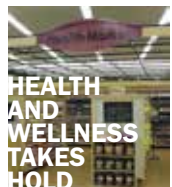
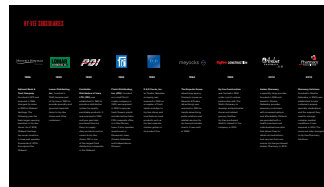
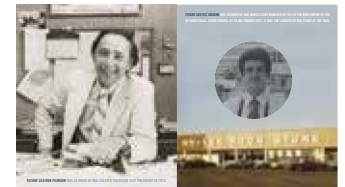
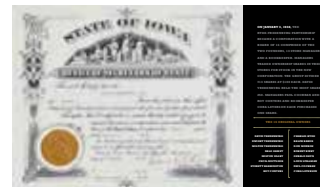






## Hy-Vee History Book

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





## Iowa Craft Brew Festival

BY: BASEMINT

CLIENT: Iowa Brewers Guild

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





### Magnify Video Direct Mail

BY: **Meyocks**

CLIENT: **FCSAmerica**

CREDITS: The FCSAmerica Team



### Red Dot Holiday Glasses

BY: **Red Dot Ad**

CLIENT: **Red Dot Ad**

CREDITS: Red Dot Team – Creative





# Print Advertising



Sponsored by:



## Bank Iowa TIME Magazine Cover Wrap

BY: **Lessing-Flynn**

CLIENT: **Bank Iowa**

CREDITS: Joe Winn – Creative Director  
Chris Hanson – Creative Director  
Jeff Caldwell – Content Marketing Manager  
Cassandra Pudenz – Account Manager  
Laura Plumb – Account Manager  
Shannon Hughes – Media Strategist



## Warped Roots Mega Ad

BY: **Meyocks**

CLIENT: **Hy-Vee**

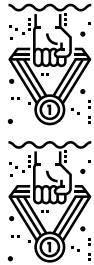
CREDITS: The Hy-Vee Team



# Out-Of-Home And Ambient Media



Sponsored by:



## Iowa Food & Family @ The ISF

BY: **IOWA SOYBEAN ASSOC**

CLIENT: **IOWA FOOD & FAMILY PROJECT**

CREDITS: Iowa Soybean Marketing & Communications Teams



## Iowa Craft Brew Festival Poster

BY: **BASEMINT**

CLIENT: **Iowa Brewers Guild**

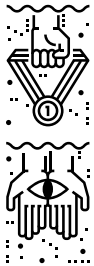
CREDITS: Andrew Maahs – Art Director  
Kelly Bittner – Art Director





### PM Chili Cookoff/Potluck

BY: Performance Marketing  
CLIENT: Performance Marketing  
CREDITS: Paul Richards – Art Director



### Values Poster Series

BY: Eight Seven Central  
CLIENT: Eight Seven Central  
CREDITS: 87C Team – Design, Illustration, & Screenprint







### Integer Bikes

BY: **The Integer Group**

CLIENT: **The Integer Group**

CREDITS: Steve Gammel – Vice President, Creative  
Lisa Braden – Creative Director  
Katie Dondale – Art Director/Illustrator  
Scott Watson – Copywriter  
Don Burton – Director of Print and Experience Solutions



# Online/Interactive



Sponsored by:



HAPPY MEDIUM



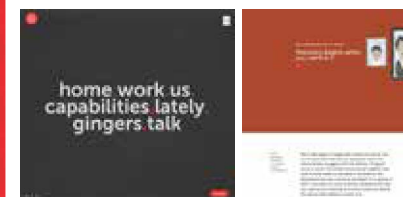
## Marc Kris Website

BY: **Red Dot Ad**  
CLIENT: **Marc Kris Modern Homes**  
CREDITS: Red Dot Team – Creative & Development  
Sam Fatallah – Cinematographer



## Red Dot Website

BY: **Red Dot Ad**  
CLIENT: **Red Dot Ad**  
CREDITS: Red Dot Team – Creative & Development

