



American Advertising Awards

AA AWARDS — MMXXIII
STATUS: "MISSION SUCCESS"



DES MOINES, IOWA
02 — 18 — 2023



JUDGE'S
CHOICE



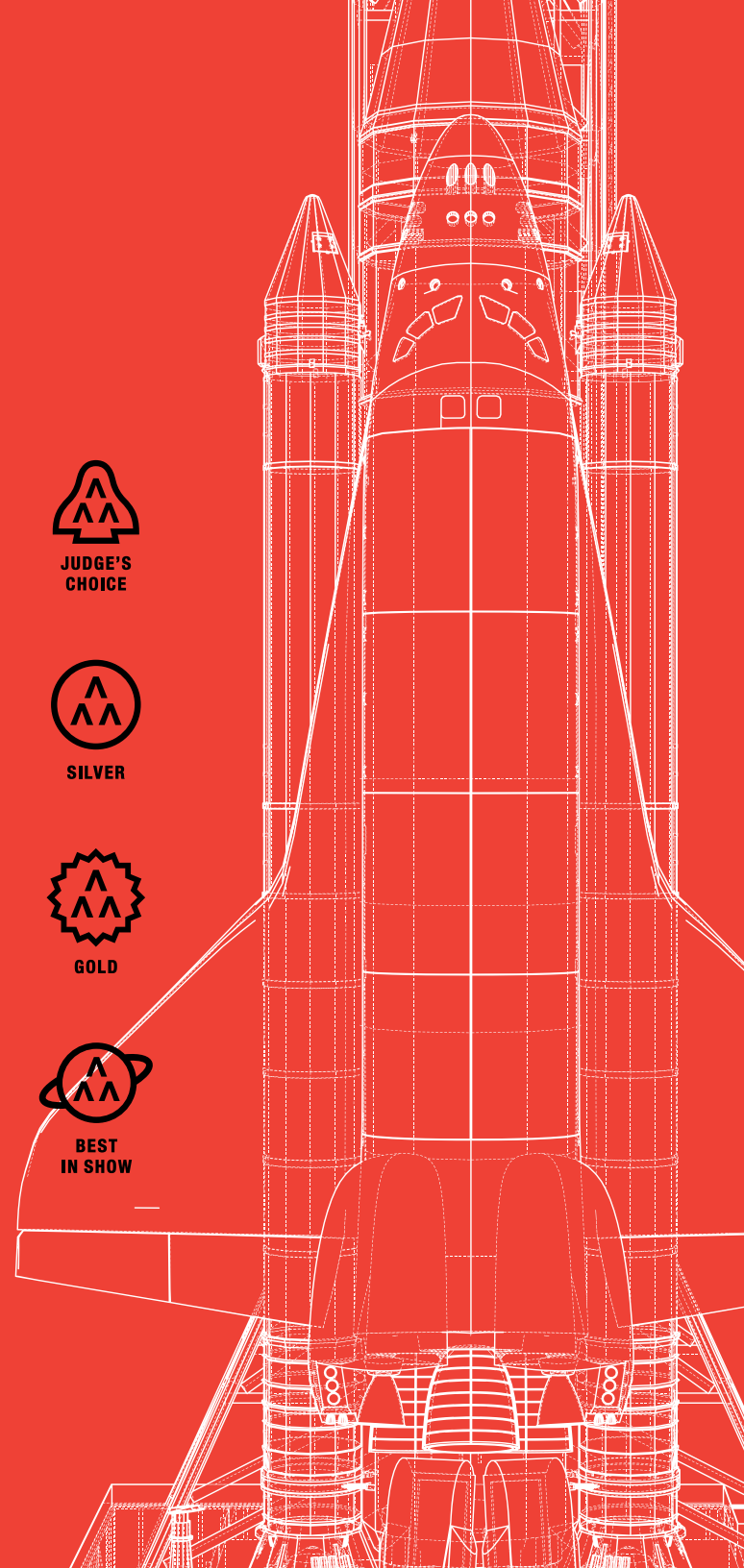
SILVER



GOLD



BEST
IN SHOW





AA AWARDS — MMXXIII
STATUS: "MISSION SUCCESS"



DES MOINES, IOWA
02 — 18 — 2023



WELCOME!

2023 AMERICAN ADVERTISING AWARDS
/ DES MOINES, IA

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 American Advertising Federation (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.

THANK YOU | Event Sponsors



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GOLD



SILVER



BEST
IN SHOW



JUDGE'S
CHOICE



Stephen Curry

**EXECUTIVE INTEGRATED CREATIVE
DIRECTOR**

Stephen has played a variety of roles at LEWIS, from writer to CD to leading the creative departments in our three cities. His teams have won hundreds of local, regional and national ADDYs for clients like Tiffin Motorhomes, Stony Brook Children's, the American Cancer Society, and University of Iowa Health Care. His work has been also recognized by One Show, CA, and Graphis. As a teacher, Stephen mentored some of the nation's top copywriters at Creative Circus. He has judged the National ADDYs and the National Student ADDYs.



Rachel Stein

SENIOR VICE PRESIDENT

Rachel Stein is a passionate integrated marketing communications leader who for the past 14 years has worked with healthcare companies to simplify their brand stories and differentiate themselves from their peers. She is a senior vice president at Health+Commerce, a healthcare-focused communications agency.



Gabrielle DeNorio

ASSOCIATE CREATIVE DIRECTOR

Gabrielle DeNofrio is an award-winning creative director from Philadelphia whose work is grounded in data driven strategy and human truths. She has diverse client experience ranging from CPG, financial, health and wellness, food and beverage and most recently pharmaceuticals.



Vicki Mills

DIRECTOR OF MARKETING AND SALES



**TEN YEARS OF
DES MOINES BEER.**


 | CONFLUENCEBREWING.COM

HERE'S TO TONIGHT'S
winners!

Cheers to you and the great work you do.

TWO RIVERS
MARKETING

**Building Strong
Relationships.**

West Bank is dedicated to responding to local needs and investing in the place we call home.

