

Volume

If you like to gamble
I tell you, I'm your man
You win some, lose some
It's all the same to me

The pleasure is to
Makes no difference to
I don't share your
The only card I need
Is the Ace of Spades
The Ace of Spades

Playing for the high one
Dancing with the devil
Going with the flow
It's all a game to me

Seven or eleven
Snake eyes watching you
Double up or quit
Double stake or split
The Ace of Spades
The Ace of Spades

You know I'm born to lose
And gambling's for fools
But that's the way I like it, baby
I don't want to live forever

BRING THE NOISE

02.08.25

TRILIX

AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
des moines



American Advertising Awards

02.08.25

GREETINGS!

**2025 AMERICAN ADVERTISING AWARDS
DES MOINES, IOWA**

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 website at americanadvertisingawards.com.





BRENT ISENBERGER
PHOTOGRAPHY

isenbergerphoto.com



NOCE
JAZZ • GAMBIT

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CELEBRATING **10 years** telling stories better SINCE 2015

VIDEO PRODUCTION

3D GRAPHICS & ANIMATION

INTERACTIVE EXPERIENCES

PHOTOGRAPHY

LIVE STREAMING



STUDIOIOWA.COM



Lauren Cutler

Associate Creative Director
OneTen Creative (DISH)

Lauren is an Associate Creative Director of Art with 12 years of experience. She currently works at the in-house agency OneTen Creative, where she leads creative for Sling TV, DISH TV, and Boost Mobile. Originally from Traverse City, Michigan, she now lives in Denver with her husband and their new puppy, Finn.



Matt Hanson

Director of Digital Marketing Strategy
Digital Helium

Matt has 25+ years in marketing, where he's worked on digital experiences for companies such as Visa, Travelocity, IHG, Castrol, and Lands' End. He currently oversees the full-service digital media company Digital Helium and serves as the Executive Director of External Programming at Purdue University Northwest. At PNW, Matt oversees the Venture Ready Financials program (VERIFI), connecting startups and venture capitalists, the PNW Leadership Institute, and the White Lodging Professional Selling Lab. In his spare time, Matt manages The Digital Marketing Competition, the largest digital marketing collegiate competition in the world.



Reid Holmes

Speaker, Consultant, Coach & Author
House of Holmes

Reid is a branding expert, award-winning speaker, executive creative director, copywriter, and #1 best-selling author who has spent over three decades in some of America's biggest and best ad agencies. He credits his success to an innate understanding of how to frame an argument to communicate real value and make it impactful. His work has helped change the trajectory of businesses small and large. Reid lives in the Twin Cities with his wife Katy, a yellow lab named Hurley, and an ambivalent cat named Rocky.



Dan Jones

Founder & Lead Producer
Fireside Films

A Baton Rouge native, Dan has worn many hats in his role as a filmmaker. From writer, producer, and editor to director, cinematographer, animator, and voiceover artist, his diverse skill set is a testament to a lifelong fascination with storytelling and the interplay of light and shadow. In 2018, Dan founded Fireside Films, a boutique production house dedicated to creating uplifting and purpose-driven visual content for the marketing and advertising space. The name "Fireside" reflects his vision of storytelling as a communal, warm, and adventurous experience—echoing the age-old tradition of sharing stories around the fire.



Kevin Zengel
VP, Creative Director
Havas

Kevin is a Scottish Lord and Creative Director who's (mostly) fearless. As a writer, he blends untapped truths with a hearty mix of charm and guts. That special sauce has made his clients billions, leaving him on fancy industry lists and holding shiny advertising awards. Beyond work, he does things that would impress 11-year-olds, like bull riding, racing cars, and hunting pythons. He thinks he's a nice guy, creative, and a leader – but is open to suggestions.

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Technologies

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ZLR X IGNITION

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BRENT ISENBERGER
PHOTOGRAPHY

isenbergerphoto.com

COMMERCIAL PHOTOGRAPHY | VIDEOGRAPHY | DRONE LICENSED

Most see intimidation, you saw endless possibilities. Congrats on all the award-winning work.

