



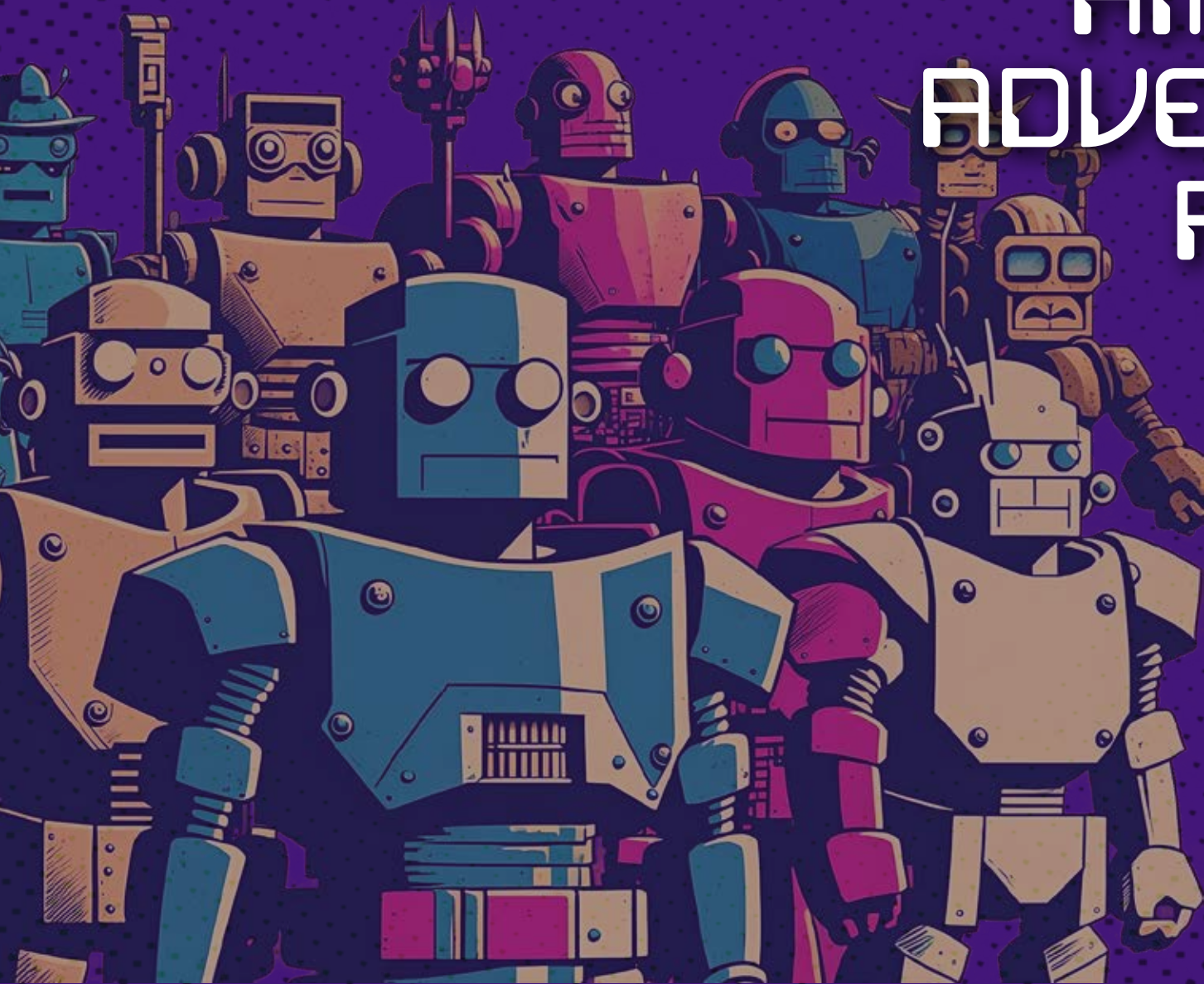
AA AWARDS

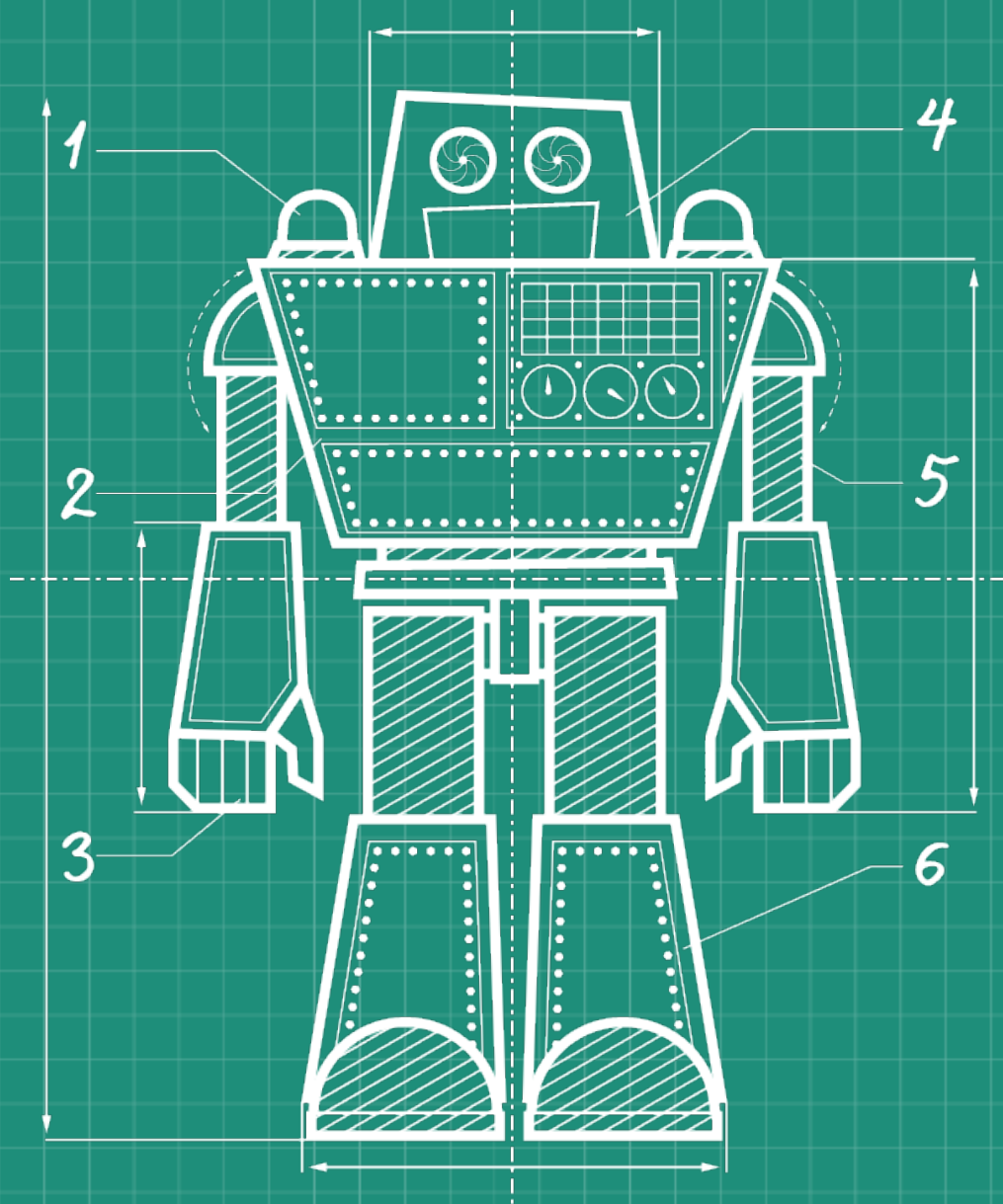
02/24/2024

AMERICAN ADVERTISING AWARDS

RECOGNITION
REPOSITORY

aaf[®] des moines





AA AWARDS
02/24/2024

aaf[®] des moines

GREETINGS!

2024 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.

<"APPRECIATION PROTOCOL">
BRONZE SPONSORS



<"APPRECIATION PROTOCOL">
AGENCY OF RECORD & REEL SPONSOR



<"APPRECIATION PROTOCOL">
BEER SPONSORS



<"APPRECIATION PROTOCOL">
CATEGORY SPONSOR



<"APPRECIATION PROTOCOL">
VENUE SPONSOR



<"APPRECIATION PROTOCOL">
WINE SPONSOR



<"APPRECIATION PROTOCOL">
IN-KIND SPONSORS

30 YEARS OF SPRINKLES



**ELEVEN YEARS OF
DES MOINES BEER.**



CONFLUENCEBREWING.COM

// TABLE OF CONTENTS



CLASSIFICATION NODE	NAVIGATION
SELF-PROMOTION	<XX>
CORPORATE SOCIAL RESPONSIBILITY	<XX>
CROSS PLATFORM	<XX>
ELEMENTS OF ADVERTISING	<XX>
FILM, VIDEO & SOUND	<XX>
ONLINE/INTERACTIVE	<XX>
OUT OF HOME & AMBIENT MEDIA	<XX>
PUBLIC SERVICE	<XX>
SALES & MARKETING	<XX>
STUDENTS—ALL CATEGORIES	<XX>



Shane Santiago

President, Chief Experience Officer
Bravely Created

Shane oversees creative, strategy and implementation at Bravely. Through a breadth of experience, from startups to Madison-Avenue agencies, Shane has brought big ideas to world-renowned brands like Marriott International, Johnson & Johnson, The Jacksonville Jaguars, FX Networks, Houston Rockets, Under Armour, Disney, Discovery, the NBA, Discovery Channel, Paramount Pictures and Sony Pictures, snagging myriad industry honors along the way. His entrepreneurial drive has been applied across categories including automotive, food & beverage, sports & entertainment, technology, apparel, education, travel & hospitality, financial, and nonprofits. He's been published in top industry publications, such as Advertising Age, ADWEEK, Communication Arts and Mashable. Shane earned his BS in advertising at the University of Florida, where 15 years later he served as Chair of the University's Advertising Advisory Council. Shane also spent time as the Chair of the American Advertising Federation's National Innovation Committee (NIC).