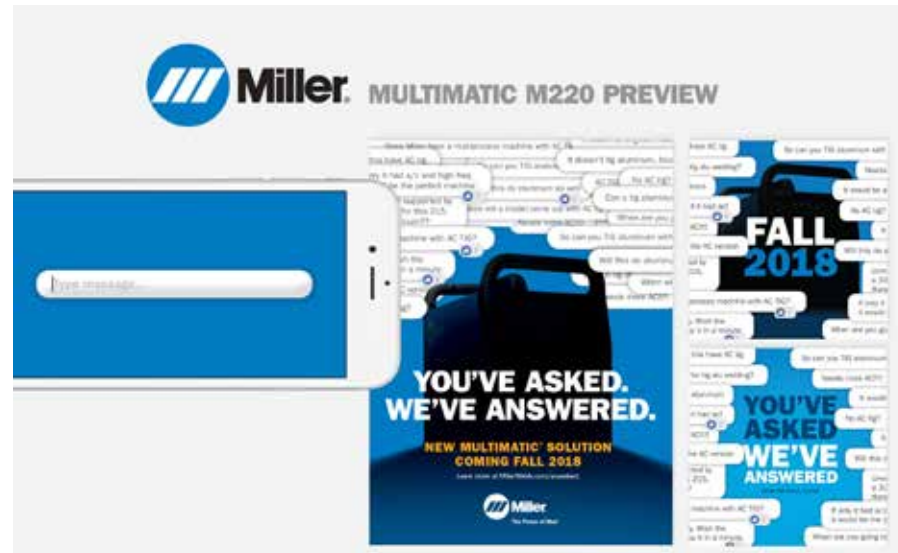






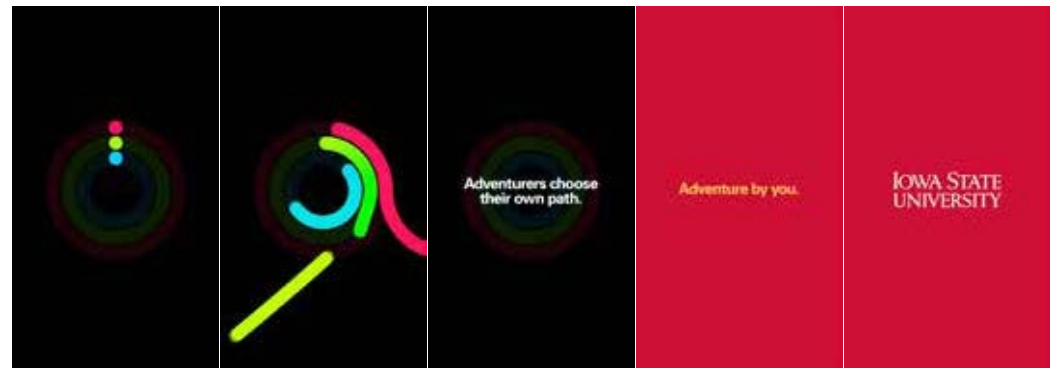
### Millermatic 220 Social Campaign

BY: **Two Rivers Marketing**  
 CLIENT: **Miller Electric Mfg. LLC,**  
 CREDITS: **Two Rivers Marketing - Miller team**



### Adventure By You

BY: **ZLR Ignition**  
 CLIENT: **Iowa State University**  
 CREDITS: **Bob Delsol – Creative Director**  
**Phil Schriver – Associate Creative Director**  
**Liv Hunt – Junior Art Director**  
**Shae Olson – Senior Copywriter**  
**Allison Theulen – Content Specialist**  
**Jason Boucher – Vice President of Client Service**





## One Step Campaign

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,  
The Motion Refinery  
Karl Baldus – Creative Director/Editor,  
The Motion Refinery  
Toby Phillips – DP/Cinematographer,  
XXL Pictures



## Neutrogena Interactive

BY: **The Integer Group**

CLIENT: **Neutrogena**

CREDITS: Steve Gammel – Vice President, Creative  
Mike Shelley – Assoc. Creative Director  
Erica Cleveland – Art Director  
Amanda Godwin – Designer  
Kelsea Graham – Designer  
Jenna Boures – Designer  
Ben Kennedy – Group Director, Mobile Marketing  
Scott Watson – Copywriter  
Kathy Bowermaster – Sr. Editor  
Nicole Vance – Account Director  
Amanda Phillips – CRM Director  
Shelia Lincoln – Project Manager  
Julie Chappell – Developer





## The Girl Who Walked Through A War

BY: **United Way of Central Iowa**  
CLIENT: **United Way of Central Iowa**  
CREDITS: Rachel Vogel Quinn – Writer, Producer  
Derek Lippincott – Photographer, Videographer  
Mujo Ramic – Web Designer



## Two Rivers Holiday e-Card Game

BY: **Two Rivers Marketing**  
CLIENT: **Two Rivers Marketing**  
CREDITS: Two Rivers Marketing