meyocks

SALES & MARKETING
SALES PROMOTION / PACKAGING / CAMPAIGN



MOONDREAM PACKAGING



BY 818 - a tiny design empire FOR MoonDream Beverage

SALES & MARKETING
SALES PROMOTION / PACKAGING / CAMPAIGN



NEW WAY WHISKEY BOTTLE LABELS



BY Red Dot Branding & Marketing FOR New Way Trucks

SALES & MARKETING
SALES PROMOTION / PACKAGING / CAMPAIGN



SACI PACKAGING



BY Avidity Creative FOR Saci

Adam Feller
Creative Director

Matt Eskelson
Art Director

SALES & MARKETING
SALES PROMOTION / PACKAGING / SINGLE UNIT



CAPITO COFFEE ORIGINS PACKAGING



BY Avidity Creative FOR Capito Coffee

Adam Feller
Creative Director

Matt Eskelson
Art Director

SALES & MARKETING
SALES PROMOTION / PACKAGING / CAMPAIGN

SALES & MARKETING
SALES PROMOTION / PACKAGING / CAMPAIGN

PRINT ADVERTISING
NEWSPAPER ADVERTISING / FULL PAGE OR LESS

OUT-OF-HOME & AMBIENT MEDIA
GUERRILLA MARKETING



HAPPY BEAR COFFEE PACKAGING



MOONSWINERS BAR-B-Q SAUCE PACKAGING



IOWA STATE BROCK PURDY AD



CATCH DES MOINES/ ART CENTER CO-OP



BY Avidity Creative

FOR Happy Bear Coffee

BY Avidity Creative

FOR Moonswiners Bar-B-Q

BY ZLR Ignition

FOR Iowa State University

BY Catch Des Moines

FOR Catch Des Moines/
Des Moines Art Center

Adam Feller
Creative Director

Dylan Menke
Designer

Adam Feller
Creative Director

Matt Eskelson
Art Director

Phil Schriver
Creative Director

Jill McLain
Creative Director

Jason Boucher
VP, Client Services

Kylee Bruggeman
Account Manager



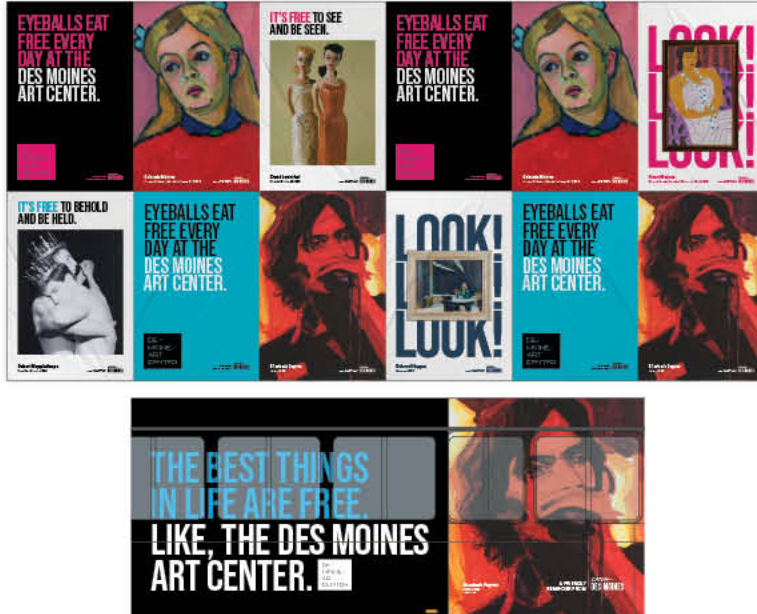
PIZZA DISCO MURAL



BY Project7 Design

FOR Zeno's Pizza

Project7 Design Team



CATCH DES MOINES/ ART CENTER CO-OP



BY Catch Des Moines