Liz Norton

Executive Producer
Avoq

Liz is the first executive producer of Avoq, uniting production and video resources from across the firm and building a comprehensive team and process for completing all photo and video work. This organization enabled Liz's team to execute their first-ever episodic series as well as large-scale PSA productions. Before Avoq, Liz headed up the production team at Planit, where she executed award-winning commercial campaigns for clients like Toro and CareFirst. She also spent seven years at Three Seas, a local collective of boutique creative companies specializing in video production, post production, audio, music and marketing. There she led a producer team and worked with a variety of clients to create custom solutions for their creative needs. Liz served for eight years on the AAF Baltimore board, including two years as vice president. As part of her service, she was the producer for the Baltimore American Advertising Awards show for six of those eight years.



Valentina Gomez

Brand Marketing and Creative Lead
Vibrantz Technologies

Valentina Gomez Bravo is an award-winning Executive Creative Director, brand strategist, and multi-passionate leader transforming brands and empowering people through creativity, empathy, and Innovation. She is also an author, entrepreneur, speaker, and educator. She has over 20 years of experience in the advertising industry, working with international and local brands to create, transform, and build strong, purposeful, and conscious brands across multiple industries. Valentina has been awarded 6 American Advertising Awards for her brand strategy and advertising work. She received the inaugural District 10 - 2020 Mosaic Champion Award for her commitment to diversity and inclusion through her creative work, mentorship, leadership, and support of DE&I program initiatives. She is also an honoree of Houston's 2021 40 under 40 class.