## Trilix Company Website

BY: **Trilix**

CLIENT: **Trilix**

CREDITS: Trilix – Trilix Team





# Film, Video, And Sound



Sponsored by:



## Employee Pride

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,  
The Motion Refinery  
Karl Baldus – Creative Director/Editor,  
The Motion Refinery  
Toby Phillips – DP/Cinematographer,  
XXL Pictures



## The America We Deserve

BY: **Sam Fathallah Creative**

CLIENT: **Ilhan Omar for Congress**

CREDITS: Sam Fathallah – Director





## Cleanest Man on the Jobsite

BY: **Lessing-Flynn**

CLIENT: **Sage Oil Vac**

CREDITS: Shannon Hughes – Media Strategist  
Joe Winn – Creative Director  
Gerardo Duron – Video Producer  
Taylor Rookaird – Project Manager



## The Beard Behind The Bar

BY: **Hy-Vee**

CLIENT: **Hy-Vee, Inc.**

CREDITS: Donna Tweeten – Executive Vice President,  
Chief Marketing Officer, Chief Customer  
Officer, Hy-Vee Inc.  
HSTV Team  
The Motion Refinery



CRANBERRY SMASH  
2 OZ. GIN  
HANDFUL OF CRANBERRIES  
3-4 MINT LEAVES  
1/2 OZ. SIMPLE SYRUP  
GINGER ROOT  
JUICE 1/4 OF A LIME



## Lost Angels WE BUILD video

BY: **Two Rivers Marketing**  
CLIENT: **Miller Electric Mfg., LLC**  
CREDITS: Two Rivers Marketing - Miller team



## NCAA 2018 CWS: Hope You Remember

BY: **Trilix**  
CLIENT: **NCAA 2018 College World Series**  
CREDITS: Trilix – Trilix Team







### Feel the Beat

BY: **Strategic America**  
 CLIENT: **Count the Kicks**  
 CREDITS: Strategic America

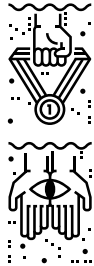


### Lucy's Workshop - Zoe's Fall

BY: **ZLR Ignition**  
 CLIENT: **Iowa Department of Public Health**  
 CREDITS: Phil Schriver – Associate Creative Director  
 Bob Delsol – Creative Director  
 Lou Laurent – Account Manager  
 Shae Olson – Senior Copywriter







### The Braided Apron

BY: **Hy-Vee**

CLIENT: **Hy-Vee, Inc.**

CREDITS: Donna Tweeten – Executive Vice President,  
Chief Marketing Officer, Chief Customer  
Officer, Hy-Vee Inc.  
HSTV Team  
The Motion Refinery



# Cross Platform



## Civic Music Association

BY: **Eight Seven Central**  
 CLIENT: **Civic Music Association**  
 CREDITS: Adam Ferry – Design & Direction  
 Uciel Medina – Design



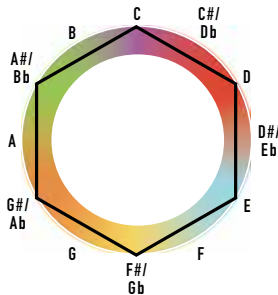
Civic Music Association  
of Des Moines



Civic Music  
Association



DSM



BELIN  
QUARTET



CMA  
STUDIO

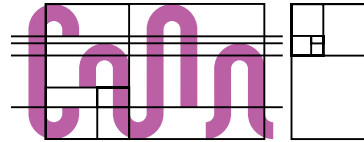


CMA  
PRESENTS

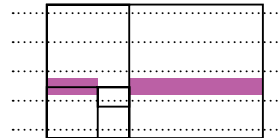


JAZZ

Golden ratio framework  
for CMA symbol development.



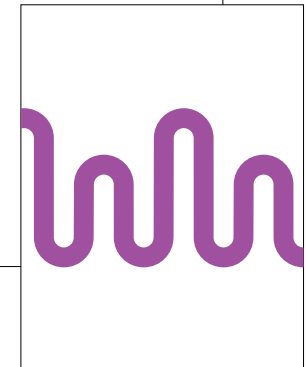
Binary tone captured from  
Golden ratio shown in the  
musical note C position  
located on staff.



Letter form crest and base  
overlapped with musical staff.



Generated playable music.