FOR Catch Des Moines/
Des Moines Art Center



FARM BUREAU HISTORY WALL



BY 818 - a tiny design empire

FOR Farm Bureau

Design Team

SpeedPro Des Moines
Printing, Fabrication, and Installation



WASABI WDM EXPERIENTIAL GRAPHICS



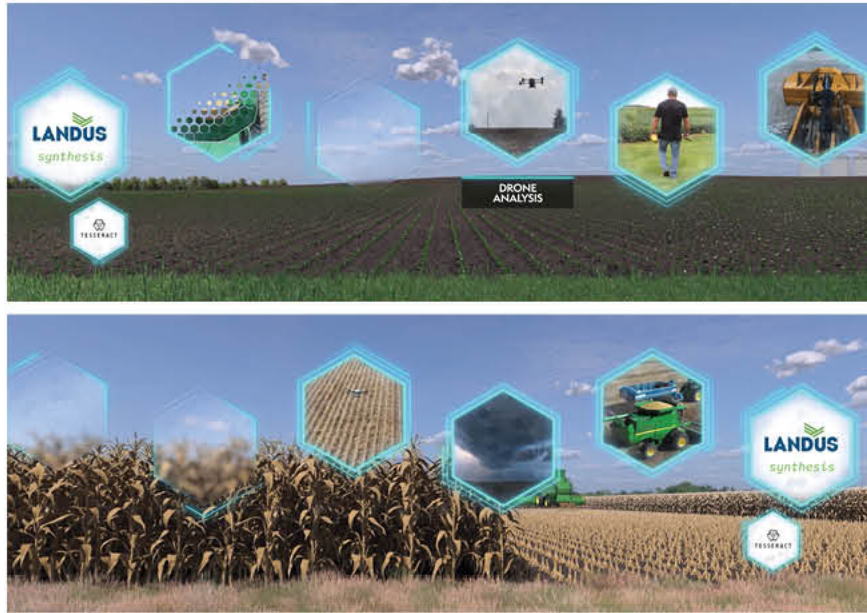
BY 818 - a tiny design empire

FOR Wasabi
West Des Moines

Design Team

Lashier Graphics & Signs
Printing and Installation

OUT-OF-HOME & AMBIENT MEDIA
INSTALLATIONS / SINGLE INSTALLATION



LANDUS LED TUNNEL EXPERIENCE



BY **Studio Iowa**

Ryan Tow
*Executive Producer /
3D Artist & Animator*

Scott Horton
Motion Designer / Editor

Nathan Heemstra
Sound Designer

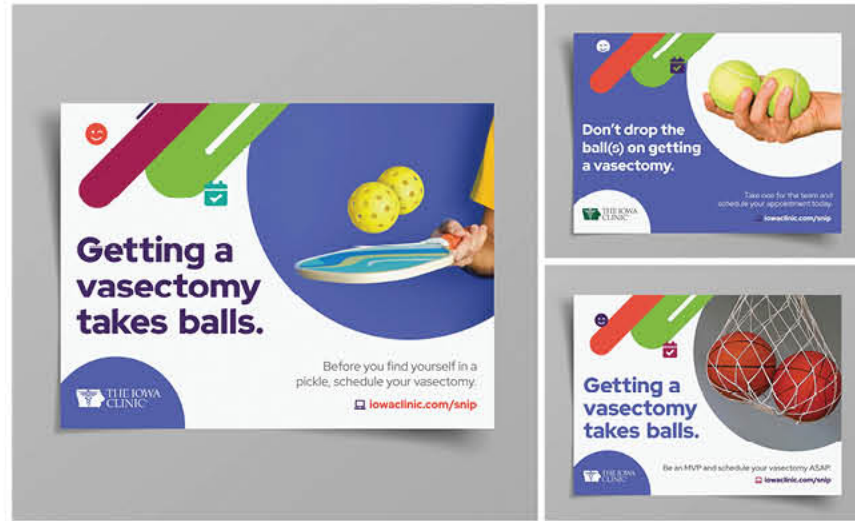
FOR **Landus**

Shea Wild
Producer

Josh Ziebell
3D Artist & Animator

Tristan Bennett
Editor

OUT-OF-HOME & AMBIENT MEDIA
POSTER / CAMPAIGN



THE IOWA CLINIC VASECTOMY POSTERS



BY **ZLR Ignition**

Jill McLain
Creative Director

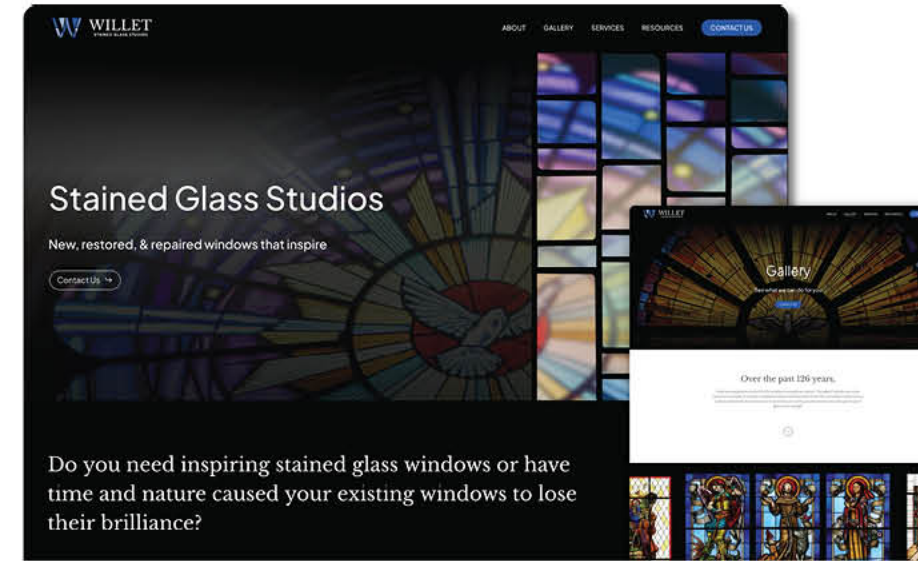
Chantelle Cadek
Account Supervisor

FOR **The Iowa Clinic**

Shae Olson
Copy Director

Jamie Miller
Senior Art & Production

ONLINE/INTERACTIVE
WEBSITES / CONSUMER



WILLET STAINED GLASS STUDIOS



BY **TwoTone Creative**

FOR **Willet Stained
Glass Studios**

FILM, VIDEO & SOUND / TELEVISION ADVERTISING
REGIONAL/NATIONAL / SINGLE SPOT — UP TO 2:00



FAREWAY FRANK'S FIELD OF DREAMS



BY **Applied Art
& Technology**

**Eric Sahrman, Michael Rossow,
Brooke Long, Clint Olsasky and
Ralph Compiano**
Applied Art & Technology

Renee Albaugh
Next Step Advertising

FOR **Fareway**

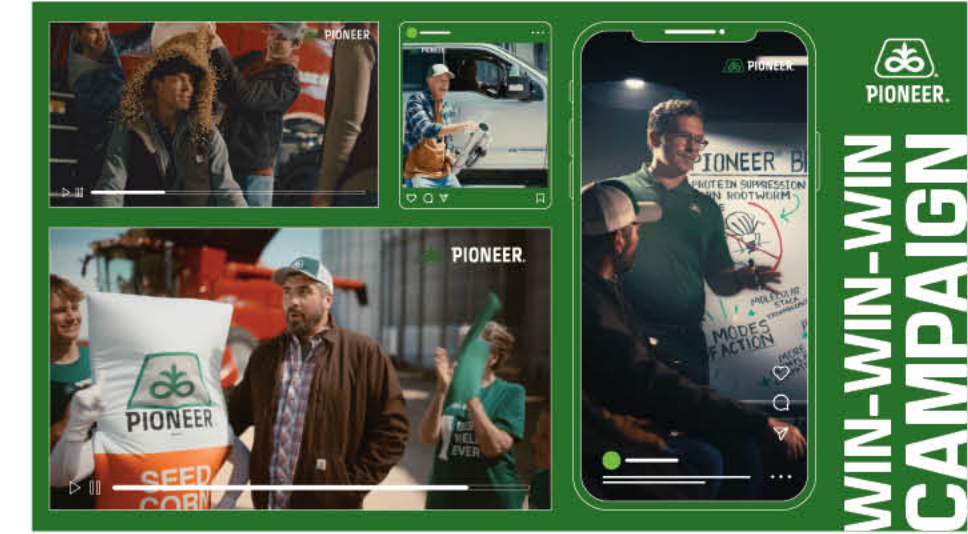
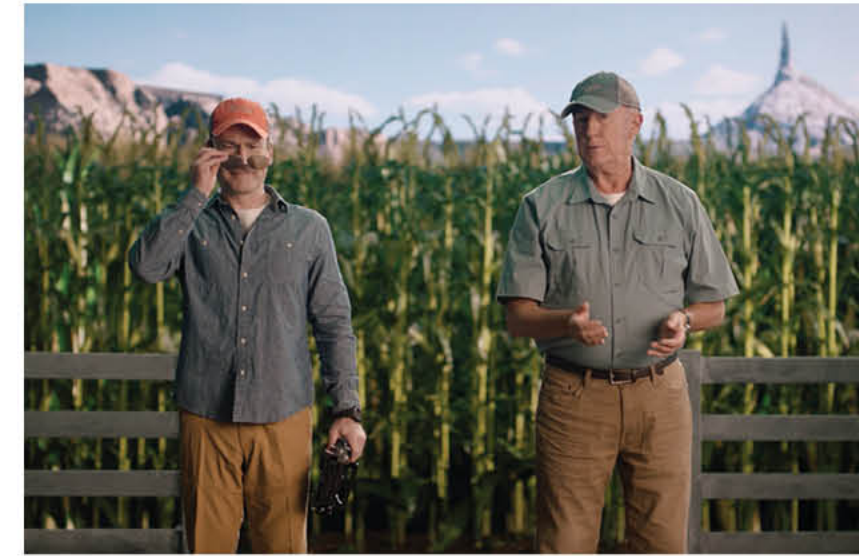
Fareway
Jeff Stearns