Here's to the late nights, revisions, debates, collaborations, frustrations, compromises, breakthroughs, inputs, opinions, insights, presentations, strategies, teamwork, epiphanies, meetings, dedication, care, craft and originality that goes into **award-winning work.**

**Congrats.
You deserve it.**





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Dolby Atmos

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TRILIXSTUDIO.COM

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OnMediaSM

Targeted **TV+Digital Advertising**

OnMediaAdSales.com

The difference is eye-opening.

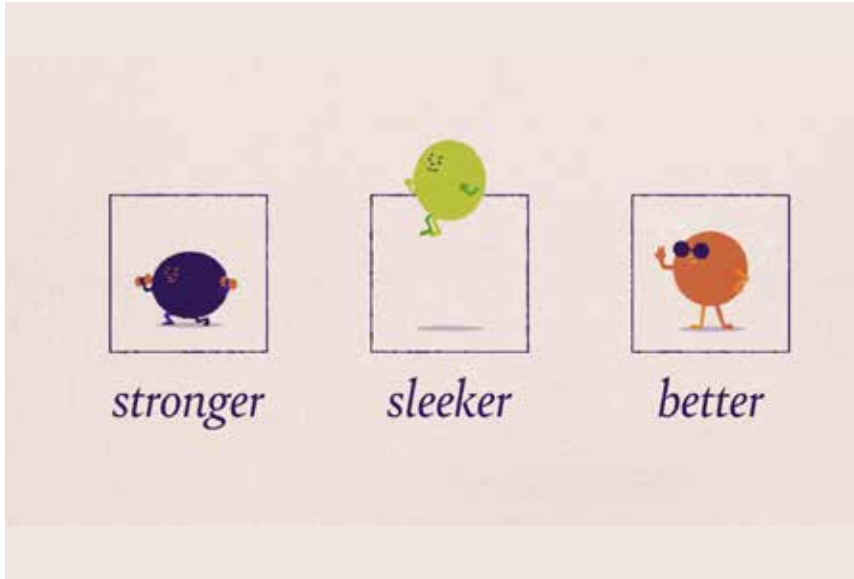
From best-in-class adtech to award-winning media services, see all that Basis has to offer.

Find out more at Basis.com >



Congratulations! Basis is wowed by this year's American Advertising Awards winners.