W West Bank

westbankstrong.com • Member FDIC 



Farmboy Fun(d)raiser Promo Kit



BY FARMBOY INC / FOR FARMBOY INC

Taylor Eckstrom
Art Director

Caleb Smith
Graphic Designer

Jason McArtor
Creative Director

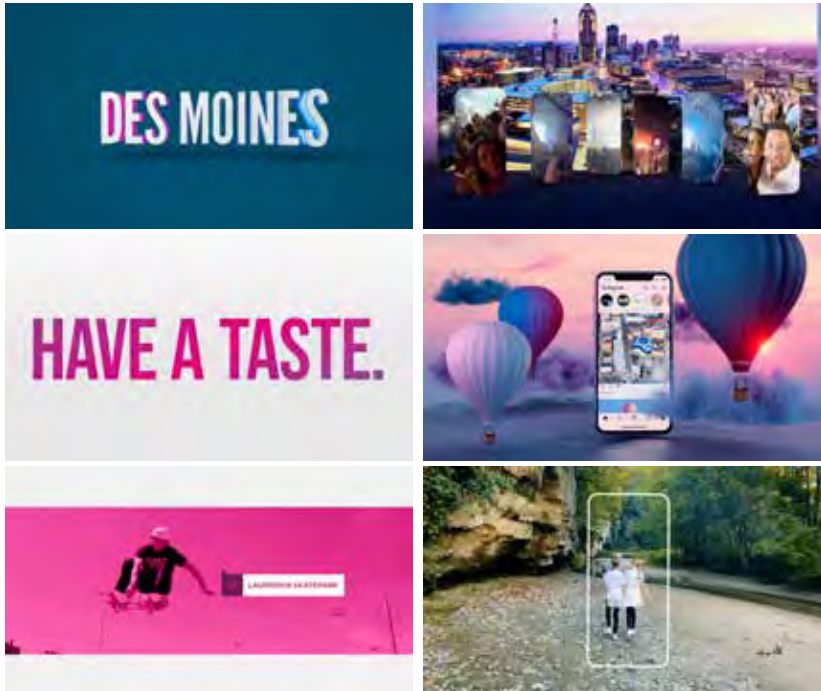


Meyocks 2022 Mean More Calendar



BY MEYOCKS / FOR MEYOCKS

Meyocks



Catch Des Moines UGC :30 TV Spot



BY FLYNN WRIGHT / FOR CATCH DES MOINES

Ben Handfelt

Director of Creative & Communications, Catch Des Moines

Benji McElroy

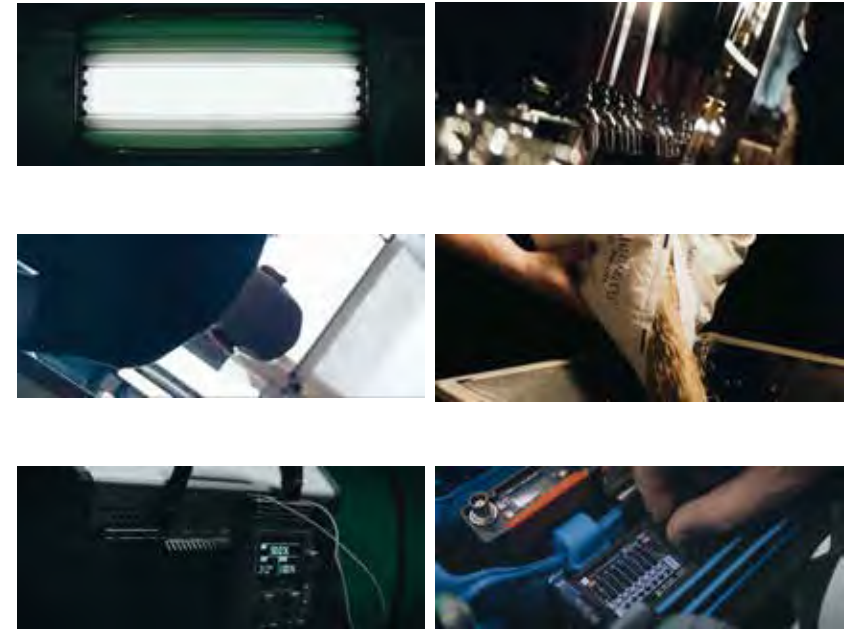
Senior Copywriter, Flynn Wright

Jeff Kosinski

Creative Director - Video Animation, Flynn Wright

Michael Davis

Art Director, Flynn Wright



Studio Iowa Court Ave Brewing Co



BY STUDIO IOWA / FOR STUDIO IOWA

Andrew Peterson

Director of Photography/Editor

Jack Sarcone

1st AC and Gaffer

Nathan Heemstra

Sound



ZLR Holiday Card



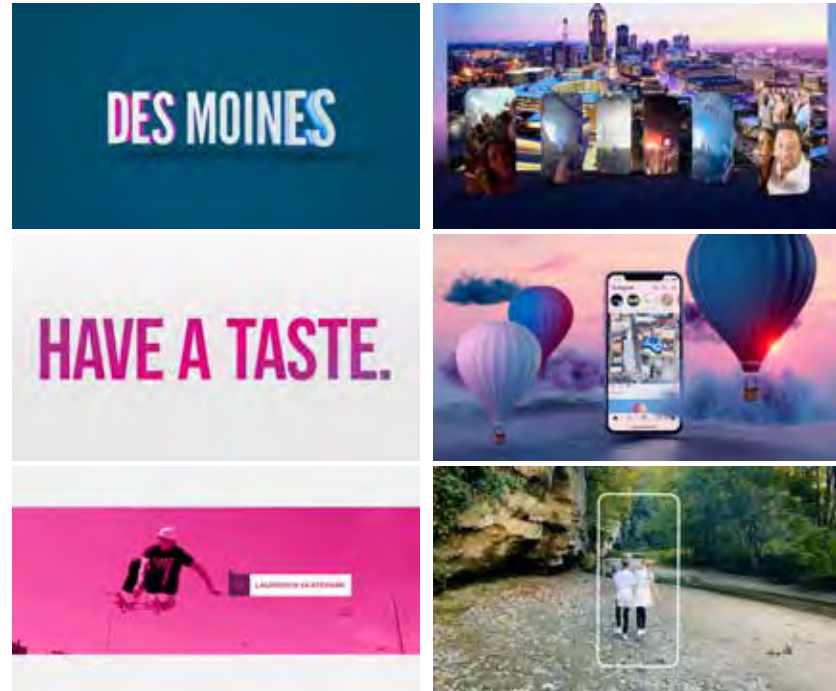
BY ZLR IGNITION / FOR ZLR IGNITION

Kelly Bittner
Senior Art Director

Xan McNelly
President

Shae Olson
Copy Director

Liv Meline
Account Coordinator



Catch Des Moines UGC :30 TV spot



BY FLYNN WRIGHT / FOR CATCH DES MOINES

Ben Handfelt
Director of Creative & Communications,
Catch Des Moines

Jeff Kosinski
Creative Director - Video Animation,
Flynn Wright

Benji McElroy
Senior Copywriter, Flynn Wright

Michael Davis
Art Director, Flynn Wright



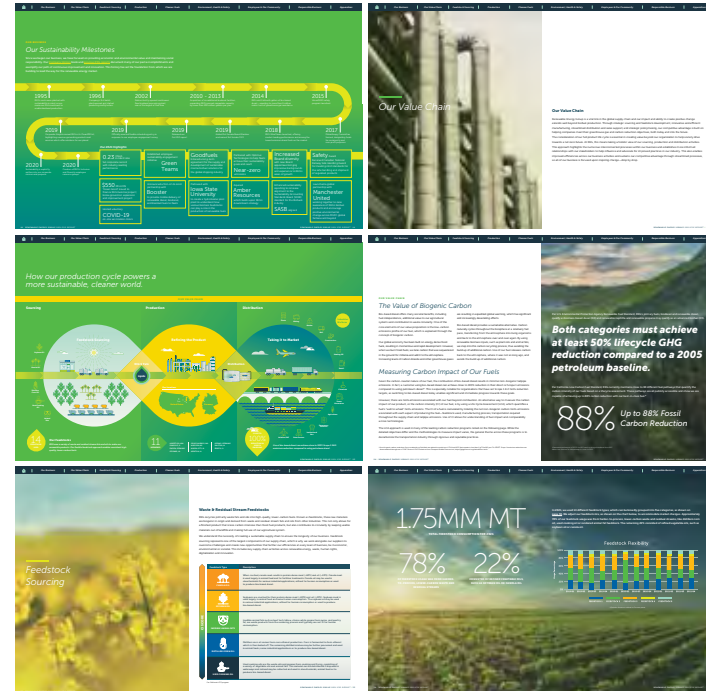
Chased by a Tornado



BY KCCI / FOR KCCI

Nathan White
Creative Services Director

Andrew Bridgewater
Assistant Creative Services Director