FILM, VIDEO & SOUND / TELEVISION ADVERTISING
REGIONAL/NATIONAL / SINGLE SPOT — UP TO 2:00

FILM, VIDEO & SOUND / TELEVISION ADVERTISING
REGIONAL/NATIONAL / SINGLE SPOT — UP TO 2:00

FILM, VIDEO & SOUND / TELEVISION ADVERTISING
REGIONAL/NATIONAL / CAMPAIGN

FILM, VIDEO & SOUND / ONLINE FILM, VIDEO AND SOUND
INTERNET COMMERCIAL / CAMPAIGN



IOWA LOTTERY: MONOPOLY TV



HOT SAUCE COMMODITY



NEBRASKA CORN — DEL AND ED TV



PIONEER — WIN-WIN-WIN CAMPAIGN



BY Strategic America

FOR Iowa Lottery

BY Trilix

FOR Iowa One Call

BY Strategic America

FOR Nebraska Corn Board

BY Two Rivers Marketing

FOR Corteva Agriscience

Chris Bettin
Executive Creative Director

Greg Welch
Creative Director

Brandon Troutman
Director, Creative Services

David Ekstrom
Senior Videographer and Editor

Crash + Sues

Chris Bettin
Executive Creative Director

Greg Welch
Creative Director

Brandon Troutman
Director, Creative Services

90 Degrees West

Two Rivers Marketing Pioneer Team

FILM, VIDEO & SOUND / ONLINE FILM, VIDEO AND SOUND
INTERNET COMMERCIAL / SINGLE SPOT — ANY LENGTH

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE FILM, VIDEO & SOUND
SINGLE ENTRY — MORE THAN :60 SECONDS

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE FILM, VIDEO & SOUND
SINGLE ENTRY — MORE THAN :60 SECONDS

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE FILM, VIDEO & SOUND
SINGLE ENTRY — MORE THAN :60 SECONDS



CATCH DES MOINES — ART CENTER CO-OP



THE CULTURE & HISTORY OF IOWA FOOTBALL



IOWA HAWKEYE MEN'S WRESTLING



IOWA HAWKEYE WOMEN'S WRESTLING



BY Catch Des Moines

FOR Catch Des Moines

BY Trilix

FOR University of Iowa Hawkeyes

BY Trilix

FOR University of Iowa Hawkeyes

BY Trilix

FOR University of Iowa Hawkeyes

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE FILM, VIDEO & SOUND
SINGLE ENTRY — MORE THAN :60 SECONDS

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
BRANDED CONTENT & ENTERTAINMENT — NON-BROADCAST

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
BRANDED CONTENT & ENTERTAINMENT — NON-BROADCAST

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
BRANDED CONTENT & ENTERTAINMENT — NON-BROADCAST



MAKE-A-WISH IOWA — GAVIN'S STORY



BY Trilix

FOR Make-A-Wish Iowa



24-25 WILD GAME INTRO



BY Trilix

FOR Iowa Wild



BURRITO LIFT ANNIVERSARY



BY Trilix

FOR Pancheros



TEMPLETON RYE TOUR



BY Trilix

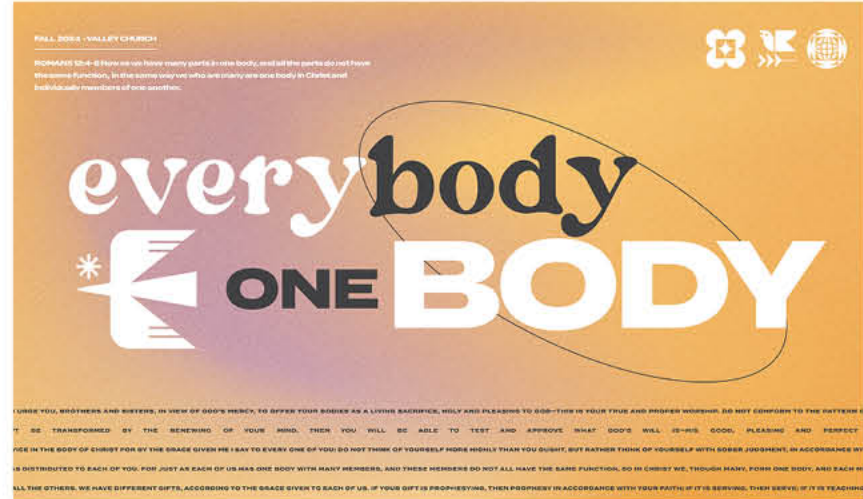
FOR Templeton Rye

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
BRANDED CONTENT & ENTERTAINMENT — NON-BROADCAST

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
BRANDED CONTENT & ENTERTAINMENT — NON-BROADCAST

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
BRANDED CONTENT & ENTERTAINMENT — NON-BROADCAST

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
BRANDED CONTENT & ENTERTAINMENT — NON-BROADCAST



EVERYBODY ONEBODY



WIN IN THE DARK



ROCKET RACERS



24-25 SAN JOSE BARRACUDA INTRO



BY TwoTone Creative

FOR Valley Church

BY TwoTone Creative

FOR East High School

BY TwoTone Creative

FOR Regular Baptist Press

BY Trilix

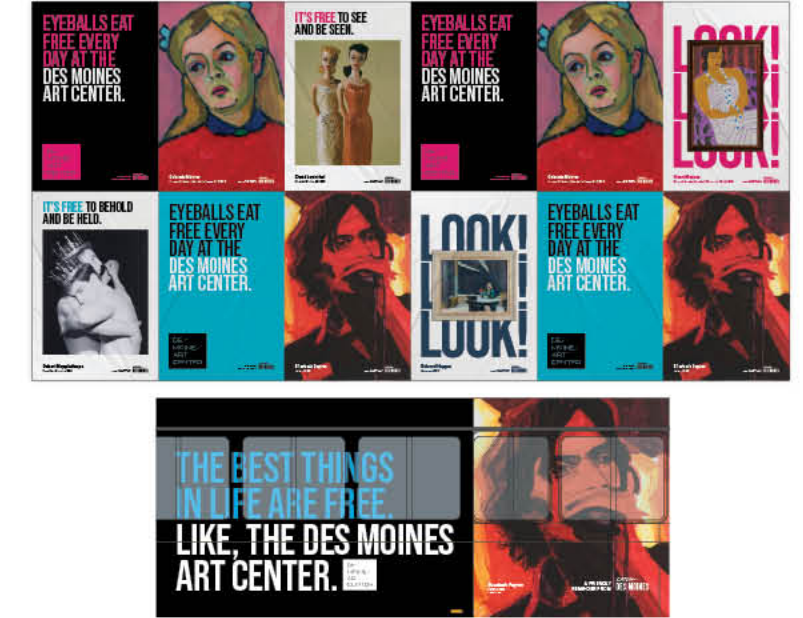
FOR San Jose Barracudas

FILM, VIDEO & SOUND / BRANDED CONTENT & ENTERTAINMENT
 BRANDED CONTENT & ENTERTAINMENT — CAMPAIGN

FILM, VIDEO & SOUND / SALES PROMOTION
 AUDIO/VISUAL SALES PRESENTATION

CROSS PLATFORM / INTEGRATED CAMPAIGNS
 B-TO-B CAMPAIGN — REGIONAL/NATIONAL

CROSS PLATFORM / INTEGRATED CAMPAIGNS
 CONSUMER CAMPAIGN — LOCAL