Basis[®]
Technologies



TRILIX STUDIO THE PROCESS



BY Trilix

FOR Trilix

Trilix Studio



INVICTUS MEDIA AGENCY REEL



BY Invictus Media

FOR Invictus Media

Hunter England

Director of Photography/Editor

Rachel Hardy

Cinematographer

Calvin Bader

Cinematographer

JenniferKathryn King

Creative Director

<"CLASSIFICATION NODE">
098 - ADVERTISING INDUSTRY SELF-PROMOTION
ONLINE / INTERACTIVE / VIRTUAL REALITY

<"CLASSIFICATION NODE">
067B - CORPORATE SOCIAL RESPONSIBILITY -
CAMPAIGN



ZLR IGNITION 2023 HOLIDAY CARD



BY ZLR Ignition

FOR ZLR Ignition

Kelly Bittner

Associate Creative Director

Shelby Walters

Art Director

Shae Olson

Copy Director

Riley Ginn

Art Director

Kylee Deering

Account Manager

Morgyn Bullock

Media Buyer



MEALS ON WHEELS INFOGRAPHICS



BY Project7 Design

FOR WesleyLife

Project7 Design

<"CLASSIFICATION NODE">
044D - CROSS-PLATFORM CONSUMER
CAMPAIGN - REGIONAL / NATIONAL

<"CLASSIFICATION NODE">
044D - CROSS-PLATFORM CONSUMER
CAMPAIGN - REGIONAL / NATIONAL



DEVELON BRAND CAMPAIGN



BY Two Rivers Marketing

FOR DEVELON
North America

Two Rivers Marketing DEVELON Team



IPR LISTENSER RECRUITMENT CAMPAIGN



BY ZLR Ignition

FOR Iowa Public Radio

Jason Boucher
Vice President of Client Service

Kylee Deering
Account Manager

Jill McLain
Co-Creative Director

Tony Schrader
Senior Art Director

<"CLASSIFICATION NODE">
045- INTEGRATED BRANDED IDENTITY
CAMPAIGN - LOCAL OR REGIONAL / NATIONAL

<"CLASSIFICATION NODE">
045- INTEGRATED BRANDED IDENTITY
CAMPAIGN - LOCAL OR REGIONAL / NATIONAL



HANK & ROY BRANDING



BY Avidity Creative

FOR Integrated Proteins

Matt Eskelson
Art Director

Adam Feller
Creative Director



FANCI FREEZ REBRAND



BY Avidity Creative

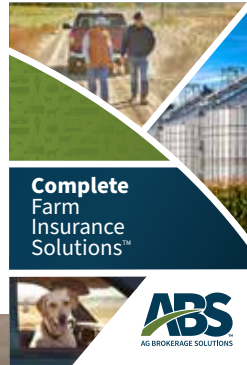
FOR Fanci Freez

Matt Eskelson
Art Director

Adam Feller
Creative Director

<"CLASSIFICATION NODE">
 045- INTEGRATED BRANDED IDENTITY
 CAMPAIGN - LOCAL OR REGIONAL / NATIONAL

AG BROKERAGE
 SOLUTIONS™



**AG BROKERAGE
 SOLUTIONS**

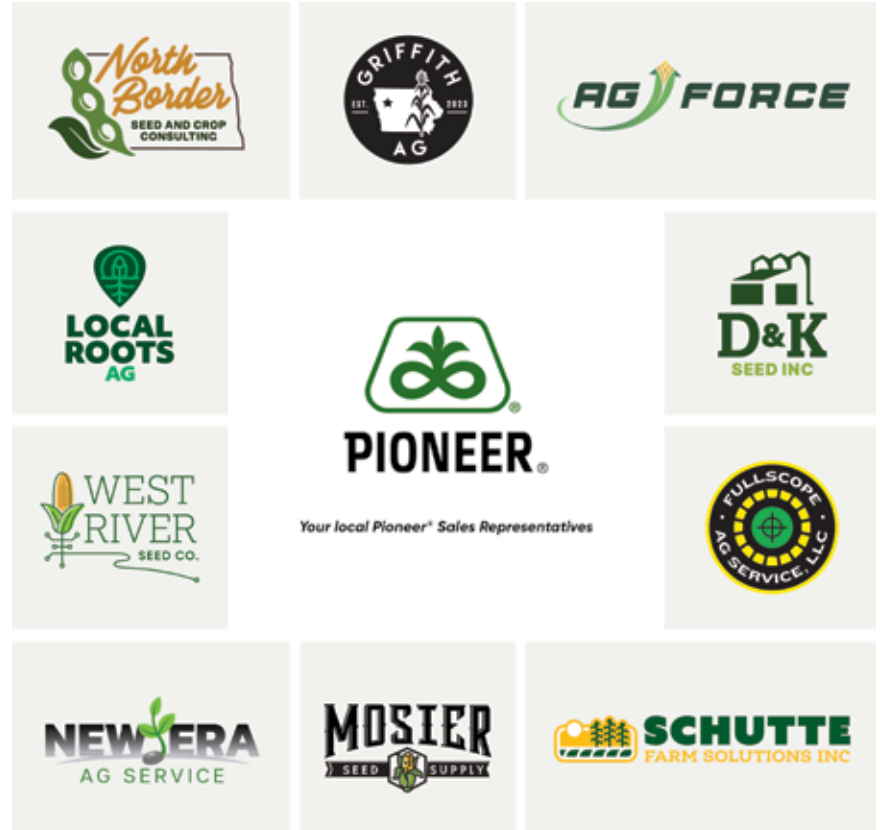


BY Farmers Mutual Hail
 Insurance Company of Iowa

FOR AG Brokerage
 Solutions

FMH Marketing Communications Team

<"CLASSIFICATION NODE">
 045- INTEGRATED BRANDED IDENTITY
 CAMPAIGN - LOCAL OR REGIONAL / NATIONAL



**PIONEER DEALER
 NETWORK LOGOS**



BY Two Rivers Marketing

FOR Pioneer

Two Rivers Marketing Pioneer Team

<"CLASSIFICATION NODE">
045- INTEGRATED BRANDED IDENTITY
CAMPAIGN - LOCAL OR REGIONAL / NATIONAL

<"CLASSIFICATION NODE">
045- INTEGRATED BRANDED IDENTITY
CAMPAIGN - LOCAL OR REGIONAL / NATIONAL



TENET RECORDINGS IDENTITY



BY Now Now

FOR Tenet Recordings
(Oslo, Norway)

John Solarz
Design

Adam Ferry
Design & Lettering

Tiago Marinho
Digital Art & Animation



THE BOTTLE RUN BRANDING



BY TandemHart

FOR The Bottle Run

Alesha Burgraff
Creative Director

Kelsea Graham
Illustrator/Art Director

<"CLASSIFICATION NODE">
046 - INTEGRATED BRANDED CONTENT
CAMPAIGN - LOCAL OR REGIONAL / NATIONAL

<"CLASSIFICATION NODE">
055A - ANIMATION, SPECIAL EFFECTS
OR MOTION GRAPHICS



STINE 45TH ANNIVERSARY CAMPAIGN



BY Trilix

FOR Stine Seed Comany

Trilix



TORO SPRINKLER 3D ANIMATION



BY Anthologic

FOR The Toro Company

Todd Huffine
3D Animator

Dan Swenson
Creative Director, Video

Kristine White
Group Account Director

Julie Verhoef
Account Manager

<"CLASSIFICATION NODE">
055A - ANIMATION, SPECIAL EFFECTS
OR MOTION GRAPHICS

<"CLASSIFICATION NODE">
049 - LOGO DESIGN



**SECRETARY OF STATE
SAFE AT HOME**



GEEM LOGO



BY TwoTone Creative

FOR Secretary of State

BY Avidity Creative

FOR GEEM Seaweed Snacks

Matt Eskelson
Art Director

Adam Feller
Creative Director



**GROWIN' WITH OWEN
PODCAST LOGO**



BY Red Dot Branding
+ Marketing

FOR Jason Owen

Red Dot Creative Team



**HANK & ROY
LOGO**



BY Avidity Creative

FOR Integrate Proteins

Matt Eskelson
Art Director

Adam Feller
Creative Director



IPR LOGO DESIGN



THE GREATEST GIVE UNITED WAY



BY ZLR Ignition

FOR Iowa Public Radio

BY F & G

FOR F & G

Jason Boucher
Vice President of Client Service

Kylee Deering
Account Manager

Hannah Thorson
Designer

Phil Schriver
Co-Creative Director

Jill McLain
Co-Creative Director

Tony Schrader
Senior Art Director



CYCLONE WELCOME WEEKEND ILLUSTRATION



BY ZLR Ignition

FOR Iowa State University

Jason Boucher
Vice President of Client Service

Kylee Deering
Account Manager

Kelly Bittner
Associate Creative Director

Shae Olson
Copy Director



REESE BUILDERS WEB & BRAND DIR.



BY Farmboy Inc.

FOR Reese Builders

Jason McArtor
Creative Director

Taylor Eckstrom
Art Director

Caleb Smith
UX/UI Designer

<"CLASSIFICATION NODE">
053B - ART DIRECTION - CAMPAIGN

<"CLASSIFICATION NODE">
036A - ONLINE FILM, VIDEO & SOUND -
SINGLE ENTRY - :60 SECONDS OR LESS



IOWA EGG COUNCIL WEB & BRAND DIR.



BAKER GROUP STEAM BEER



BY Farmboy Inc.