Renewable Energy Group ESG Report

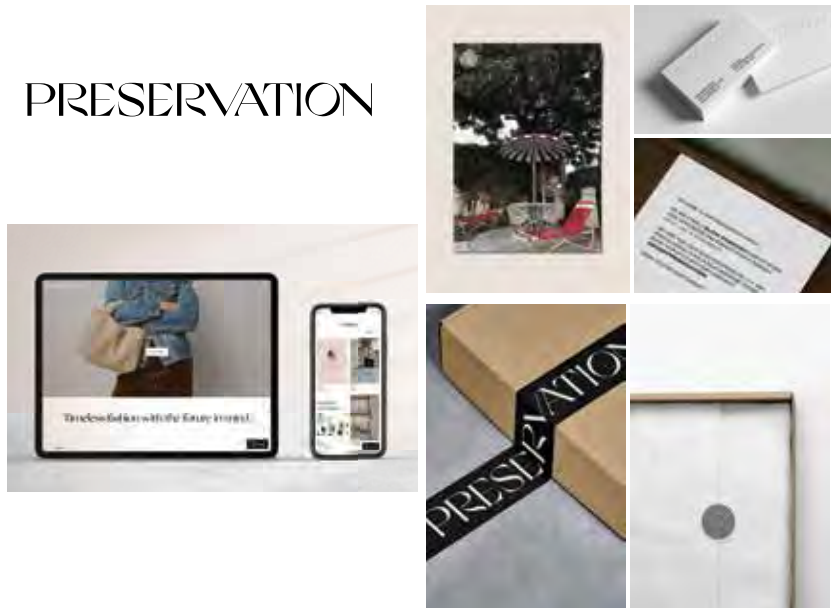


BY RED DOT ADVERTISING + DESIGN /
FOR CHEVRON RENEWABLE ENERGY GROUP

Red Dot Advertising + Design

Mineral Digital Ltd

PRESERVATION



2021 Rebrand



BY **NOW NOW** / FOR **PRESERVATION**

John Solarz
Direction and Design

Adam Ferry
Design



Township 23 Distillery Branding



BY **AVIDITY CREATIVE** / FOR **TOWNSHIP 23 DISTILLERY**

Adam Feller
Art Director



AVT Climb Higher Promo Campaign



BY FARMBOY INC / FOR APPLIED VALUE TECHNOLOGIES

Taylor Eckstrom
Art Director

Caleb Smith
Graphic Designer

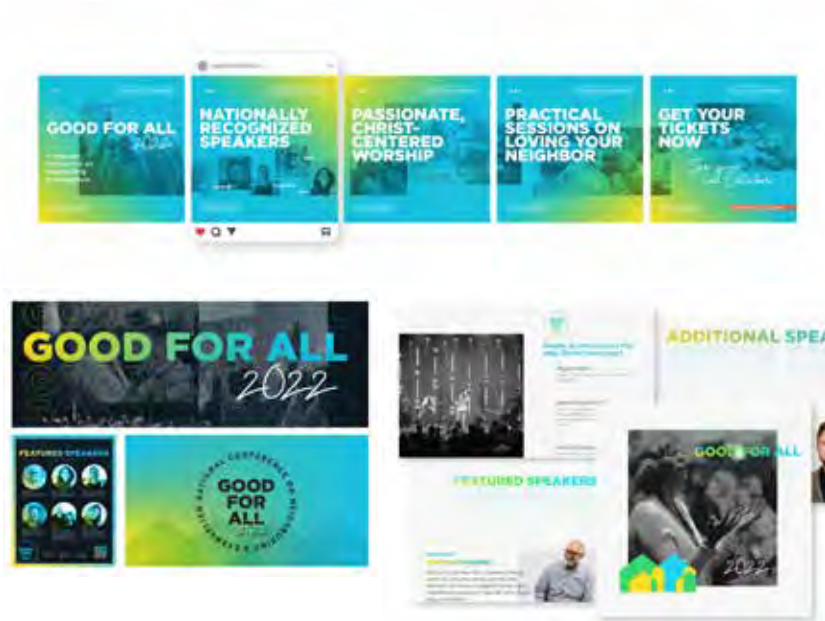
Jason McArtor
Creative Director



Karl Auto Group Launch Campaign



BY KARL AUTO GROUP / FOR KARL AUTO GROUP



Good For All Conference



BY TWOTONE CREATIVE / FOR VALLEY CHURCH

Rick Williamson
Creative Director

Jenny Cross
Founder + CEO

Abby Gorman
Lead Design Manager



ISU Welcome Weekend Campaign



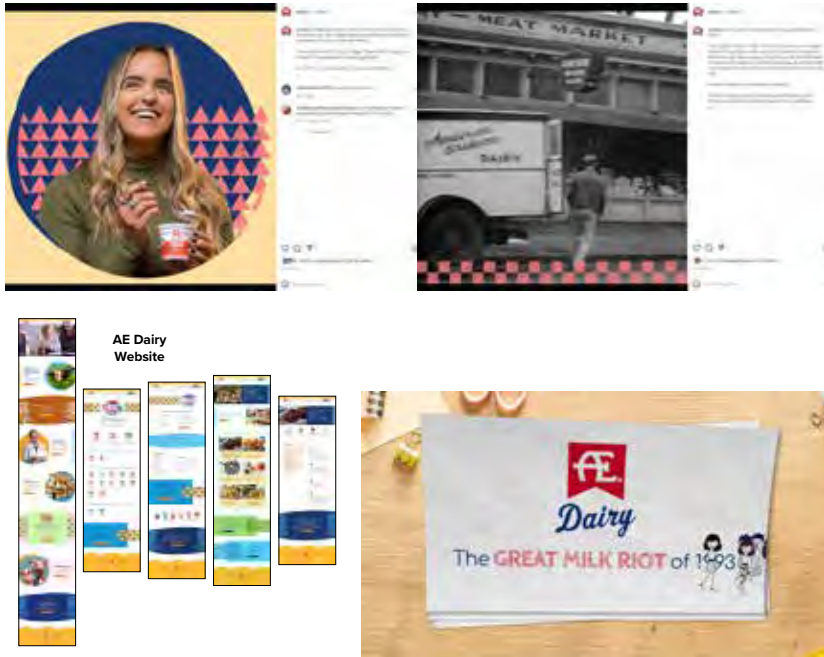
BY ZLR IGNITION / FOR IOWA STATE UNIVERSITY

Jason Boucher
VP of Client Service

Phil Schriver
Co-Creative Director

Liv Meline
Account Coordinator

Jill McLain
Co-Creative Director



Anderson Erickson Online Campaign



BY STRATEGIC AMERICA / FOR ANDERSON ERICKSON

Randy Belcher
Kasey Baker-VerMulm
Ronnie Miller
Jami Sinclair
Claire Voss
Connor White
Thomas Van de Loo
Skyler Vanden Bosch
Julia Herrick
Kelcey Stoehr

Brandon Troutman
Joe Emmons
Josh Piersma
Ashley Miller
Lauren Weisshaar
Hannah Wiedemeier
Kylie Anderson
Emily Uitermarkt
Taia Veren
Jayne Durnin