MAKE-A-WISH IOWA — STORIES



BAKER GROUP SKILLED TRADES



VOLVO — THE EDGE CAMPAIGN



CATCH DES MOINES / ART CENTER CO-OP



BY Trilix

FOR Make-A-Wish Iowa

BY Studio Iowa

FOR Baker Group

BY Two Rivers Marketing

FOR Volvo Construction Equipment

BY Catch Des Moines

FOR Catch Des Moines

Ryan Tow
Executive Producer

Scott Horton
Writer / Director / Editor / Motion Designer

Tristan Bennett
Writer / Videographer

Shea Wild
Producer

Sean Fredregill
Director of Photography

Nathan Heemstra
Sound Designer

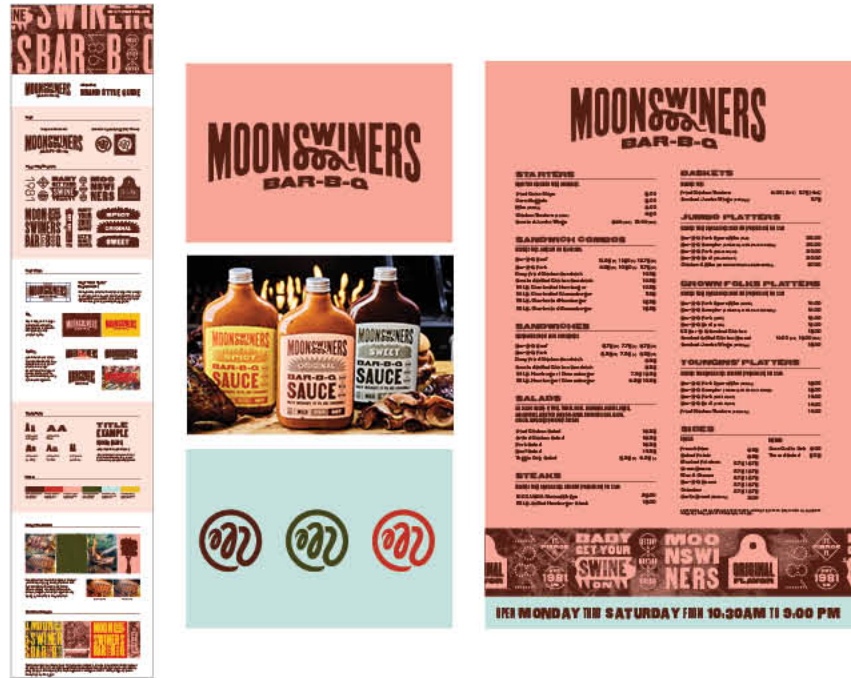
Two Rivers Marketing Volvo Team

CROSS PLATFORM / INTEGRATED CAMPAIGNS
 BRAND IDENTITY CAMPAIGN / LOCAL OR REGIONAL/NATIONAL

CROSS PLATFORM / INTEGRATED CAMPAIGNS
 BRAND IDENTITY CAMPAIGN / LOCAL OR REGIONAL/NATIONAL

CROSS PLATFORM / INTEGRATED CAMPAIGNS
 BRAND IDENTITY CAMPAIGN / LOCAL OR REGIONAL/NATIONAL

CROSS PLATFORM / INTEGRATED CAMPAIGNS
 BRAND IDENTITY CAMPAIGN / LOCAL OR REGIONAL/NATIONAL



**MOONSWINERS BAR-B-Q
 BRANDING**



BY Avidity Creative

FOR Moonswiners Bar-B-Q

Adam Feller
Creative Director

Matt Eskelson
Art Director



DOGMA — DOG TRAINING SERVICE



BY Iowa State University,
 Patrick Finley

FOR Dogma – Angela Long

Patrick Finley
Designer



SACI BRANDING



BY Avidity Creative

FOR Saci

Adam Feller
Creative Director

Matt Eskelson
Art Director



CAPITO COFFEE BRANDING



BY Avidity Creative

FOR Capito Coffee

Adam Feller
Creative Director

Matt Eskelson
Art Director

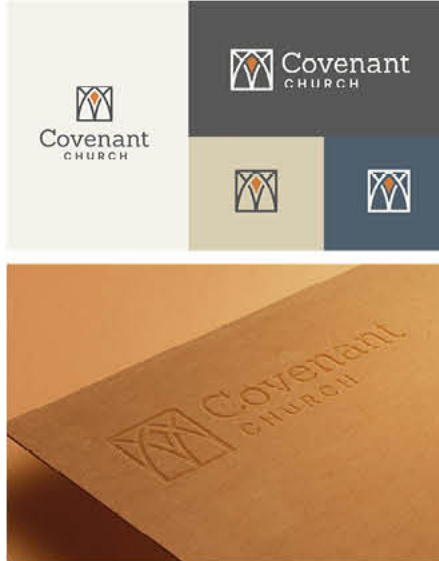
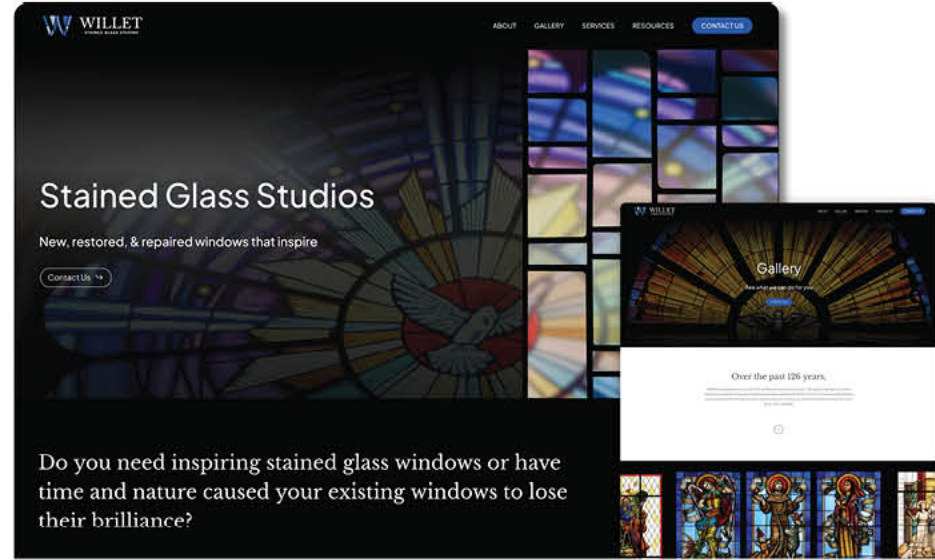
Dylan Menke
Designer

CROSS PLATFORM / INTEGRATED CAMPAIGNS
BRAND IDENTITY CAMPAIGN / LOCAL OR REGIONAL/NATIONAL

CROSS PLATFORM / INTEGRATED CAMPAIGNS
BRAND IDENTITY CAMPAIGN / LOCAL OR REGIONAL/NATIONAL

CROSS PLATFORM / ONLINE/INTERACTIVE
CAMPAIGN

ELEMENTS OF ADVERTISING / VISUAL
LOGO DESIGN



WILLET STAINED GLASS STUDIOS



COVENANT CHURCH



IPPA PURCHASE MOORE HAMANN BACON



CAPITO COFFEE LOGO



BY TwoTone Creative

FOR Willet Stained Glass Studios

BY TwoTone Creative

FOR Covenant Church

BY Meyocks

FOR Iowa Pork Producers Association

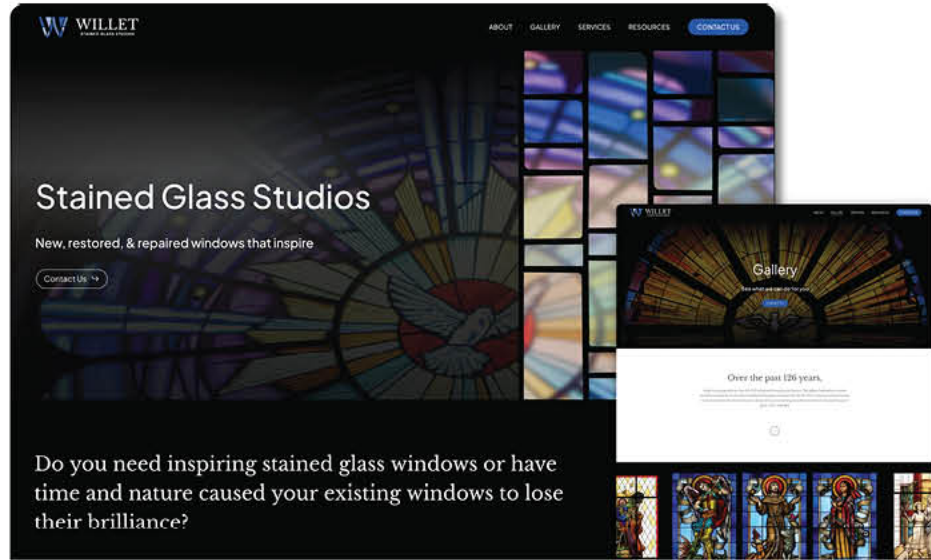
The Iowa Pork Producers Association
Team at Meyocks

BY Avidity Creative

Adam Feller
Creative Director

FOR Capito Coffee

Matt Eskelson
Art Director



WILLET STAINED GLASS STUDIOS



BY TwoTone Creative

FOR TwoTone Creative



MAMMOGRAM CAMPAIGN



BY Project7 Design

FOR Iowa Radiology

Project7 Design Team



CHRYSALIS FOUNDATION VIDEO



BY Anthologic

FOR Chrysalis Foundation

Emily Gall
Senior Art Director

Camille Wolfe
Associate Creative Director

Todd Huffine
*Senior Motion Graphics
Specialist 2D & 3D*

Dan Swenson
Creative Director, Video & Photo

Travis Arndorfer
Creative Director

Katy Essing
Account Manager

Rachel Nehl
Director of Creative Services



AHA — FACES OF STROKE CAMPAIGN



BY Strategic America

FOR American Heart Association

Chris Bettin
Executive Creative Director

Hyeree Ellis Hawk
Associate Creative Director

Brandon Troutman
Director, Creative Services

Graham Schardt
Producer, Creative Services

David Ekstrom
Senior Videographer and Editor

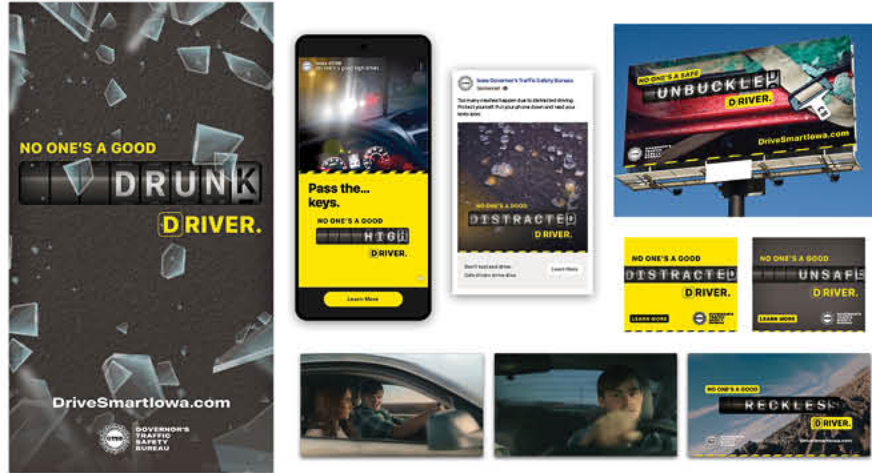
24/Seven Films

PUBLIC SERVICE / FILM, VIDEO & SOUND
INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION
INTEGRATED MEDIA CAMPAIGN

ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION
DIRECT MARKETING & SPECIALTY ADVERTISING (PRINTED OR DIGITAL)

ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION
MAGAZINE SELF-PROMOTION / SINGLE UNIT / ANY SIZE



IOWA GTSB UNSAFE DRIVER CAMPAIGN



BY ZLR Ignition

FOR Iowa Governor's
Traffic Safety Bureau

Jill McLain
Creative Director

Tony Schrader
Senior Art Director

Megan Ellis
Video Production Specialist

Chantelle Cadek
Account Supervisor



NOW NOW BOOK SHOP



BY Now Now

John Solarz
Creative Director

Liv Stark
Designer

Lucy Solarz
Creative Director

Adam Ferry
Designer

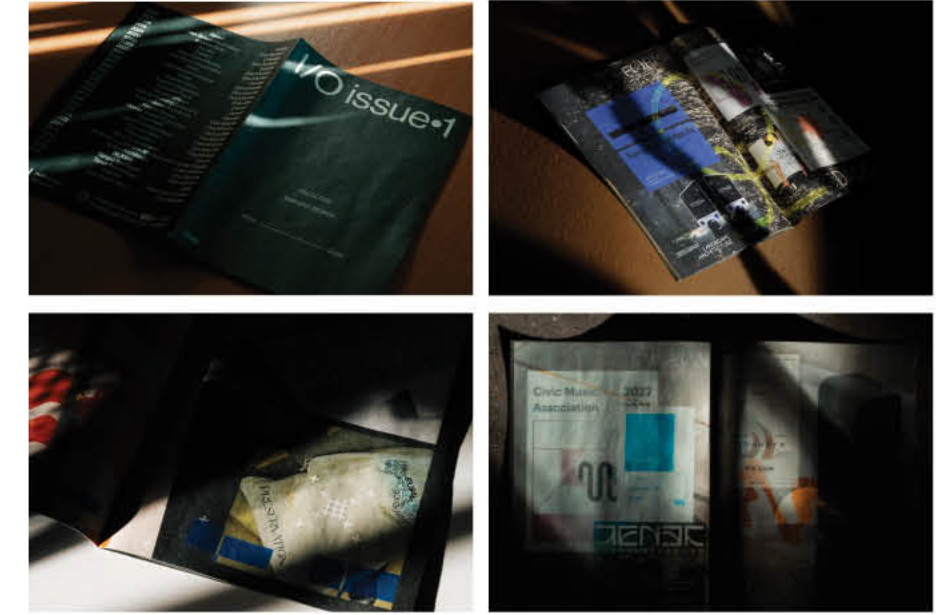


LUCKY 7 ANNIVERSARY MAILER



BY Project7 Design

Project7 Design Team



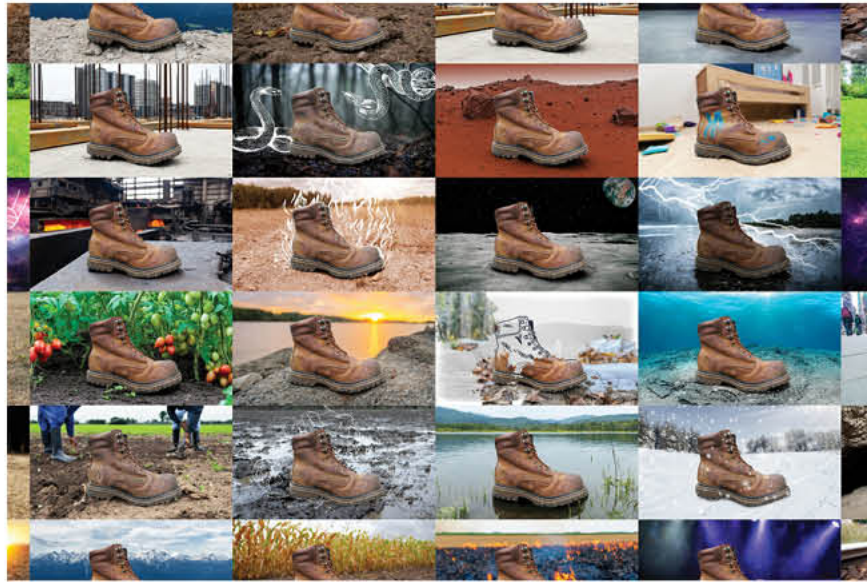
I/O ISSUE 1 SELECTED AMBIENT WORKS



BY Now Now

John Solarz
Creative Director

Adam Ferry
Designer



LESSING-FLYNN STORYTELLING: BOOTS



BY Lessing-Flynn

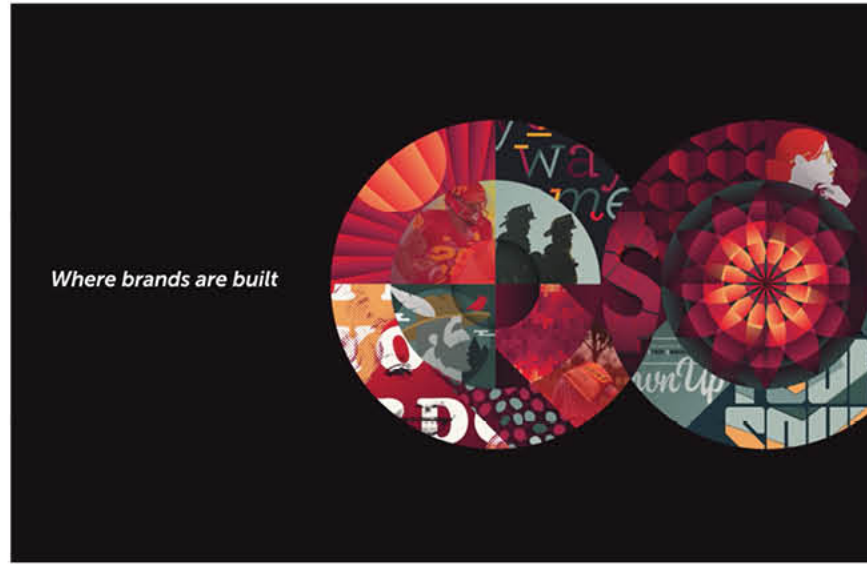
Adam Hoffman
Associate Creative Director

Tom Flynn
President & CEO

Josh Comer
Motion Graphics Specialist

Cassandra Pudenz
Marketing Director

Joe Winn
Vice President of Brand Strategy



RED DOT BRAND VIDEO



BY Red Dot Branding
& Marketing



TRILIX MOTION DESIGN REEL



BY Trilix



AAF 2024 AWARDS SHOW COLLATERAL



BY Strategic America

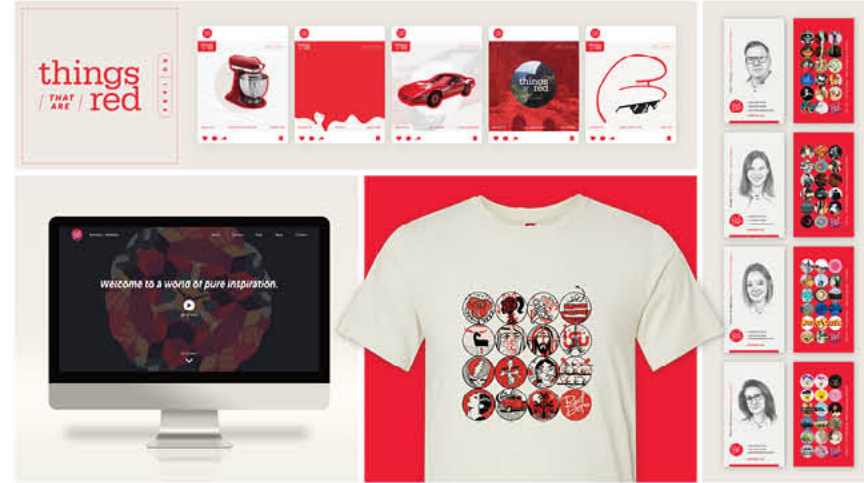
Hyeree Ellis Hawk
Associate Creative Director