FOR Iowa Egg Council

Taylor Eckstrom
Art Director

Kayla Wagner
Web Director

Caleb Smith
UX/UI Designer

Jason McArtor
Creative Director

BY Studio Iowa

FOR Baker Group

Ryan Tow
Executive Producer

Shea Wild
Producer

Scott Horton
Writer/Videographer/Editor

Andrew Peterson
Videographer

Jack Sarcone
Videographer

Tristan Bennett
Videographer

<"CLASSIFICATION NODE">
038 - ONLINE FILM, VIDEO & SOUND -
SINGLE ENTRY - MORE THAN :60 SECONDS

<"CLASSIFICATION NODE">
038 - ONLINE FILM, VIDEO & SOUND -
SINGLE ENTRY - MORE THAN :60 SECONDS



DES BEST: INGERSOLL EATS



BY Catch Des Moines

FOR Catch Des Moines



EMILY: FACES OF DEVELON DEALERS



BY Two Rivers Marketing

FOR

Two Rivers Marketing DEVELON Team

<"CLASSIFICATION NODE">
038 - BRANDED CONTENT & ENTERTAINMENT -
NON-BROADCAST

<"CLASSIFICATION NODE">
038 - BRANDED CONTENT & ENTERTAINMENT -
NON-BROADCAST



SAN JOSE BARRICUDA GAME INTRO



BY Trilix

FOR San Jose Barricudas

Trilix Studio



ACHS JAGUARS HYPE VIDEO



BY Trilix

FOR Ankeny Centennial
High School

Trilix Studio

<"CLASSIFICATION NODE">
038 - BRANDED CONTENT & ENTERTAINMENT -
NON-BROADCAST

<"CLASSIFICATION NODE">
038 - BRANDED CONTENT & ENTERTAINMENT -
NON-BROADCAST



IOWA WILD GAME INTRO



BY Trilix

FOR Iowa Wild

Trilix Studio

STINE 45TH ANNIVERSARY/BRAND



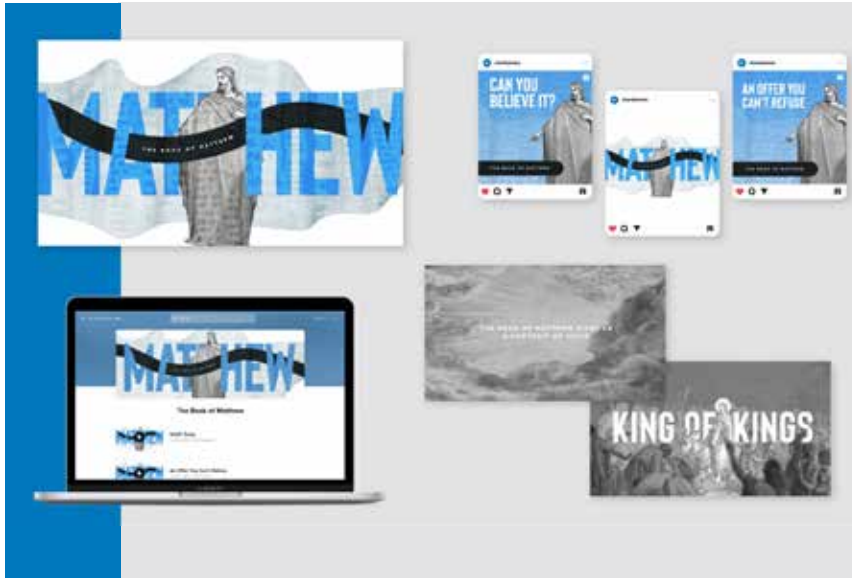
BY Trilix

FOR Stine Seed Company

Trilix Studio

<"CLASSIFICATION NODE">
038 - BRANDED CONTENT & ENTERTAINMENT -
NON-BROADCAST

<"CLASSIFICATION NODE">
033A - INTERNET COMMERCIAL -
SINGLE SPOT - ANY LENGTH



THE BOOK OF MATTHEW



BY TwoTone Creative

FOR Church at Viera



DENALI COMMERCIAL



BY Anthologic

FOR Denali

Megan Burns
Associate Art Director

Todd Huffine
Animator

Travis Arndorfer
Creative Director

Emily Gall
Senior Art Director

Sam George
Account Manager

Staci McDonald
Group Account Director

<"CLASSIFICATION NODE">
O31A - TV ADVERTISING - LOCAL (ONE DMA)
SINGLE SPOT :30 OR LESS