ISU Welcome Weekend Illustration



BY ZLR IGNITION / FOR IOWA STATE UNIVERSITY

Jason Boucher
VP of Client Services

Liv Meline
Account Coordinator

Phil Schriver
Co-Creative Director

Jill McLain
Co-Creative Director



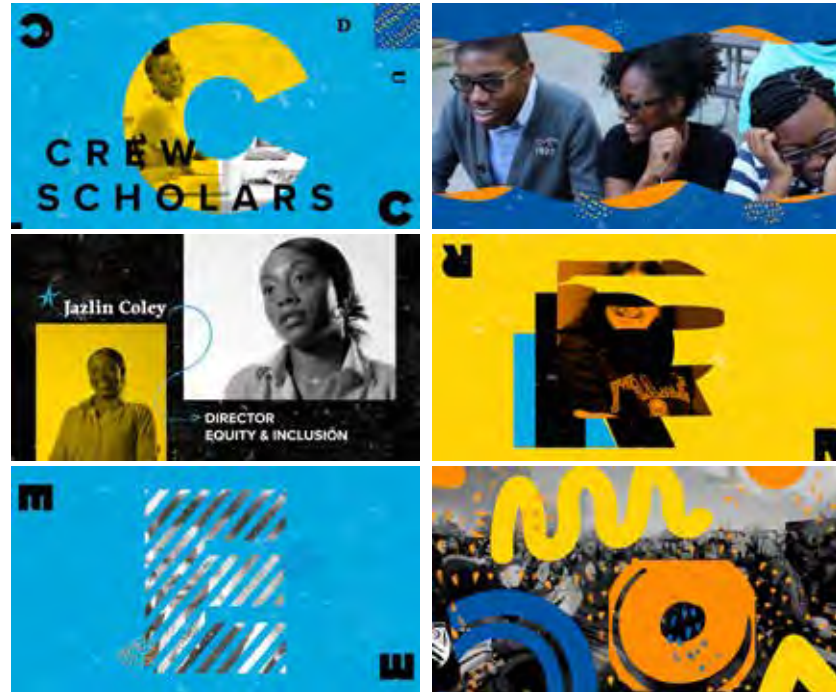
Iowa Pepper Co. Hot Sauce Pack



BY CAITLIN BARNES DESIGN / FOR IOWA PEPPER COMPANY

Caitlin Barnes

Jeffrey Lynch

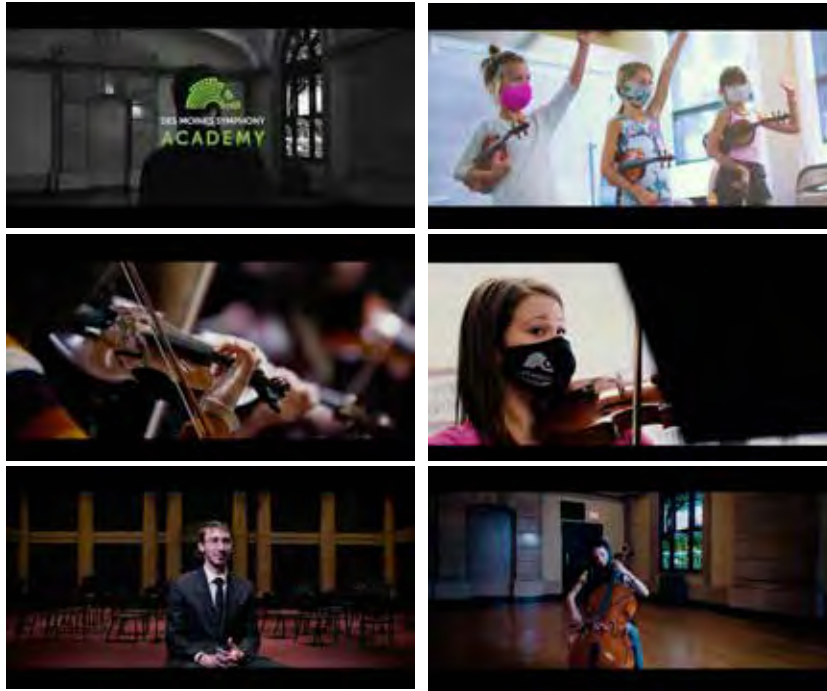


Drake CREW Scholars Recruitment



BY TWO RIVERS MARKETING / FOR DRAKE UNIVERSITY

Two Rivers Marketing Drake Team

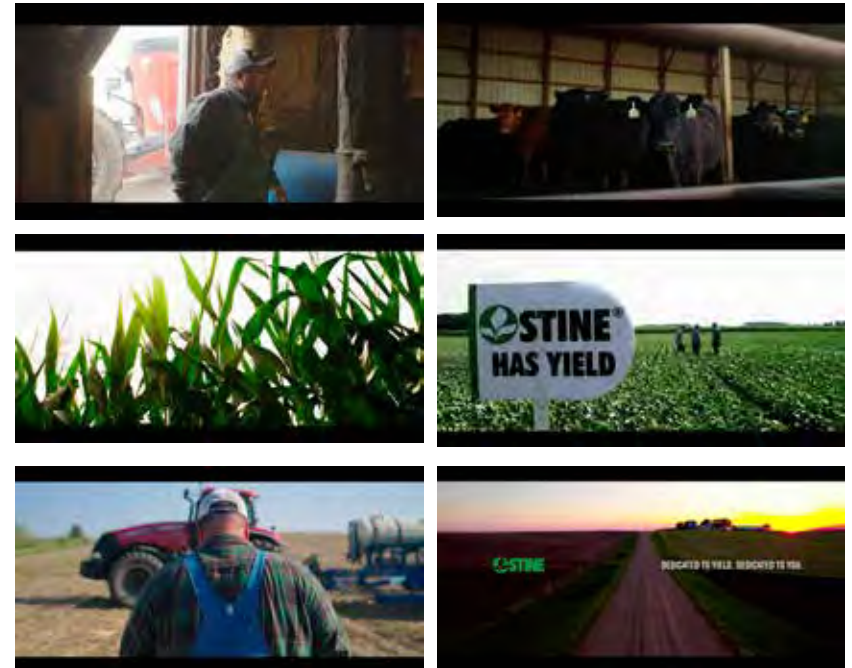


DSM Symphony Academy



BY TRILIX / FOR DSM SYMPHONY

Trilix Team

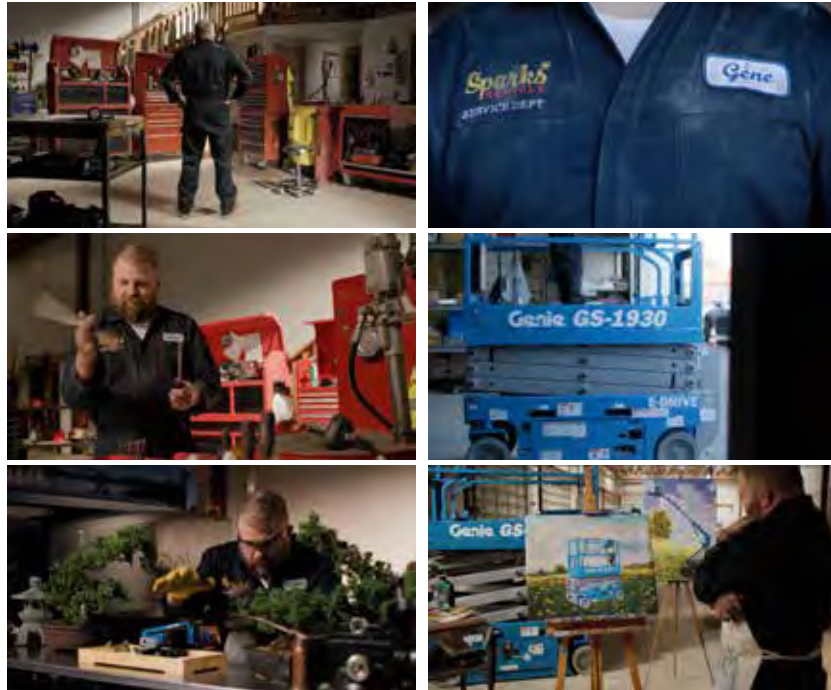


Stine Brand Video



BY TRILIX / FOR STINE SEED

Trilix Team

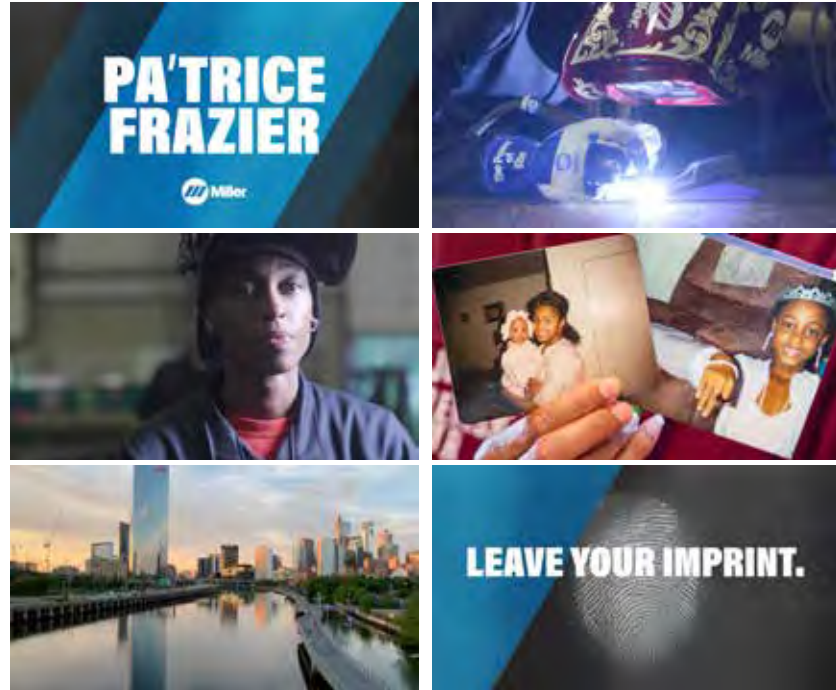


Genie Electrification Video



BY TWO RIVERS MARKETING / FOR GENIE

Two Rivers Marketing Genie Team



Leave Your Imprint: Pa'Trice Video



BY TWO RIVERS MARKETING /
FOR MILLER ELECTRIC MANUFACTURING CO.