## Undergraduate Campaign

BY: **Two Rivers Marketing**

CLIENT: **Drake University**

CREDITS: Two Rivers Marketing - Drake University team



## Addys 2018 Collateral

BY: **Red Dot Ad**

CLIENT: **AAF of Des Moines**

CREDITS: Red Dot Team – Creative, Ten25 – Website Development



# Elements Of Adversing



## Moto Roasters Logo

BY: **Avidity Creative**

CLIENT: **Moto Roasters**

CREDITS: Adam Feller – Art Director



## Civic Music Association

BY: **Eight Seven Central**

CLIENT: **Civic Music Association**

CREDITS: Adam Ferry – Design & Direction, Uciel Medina – Design



## NBA 25 Under 25

BY: **BASEMINT**

CLIENT: **FanSided**

CREDITS: Andrew Maahs – Illustrator, Kelly Bittner – Illustrator







### Farmboy Client Coffee Gift Campaign

BY: **Farmboy**

CLIENT: **Farmboy**

CREDITS: Zachary Kern – Art Director  
Jason McArtor – Art Director



### AgVenture: Not Just Farmer Campaign

BY: **OBI Creative**

CLIENT: **AgVenture**

CREDITS: Kathleen Durkin, Matt Noa, Erica Rowe, Linda Bartling,  
Tiffani Brendeland, David Radler – David Radler Studios,  
Justin Limoges – David Radler Studios





### One Step Water

**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,  
The Motion Refinery  
Karl Baldus – Creative Director/Editor,  
The Motion Refinery  
Toby Phillips – DP/Cinematographer,  
XXL Pictures



### One Step Cereal

**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,  
The Motion Refinery  
Karl Baldus – Creative Director/Editor,  
The Motion Refinery  
Toby Phillips – DP/Cinematographer,  
XXL Pictures





### One Step Campaign

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,  
The Motion Refinery  
Karl Baldus – Creative Director/Editor,  
The Motion Refinery  
Toby Phillips – DP/Cinematographer,  
XXL Pictures

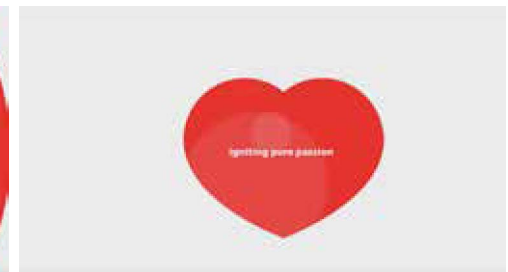
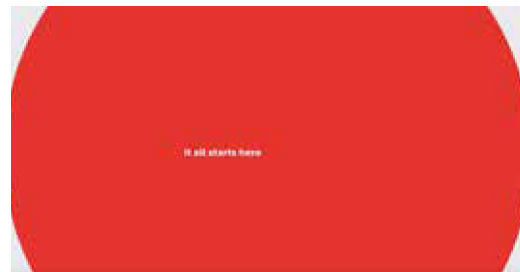


### What can you do with a dot?

BY: **Red Dot Ad**

CLIENT: **Red Dot Ad**

CREDITS: Red Dot Team – Art Direction & Creative  
Red Dot Team – Animation





## Student Awards Sales And Marketing



### Sweet Spot Donut Shop

BY: **Drake University**

CREDITS: Josie Carrabine – Student  
Lily Risken – Student  
Sandy Henry – Advisor



## Student Awards Print Advertising



### The Winner Ingredient

BY: **Drake University**

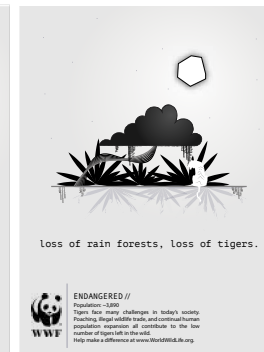
CREDITS: Paula Aguirre Gurruchaga  
Sandy Henry – Advisor



### World Wildlife Fund

BY: **Iowa State University**

CREDITS: Kaari Devens – Student  
Michael Wigton – Advisor





## Student Awards Film, Video And Sound



### Patagonia TV

BY: **Iowa State University**  
CREDITS: Britney Walters – Student  
Michael Wigton – Advisor



### UTZ Television

BY: **Iowa State University**  
CREDITS: Garret Lamp – Student  
Katie Brake – Student  
Michael Wigton – Advisor

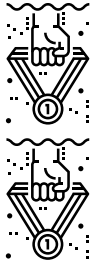


### Ticonderoga TV

BY: **Iowa State University**  
CREDITS: Jordyn Harrison – Student  
Michael Wigton – Advisor