Mike Dillon
Director of Production Art

FOR AAF Des Moines

Kasey Baker VerMulm
Art Director

Ryan Crowell
Senior Production Manager



RED DOT BRAND REVAMP



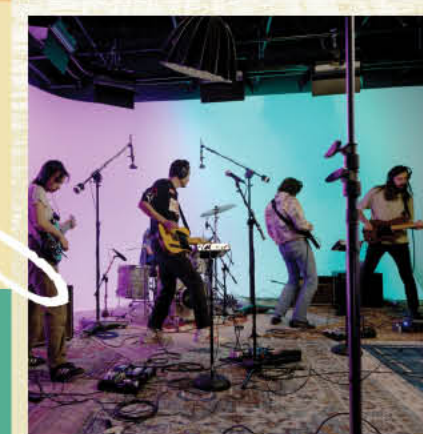
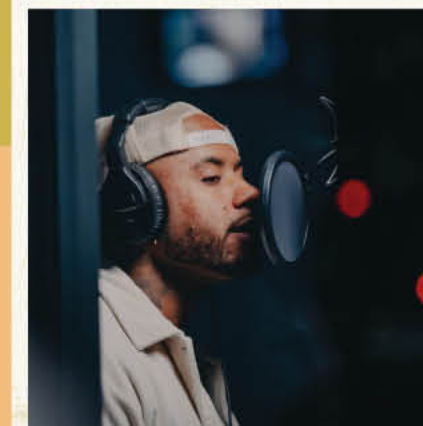
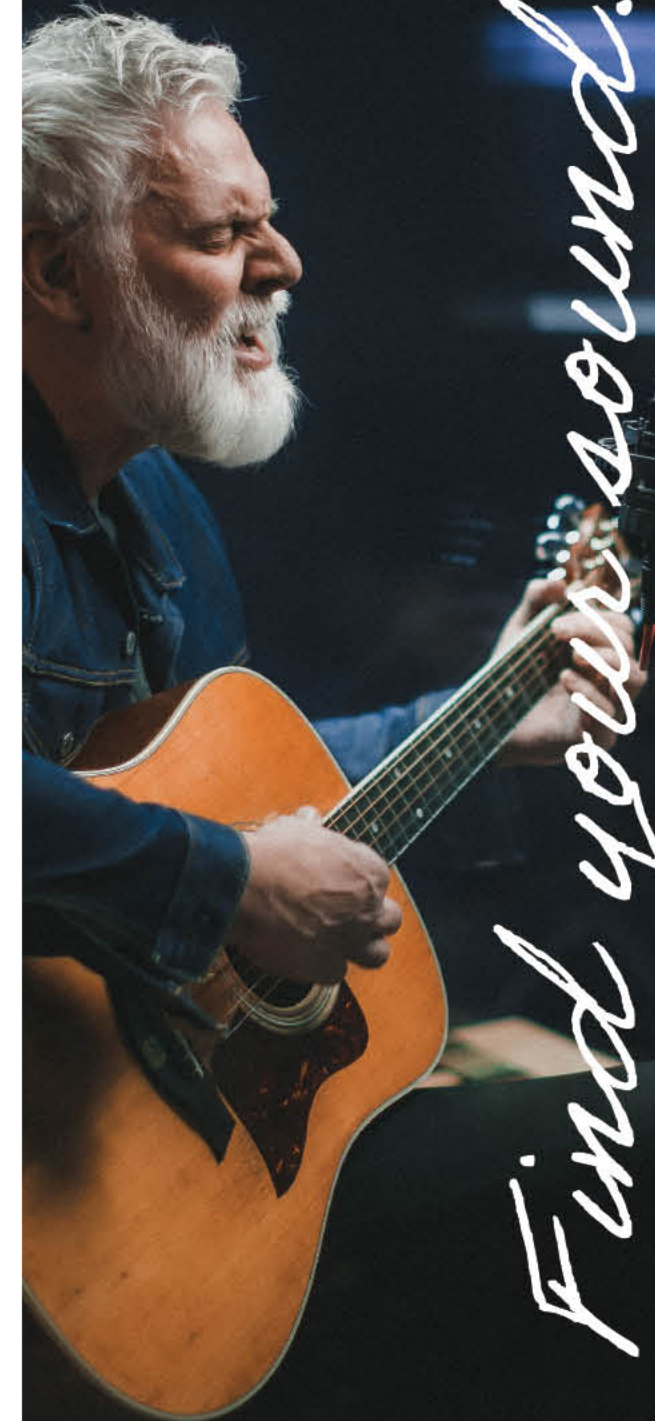
BY Red Dot Branding
& Marketing



**ELEVEN YEARS OF
DES MOINES BEER.**



CONFLUENCEBREWING.COM

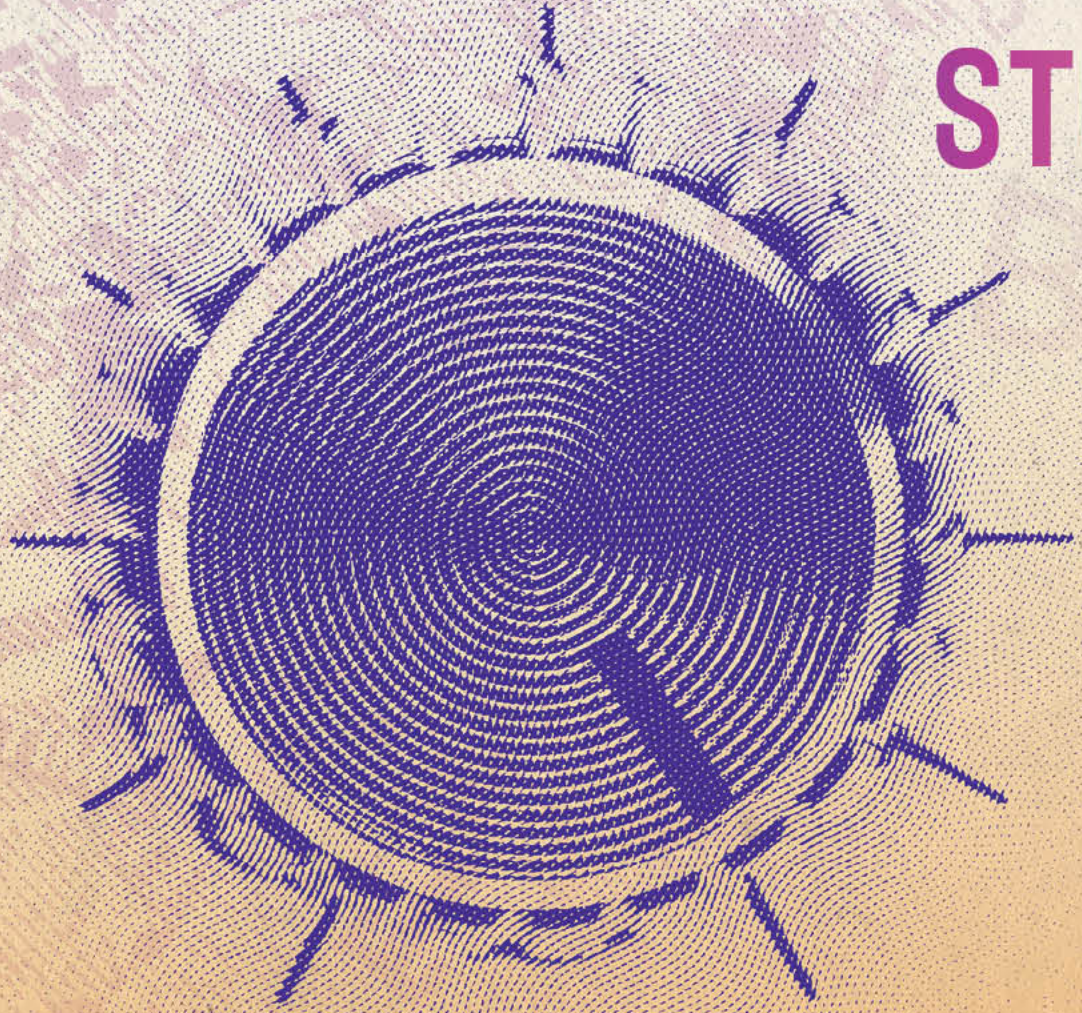


TRILIXSTUDIO.COM



WELCOME

STUDENT DIVISION



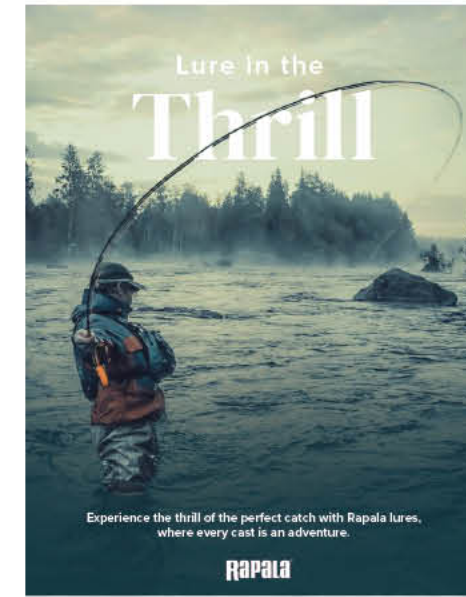
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11