Two Rivers Marketing Miller Team



AE Milk Riot Video



BY **STRATEGIC AMERICA** / FOR **ANDERSON ERICKSON**

Randy Belcher
Creative Director

Kelcey Stoehr
Multimedia Director

Kasey Baker-VerMulm
Art Director

Claire Voss
Digital Client and Project Manager



Money Grab In The Cab



BY **KRISTIAN DAY MEDIA** / FOR **PIVOT BIO**

Kristian Day
Producer

Amy Nichols
Producer

Eric Allsn
Director

Kyle Webb
Trivia Writer

Justin Norman
Editor



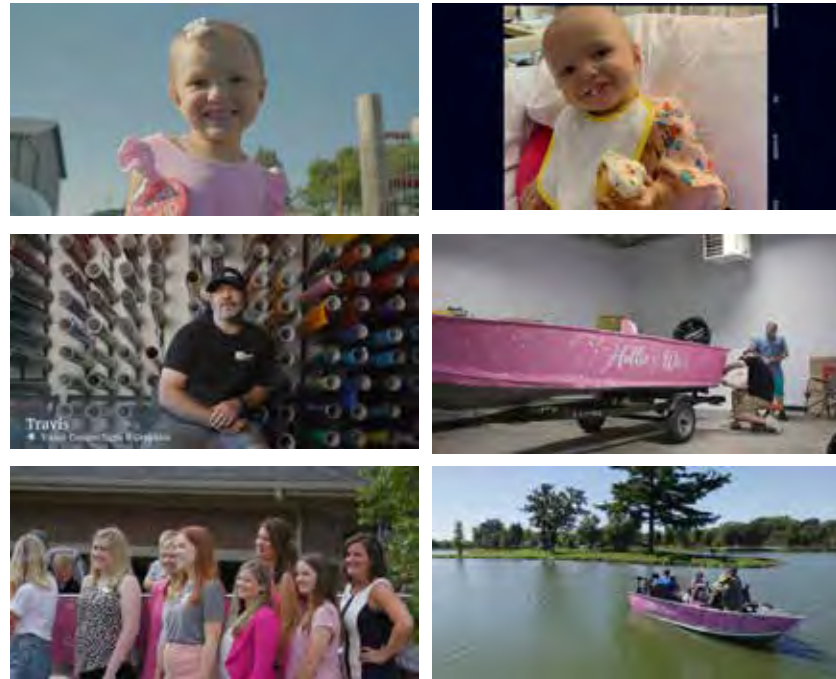
Iowa Wild Intro Video



GOLD

BY TRILIX / FOR IOWA WILD

Trilix Team



Make A Wish - Wish Stories



GOLD

BY TRILIX / FOR MAKE A WISH

Trilix Team



Addilyn Erica Wooden Sword

BY TRILIX / FOR ADDILYN ERICA

Trilix Team



George Washington Carver



BY LUMEN PRODUCTIONS / FOR IOWA STATE UNIVERSITY

Brian Marczewski
Director, Animator, Editor

Scott Marczewski
Director, Animator, Editor



SHIP Red Flags of Fraud



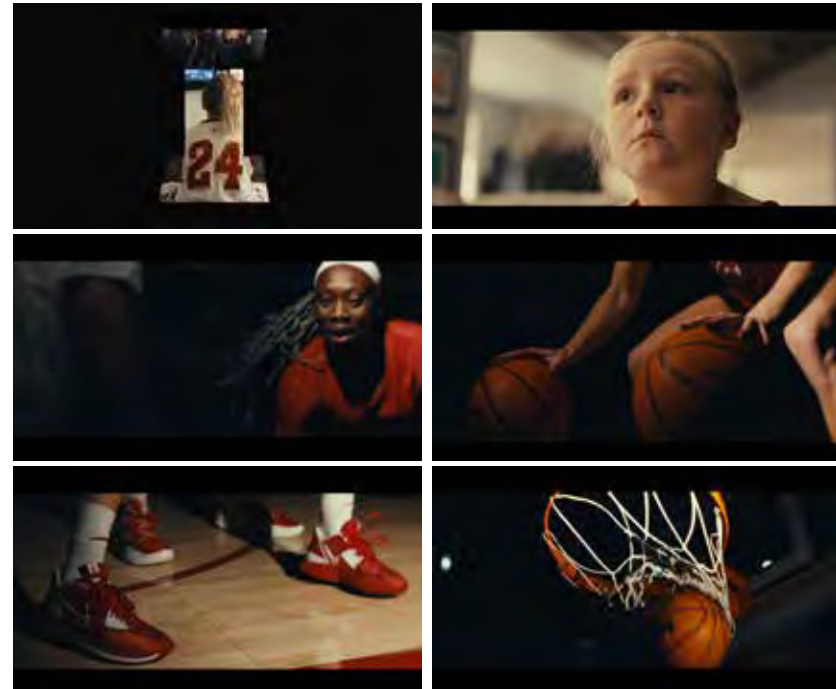
SILVER

BY COOPER SMITH & COMPANY /
FOR IOWA SENIOR HEALTH INSURANCE INFORMATION
PROGRAM & MEDICARE PATROL

Emily Cooper Smith
Creative Director

Sally Cooper Smith
President

Meredith Aukes
Art Director



ISU Women's Basketball



SILVER

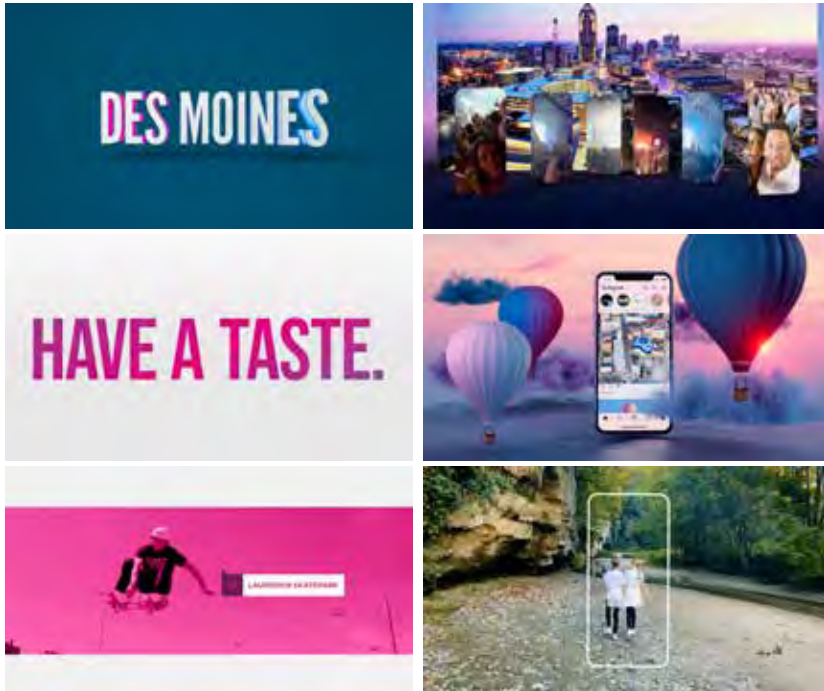
BY APPLIED ART & TECHNOLOGY /
FOR IOWA STATE UNIVERSITY

Eric Sahrman

Michael Rossow

Heather Creswell

Ralph Compiano



Catch Des Moines UGC :30 TV spot



BY FLYNN WRIGHT / FOR CATCH DES MOINES

Ben Handfelt

Director of Creative & Communications, Catch Des Moines

Jeff Kosinski

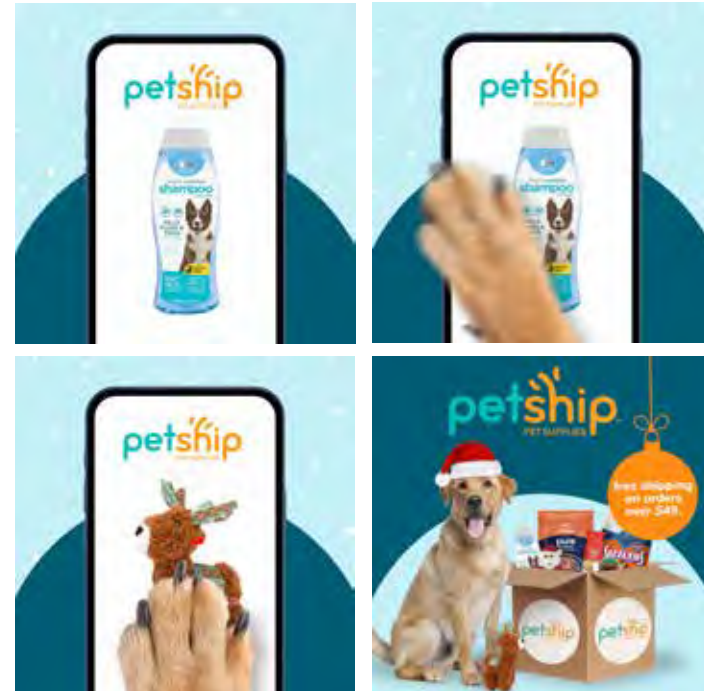
Creative Director - Video Animation, Flynn Wright

Benji McElroy

Senior Copywriter, Flynn Wright

Michael Davis

Art Director, Flynn Wright



PetShip Paid Social



BY MEYOCKS / FOR HY-VEE

The Meyocks Hy-Vee Team



Give90



BY HOLMES MURPHY / FOR HOLMES MURPHY

Susan Hatten
Chief Marketing Officer

Ellen Moore
Marketing Director - Brand