**Student Awards Cross-Platform**  
**Student Awards Elements Of Advertising**



## Amy's Ice Cream Truck Branding

BY: **Drake University**

CREDITS: Josie Carrabine – Designer and Art Director  
Sandy Henry – Advisor



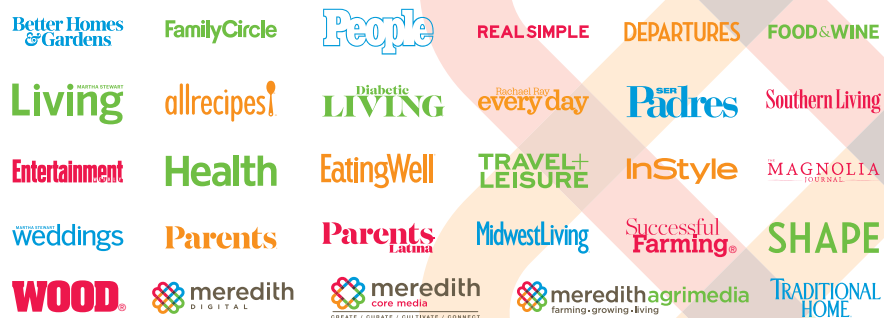
Congrats to those  
who never settled  
for anything less.

**meyocks**   
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ENRICH • INFORM • EMPOWER

### NATIONAL MEDIA



### LOCAL MEDIA



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winners



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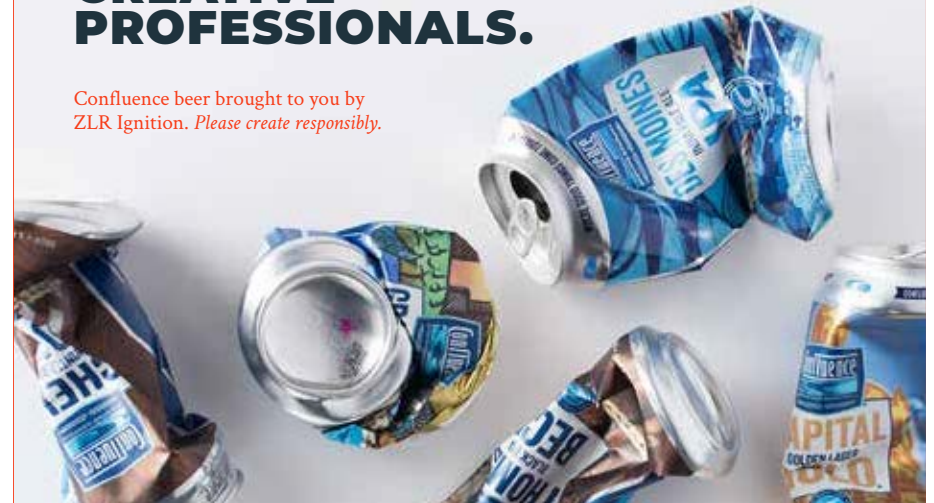


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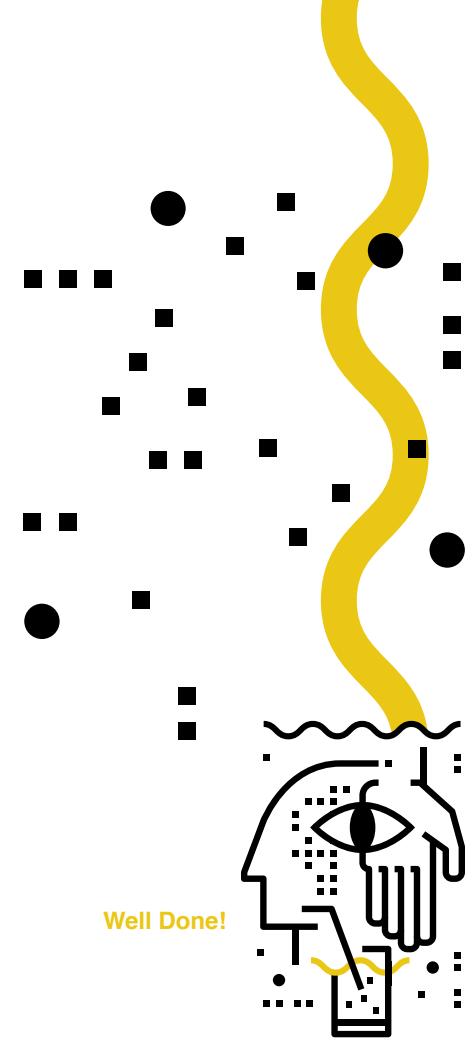
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EIGHT SEVEN CENTRAL

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