<"CLASSIFICATION NODE">
O31A - TV ADVERTISING - LOCAL (ONE DMA)
SINGLE SPOT :30 OR LESS



FAREWAY FRANK AND MR. PEANUT



BY Applied Art &
Technology

FOR Fareway

Applied Art & Technology

Eric Sahrman

Michael Rossow

Clinton Olsasky

Brooke Long



HERE IS DES MOINES



BY Flynn Wright

FOR Catch Des Moines

<"CLASSIFICATION NODE">
031A - TV ADVERTISING - LOCAL (ONE DMA)
SINGLE SPOT :30 OR LESS

<"CLASSIFICATION NODE">
024B - ONLINE/INTERACTIVE -
CAMPAIGN



**RISKY RONNIE
CALL BEFORE YOU DIG**



BY Trilix

FOR Iowa One Call

Trilix Studio



**UNITYPOINT WONDERFUL
PEOPLE/HOLIDAY**



BY Trilix

FOR UnityPoint Health

Trilix

<"CLASSIFICATION NODE">
024B - ONLINE/INTERACTIVE -
CAMPAIGN

<"CLASSIFICATION NODE">
025 - EMAIL



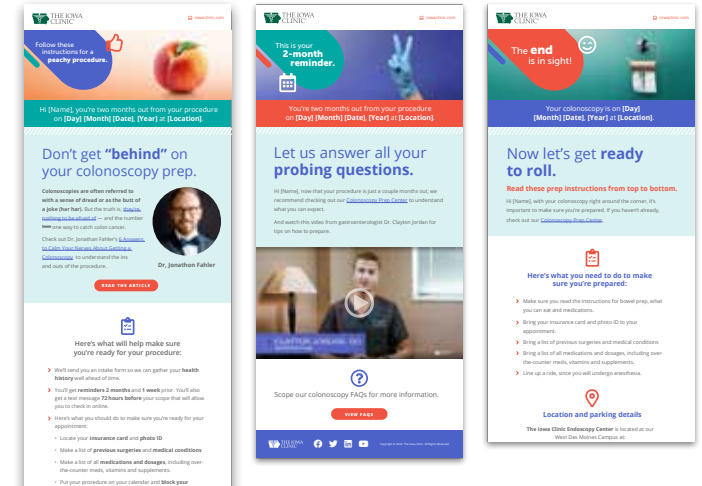
UNITYPOINT WONDERFUL PEOPLE



BY Trilix

FOR UnityPoint Health

Trilix



TIC COLONOSCOPY EMAIL CAMPAIGN



BY ZLR Ignition

FOR The Iowa Clinic

Chantelle Cadek
Senior Account Manager

Jill McLain
Co-Creative Director

Tony Schrader
Senior Art Director



022B - SOCIAL MEDIA
CAMPAIGN

INDYCAR GATORADE GUESS CAMPAIGN



BY Meyocks

FOR Hy-Vee

Meyocks Hy-Vee Team



LISTENER RECRUITMENT META ADS



BY ZLR Ignition

FOR Iowa Public Radio

Jason Boucher
Vice President of Client Service

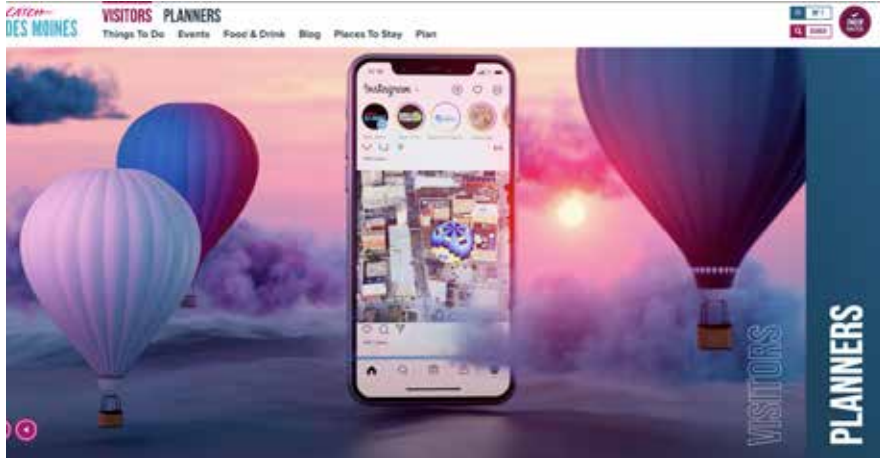
Kylee Deering
Account Manager

Jill McLain
Co-Creative Director

Tony Schrader
Senior Art Director

<"CLASSIFICATION NODE">
O21A - WEBSITES - CONSUMER

<"CLASSIFICATION NODE">
O21A - WEBSITES - CONSUMER



CATCH DES MOINES WEBSITE



BY Catch Des Moines

FOR Catch Des Moines

JACK TRICE 100 WEBSITE



BY Meyocks

FOR Iowa State University

The Meyocks Team



DISCOVER DES BEST OF DES MOINES



BY Flynn Wright

FOR Catch Des Moines



LUCKY LOTUS MURAL



BY Project7 Design

FOR Lucky Lotus

Project7 Design

ELECTROMOBILITY CUSTOMER CENTER KIOSK
SIDE 1



VOLVO E-MOBILITY INTERACTIVE KIOSK



BY Two Rivers Marketing

FOR Volvo Construction
Equipment