Connie Taylor
Marketing Director -
Communication

Amanda Joubert
Communication & PR
Consultant

Megan Rush
Social Media Specialist

Jessica Donahue
Website Specialist

Jeff Felton
Filmmaker

Heather von Brown
Graphic Designer

Abby Smith
Engagement Consultant

026 / AA AWARDS — MMXXIII
STATUS: "MISSION SUCCESS"



Blueswift Axles Website



BY DES MOINES CREATIVE / FOR BLUESWIFT AXLES

Ashley Miller
Owner



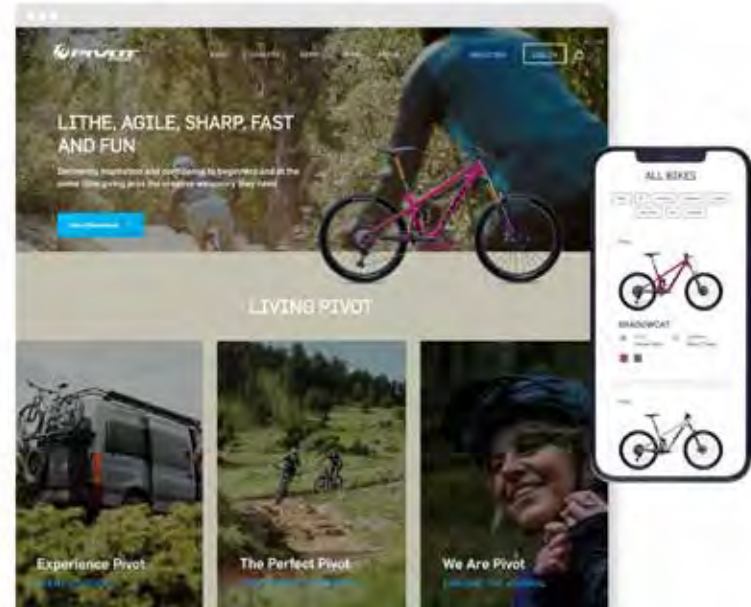
Mendota Hearth



SILVER

BY TRILIX / FOR MENDOTA

Trilix Team



Pivot Cycles Website



SILVER

BY TWOTONE CREATIVE / FOR PIVOT CYCLES

Rick Williamson
Creative Director

Vanessa Van Gorp
Lead UX/UI Design Manager

Melanie Van Horn
Content Strategist



AAF Des Moines Website



SILVER

BY TWOTONE CREATIVE / FOR AAF DES MOINES

Rick Williamson
Creative Director

Vanessa Van Gorp
Lead UX/UI Designer Manager



Paws & Pints Website



SILVER



JUDGE'S CHOICE

BY WEBSPEC / FOR PAWS & PINTS

Jack Reynolds
Project Manager

Marissa Kephart
Art Director

Mady Stano
Content & SEO Strategist

Collin Osgood
Developer



Renewable Energy Group Office Mural

BY RED DOT ADVERTISING + DESIGN /
FOR CHEVRON RENEWABLE ENERGY GROUP

Red Dot Advertising + Design



Volvo CE Customer Center Graphics

BY TWO RIVERS MARKETING /
FOR VOLVO CONSTRUCTION EQUIPMENT

Two Rivers Marketing Volvo Team





ISU Welcome Weekend Poster



BY ZLR IGNITION / FOR IOWA STATE UNIVERSITY

Phil Schriver
Co-creative Director

Jason Boucher
VP of Client Service

Jill McLain
Co-creative Director

Liv Meline
Account Coordinator

CS & Co 30th Anniversary Poster



BY COOPER SMITH & COMPANY /
FOR COOPER SMITH & COMPANY

Emily Cooper Smith
Creative Director

Sally Cooper Smith
President



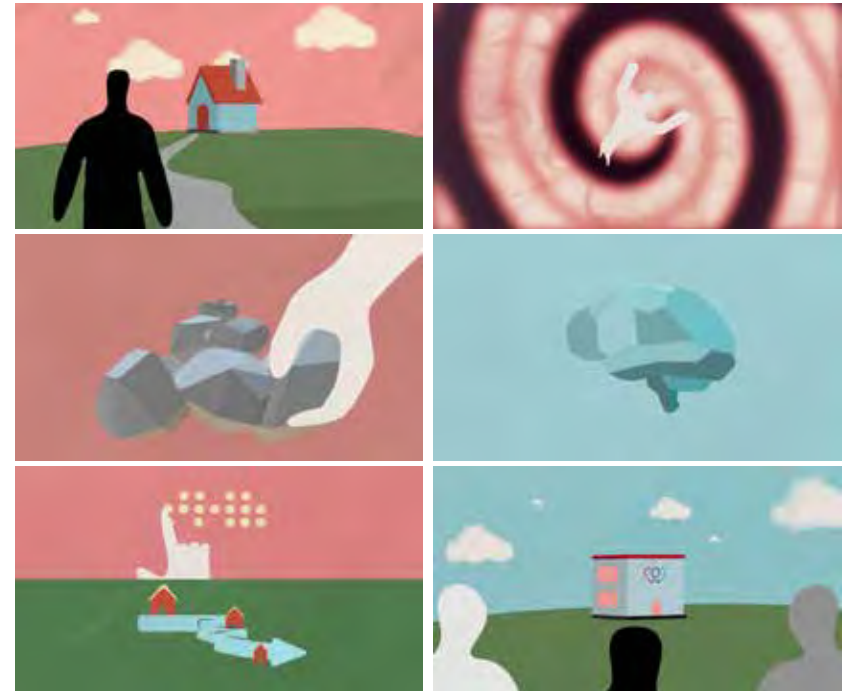
IMTA Truck Wrap

BY RED DOT ADVERTISING + DESIGN /
FOR IOWA MOTOR TRUCK ASSOCIATION

Red Dot Advertising + Design



SILVER



What to do to get help.

BY TRILIX / FOR HEART OF IOWA

Trilix Team



SILVER



JUDGE'S
CHOICE



Fareway Active Shooter Training



BY **STUDIO IOWA** / FOR **FAREWAY MEAT & GROCERY**

Shawn Fitzgerald
Producer

Andrew Peterson
Cinematographer

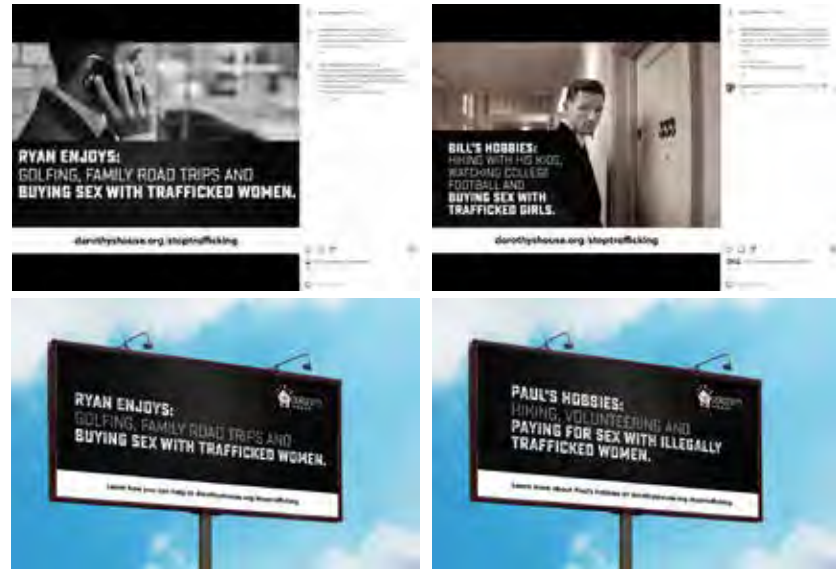
Nathan Heemstra
Sound

Sean Fredregill
Director

Scott Horton
Editor

Shea Wild
Associate Producer

Jack Sarcon
1st Assistant Camera



Dorothy's House Hobbies Campaign



BY **STRATEGIC AMERICA** / FOR **DOROTHY'S HOUSE**

Randy Belcher
Creative Director

Julia Herrick
Copywriter

Josh Piersma
Associate Videographer and Editor

Bruce Ganzer
Creative Director

Kelcey Stoehr
Multimedia Director

Kasey Baker-VerMum
Art Director

Joe Emmons
Senior Videographer and Editor

Tyra Washington
Graphic Designer



HHS Alzheimer's Prevention Posters



BY ZLR IGNITION /
FOR IOWA DEPARTMENT OF HEALTH AND HUMAN SERVICES

Lou Laurent
Senior Account Manager

Shae Olson
Copy Director

Phil Schriver
Co-Creative Director



Dorothy's House Hobbies Print



BY STRATEGIC AMERICA / FOR DOROTHY'S HOUSE

Bruce Ganzer
Creative Director

Julia Herrick
Copywriter

Randy Belcher
Creative Director

Tyra Washington
Graphic Designer

Kasey Baker-VerMulm
Art Director



HHS Opioid Treatment Support Cards



BY ZLR IGNITION / FOR IOWA DEPARTMENT OF HEALTH AND HUMAN SERVICES

Lou Laurent
Senior Account Manager

Kelly Bittner
Senior Art Director

Phil Schriver
Co-Creative Director

Riley Ginn
Art Director

Shae Olson
Copy Director

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STATUS: "MISSION SUCCESS"



Cooper Smith & Co. Christmas Mailer



BY COOPER SMITH & COMPANY / FOR COOPER SMITH & COMPANY

Emily Cooper Smith
Creative Director

Meredith Aukes
Art Director

Sally Cooper Smith
President

Alex Haack
Graphic Designer



American Joe Packaging



BY AVIDITY CREATIVE / FOR AMERICAN JOE COFFEE

Adam Feller
Creative Director

Matt Esckelson
Art Director



Iowa Pepper Co. Hot Sauce Pack



BY CAITLIN BARNES DESIGN / FOR IOWA PEPPER CO.

Caitlin Barnes

Jeffrey Lynch

Less burnout. More campouts.

With Basis Technologies' award-winning adtech + world-class services, you can spend less time recruiting and more time on strategy, networking...or s'mores.

What will you do with more time?

Find out more at basis.net.

Basis[®]
Technologies

LEVEL UP your Advertising Career

As a part of AAF Des Moines, you can access resources, community, and recognition that to help you grow as an advertising professional.

Benefits:

1. Connect with other ad pros who understand your challenges and goals.
2. Pursue growth through professional development opportunities.
3. Gain recognition during our annual American Advertising Awards.
4. Save money with member-exclusive discounts on monthly luncheons, award entries, and more.

Join us at aafdsm.com

RIGOROUSLY TESTED BY CREATIVE PROFESSIONALS.

ZLR  IGNITION

Confluence beer brought to you by ZLR Ignition. Please create responsibly.



Your Customers. Any Screen. Anytime.