Two Rivers Marketing Volvo Team



OILGEAR CONEXPO 2023 DISPLAY



BY Studio Iowa

FOR Oilgear

Ryan Tow
Producer/Video Engineer

Josh Ziebell
3D Designer/Animator

Scott Horton
Editor/Motion Designer

MMD Services
Fabricator

Shea Wild
Producer



JORDAN CREEK MALL INSTALLATIONS



BY ZLR Ignition

FOR Iowa State University

Jason Boucher
Vice President of Client Service

Kylee Deering
Account Manager

Tony Schrader
Senior Art Director

Shae Olson
Copy Director



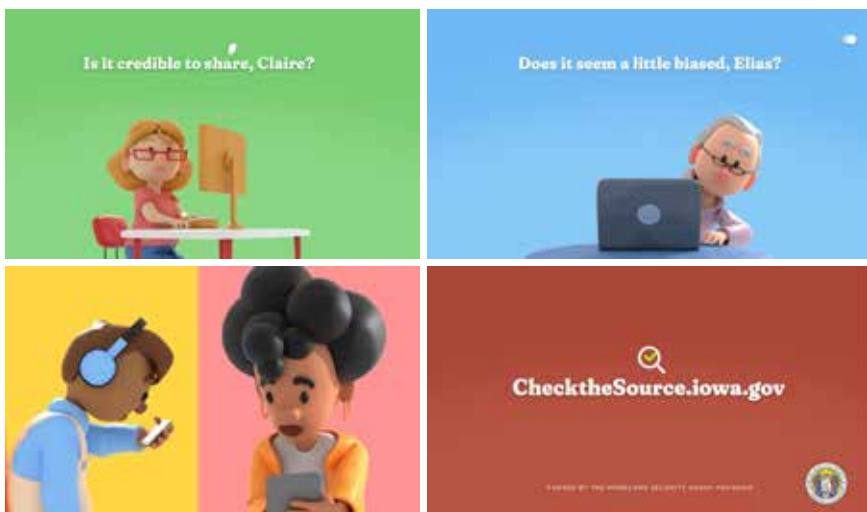
VOLVO CONEXPO TRADE SHOW BOOTH



BY Two Rivers Marketing

FOR Volvo Construction
Equipment

Two Rivers Marketing Volvo Team



CHECK THE SOURCE TV SPOT



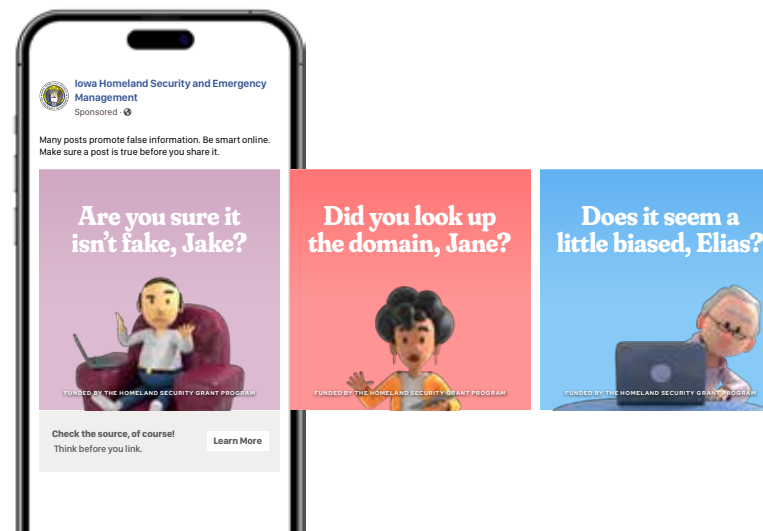
BY ZLR Ignition

FOR Iowa Department of
Homeland Security

Jason Boucher
Vice President of Client Service

Phil Schriver
Co-Creative Director

Jill McLain
Co-Creative Director



CHECK THE SOURCE CAMPAIGN



BY ZLR Ignition

FOR Iowa Department of
Homeland Security

Jason Boucher
Vice President of Client Service

Phil Schriver
Co-Creative Director

Jill McLain
Co-Creative Director

Rhonda Clark-Leyda
PR & Content Supervisor

<"CLASSIFICATION NODE">
 089 - INTEGRATED MEDIA PUBLIC
 SERVICE CAMPAIGN

<"CLASSIFICATION NODE">
 078A - PUBLIC SERVICE COLLATERAL -
 BRAND ELEMENTS



AHA STROKE AWARENESS CAMPAIGN



BY Strategic America

FOR American Heart Association

Greg Welch
Creative Director

Randy Belcher
Creative Director

Kasey Baker-VerMulm
Art Director

Hyeree Ellis
Art Director

Kelcey Stoehr
Multimedia Director

Joe Emmons
Manager, Video Services

Graham Schardt
Producer

Shelly Kopriva
Client Strategist

Luminary Creative
Production Vendor

Brandon Troutman
Director of Creative Services

Angie Ramirez
Director of Project Management

IOWA HYGIENE SOURCE LOGO



BY ZLR Ignition

FOR Iowa Department of Homeland Security

Kelly Konz
Account Director

Kelly Bittner
Associate Creative Director

Phil Schriver
Co-Creative Director