 **OnMedia**SM

Targeted **TV+Digital Advertising**

OnMediaAdSales.com



Portrait From Magazine Story

BY DRAKE UNIVERSITY

Grace Long
Photographer



Real-life Advocacy

BY DRAKE UNIVERSITY

Aaron Khan-Gumm
McCade Gowdy
Abby King
Dylan DeAngelo





Sync

BY IOWA STATE UNIVERSITY

Paige Klein



Food Share App

BY DRAKE UNIVERSITY

Kendall Hunt
Lydia White
Kim Bates

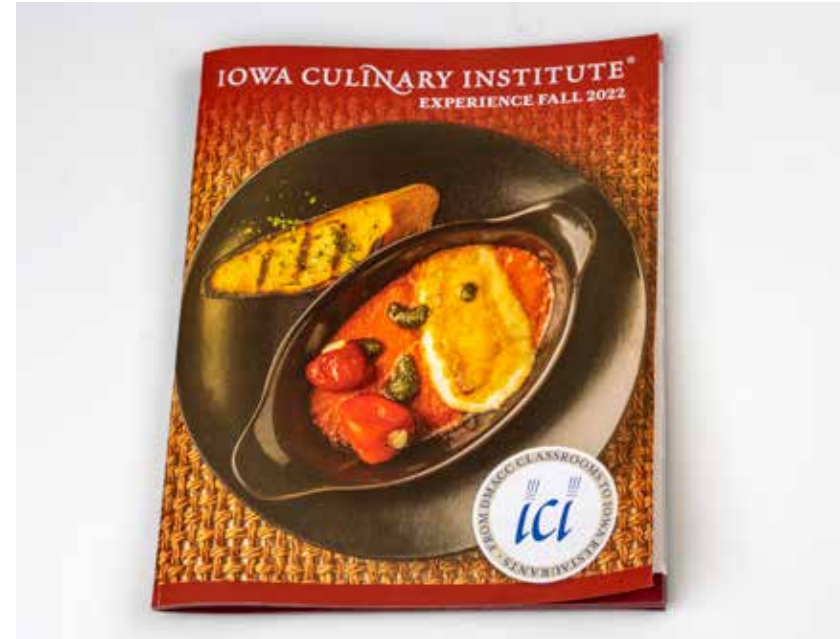




Mountain Dew Energy Snapchat Filter

BY IOWA STATE UNIVERSITY

Natalie Huss
Creative Director

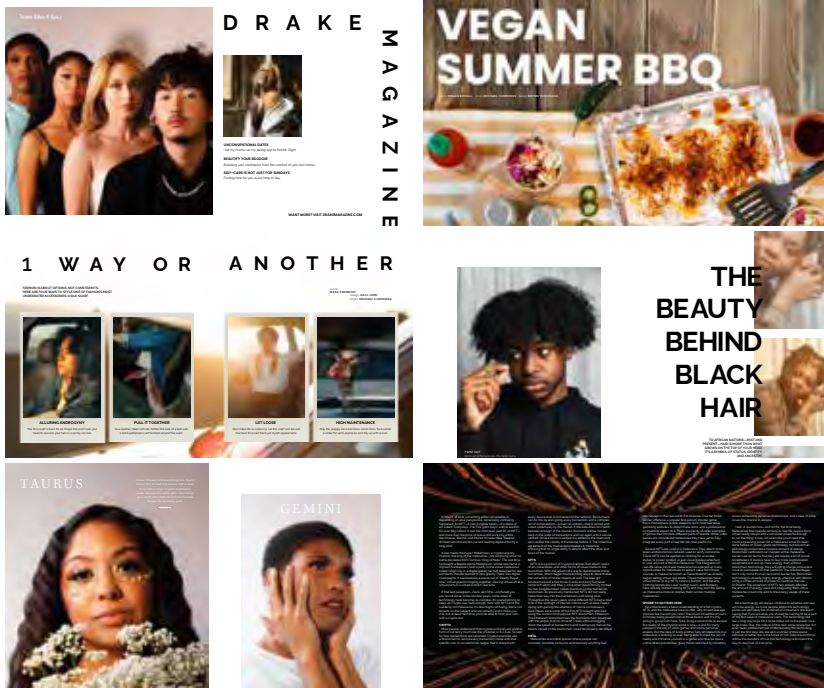


Iowa Culinary Institute Experience

BY DES MOINES AREA COMMUNITY COLLEGE

Sophie Babcock
Graphic Designer



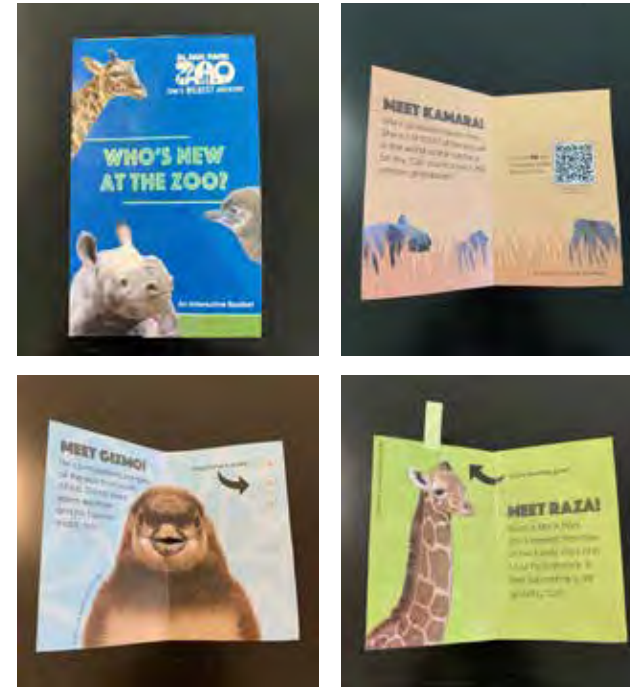


Students Design the Entire Magazine

BY DRAKE UNIVERSITY

Kaili JiMei
Editor-in-Chief

Brynn Yoshinaga
Art Director



Blank Park Zoo Interactive Mailer

BY DRAKE UNIVERSITY

Kendall Hunt
Designer

Amelia Sims
Designer



FOR ONE YEAR ONLY, DES MOINES AD DAY WILL BE

AD **CON**NECT

AAF CENTRAL REGION CONFERENCE

SAVE THE DATE

**OCTOBER
20-21**

Our local creative conference you've come to know as Des Moines Ad Day will be a two day event in 2023 as part of our AAF Central Region Conference.

AdConnect is bringing advertising professionals together from all over the central region. Attend exciting workshops, network and hear from engaging speakers like Tad Carpenter, AAF National President Steve Pacheco and many more.

Grab your earlybird tickets at

AAFDOMAD.COM

American Advertising Awards

2023 WINNERS BOOKLET

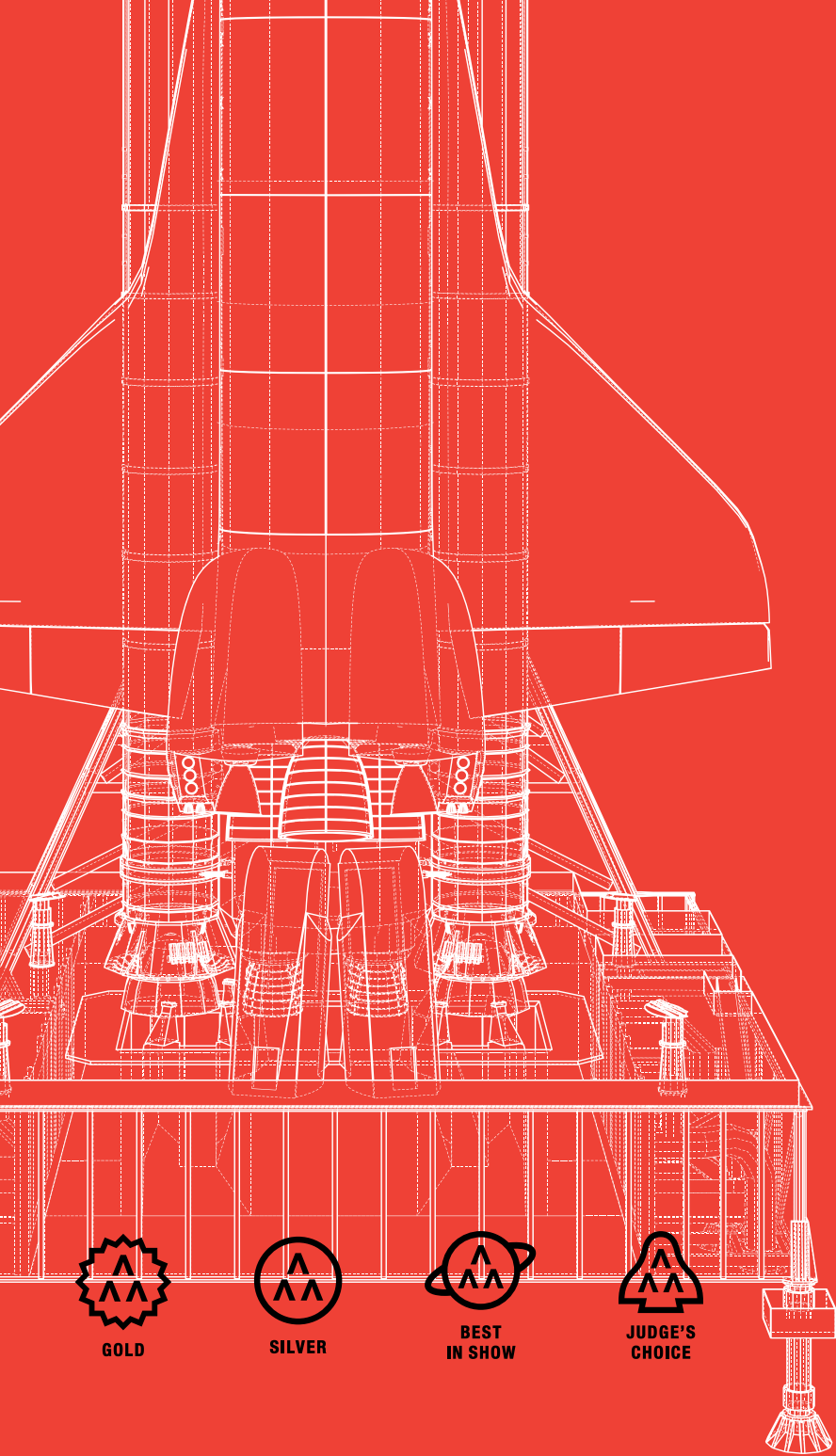


AA AWARDS — MMXXIII
STATUS: "MISSION SUCCESS"



DES MOINES, IOWA
02 — 18 — 2023

aaf[®]



WELCOME
TO
THE
CREW

American Advertising Awards



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JUDGE'S
CHOICE



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02 — 18 — 2023

aaf