Riley Ginn
Art Director



JDRF 2023 HOPE GALA



BY Two Rivers Marketing

FOR JDRF Greater Iowa Chapter

Two Rivers Marketing JDRF Team



FANCI FREEZ MILKSHAKE PACKAGING



BY Avidity Creative

FOR Fanci Freez

Matt Eskelson
Art Director

Adam Feller
Creative Director



SÓLÁS H2O STILL WATER PACKAGING



BY Project7 Design

FOR Buck Creek Distribution

Project7 Design Team

CLIMBING KITES



BY Project7 Design

FOR Lua Brewing

Project7 Design Team



FANCI FREEZ MILKSHAKE PACKAGING



BY Avidity Creative

FOR Fanci Freez

Matt Eskelson
Art Director

Adam Feller
Creative Director



NUJO PACKAGING



BY Avidity Creative

FOR NUJO Super Brew

Matt Eskelson
Art Director

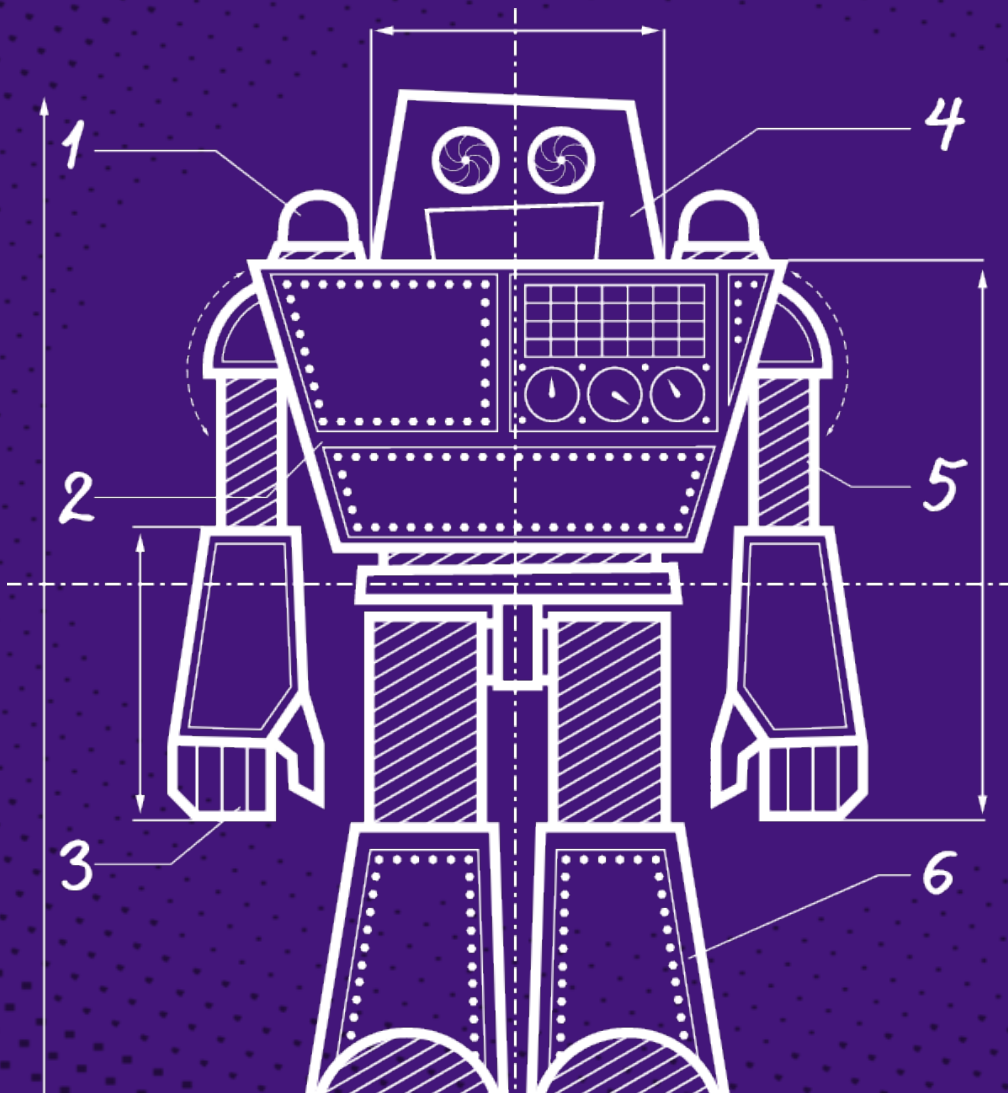
Adam Feller
Creative Director

∴∴ Congratulations, ∴∴ HUMANS!

Sorry, robots. But we believe “AI” also stands for “Awesome Imagination” – which this year’s human winners have in abundance!



STUDENT SECTION



AA AWARDS
02/24/2024



UNIVERSITY CINEMA ADVERTISING CAMPAIGN



BY Drake University

Kalin Valstar

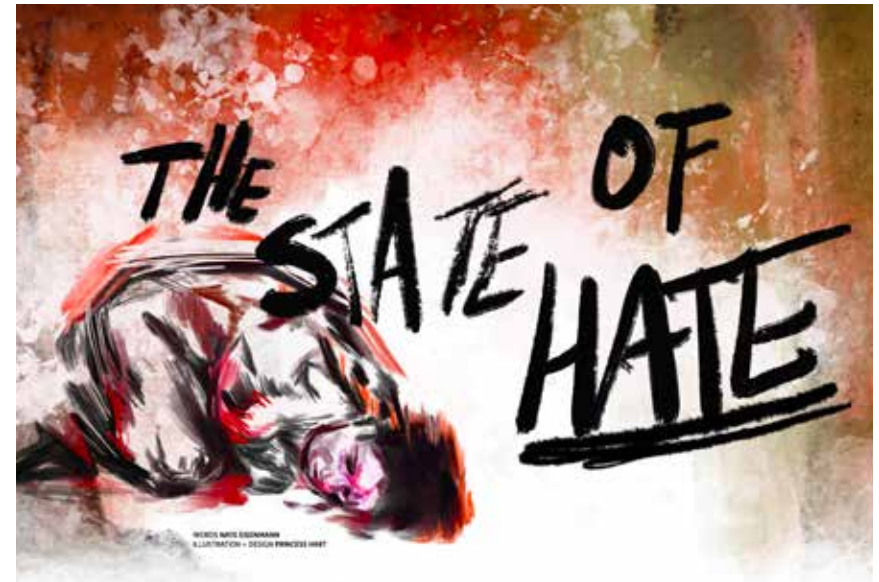
Miles Fritz

Paul Linville

Kristen Arias

Gracie Geist

Ryle Sims



THE STATE OF HATE



BY Drake University

Princess Hart

Illustrator



PRESS PAWS THERAPY ROOM OOH



BY Iowa State University

Adriana I. Rivera Rodríguez
Creative Director



PRESS PAWS AMBIENT INSTALLATION



BY Iowa State University

Adriana I. Rivera Rodríguez
Creative Director



DRAKE POLITICAL REVIEW FALL 2023



BY Drake University

Paige Minor
Art Director

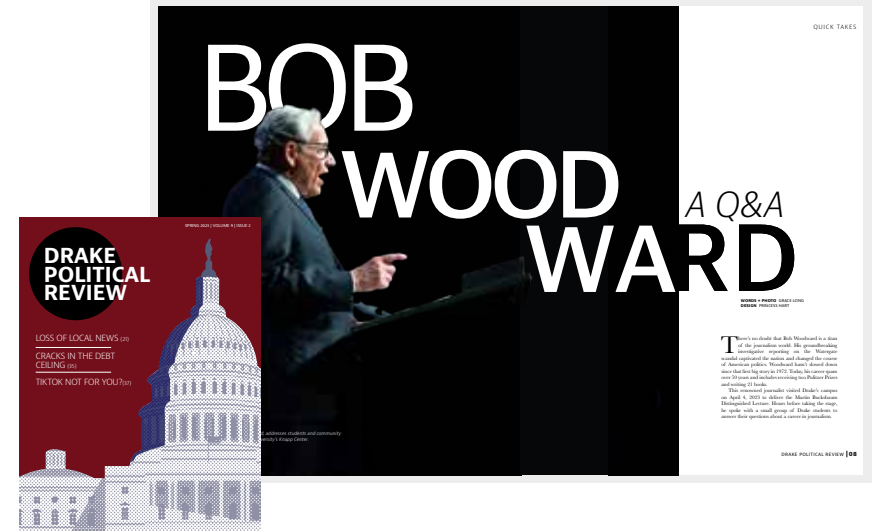


THE STATE OF HATE



BY Drake University

Princess Hart



DRAKE POLITICAL REVIEW FALL 2023



BY Drake University

Paige Minor
Art Director

Madeline Crawford
Editor-in-Chief

DRAKE POLITICAL REVIEW SPRING 2023



BY Drake University

Princess Hart
Art Director

Grace Long
Editor-in-Chief

RIGOROUSLY TESTED BY CREATIVE PROFESSIONALS.

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

ZLR  IGNITION