02.08.25

PRINT ADVERTISING / MAGAZINE ADVERTISING
SINGLE (FULL PAGE OR LESS)

OUT-OF-HOME & AMBIENT MEDIA
POSTER / CAMPAIGN

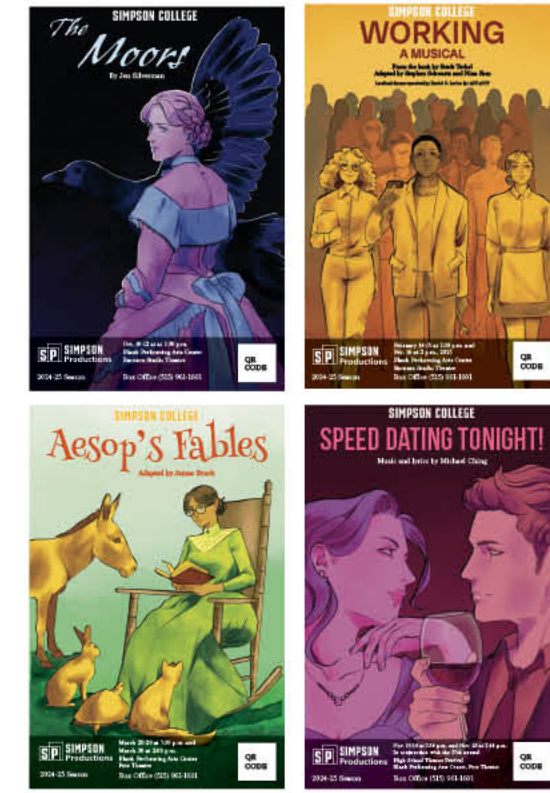


RAPALA PRINT CAMPAIGN



BY Veronica Capesius
Creative Director

Iowa State University



SIMPSON THEATRE POSTERS 2025



BY Nayeli Mejia
Illustrator/Graphic Designer

Simpson College

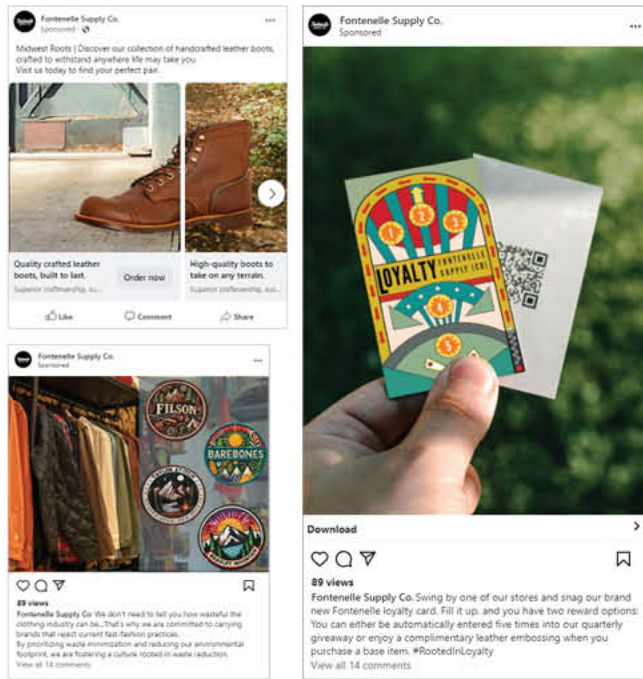


**SUNDANCE FILM FESTIVAL
2025 EVENT**



BY Jade Sprague
Designer

Simpson College



**FONTENELLE —
SOCIAL MEDIA CAMPAIGN**



BY Emily Peck, Ashlynn Keck, Ethan
Whelpley, Logan Hock, Tori Oliver

Drake University

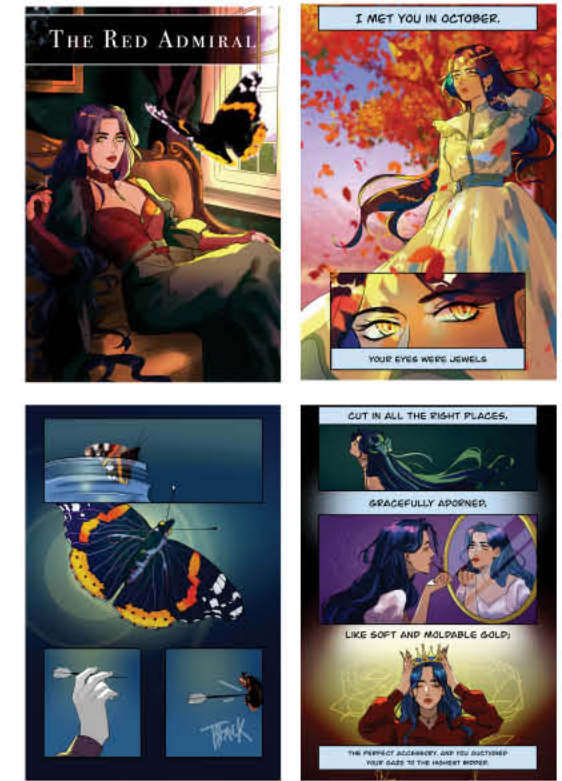


RAPALA SOCIAL CAMPAIGN



BY Veronica Capesius
Creative Director

Iowa State University

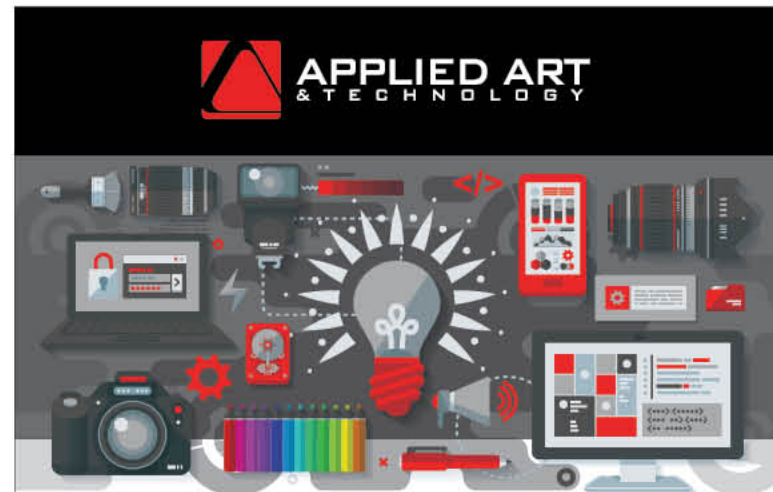
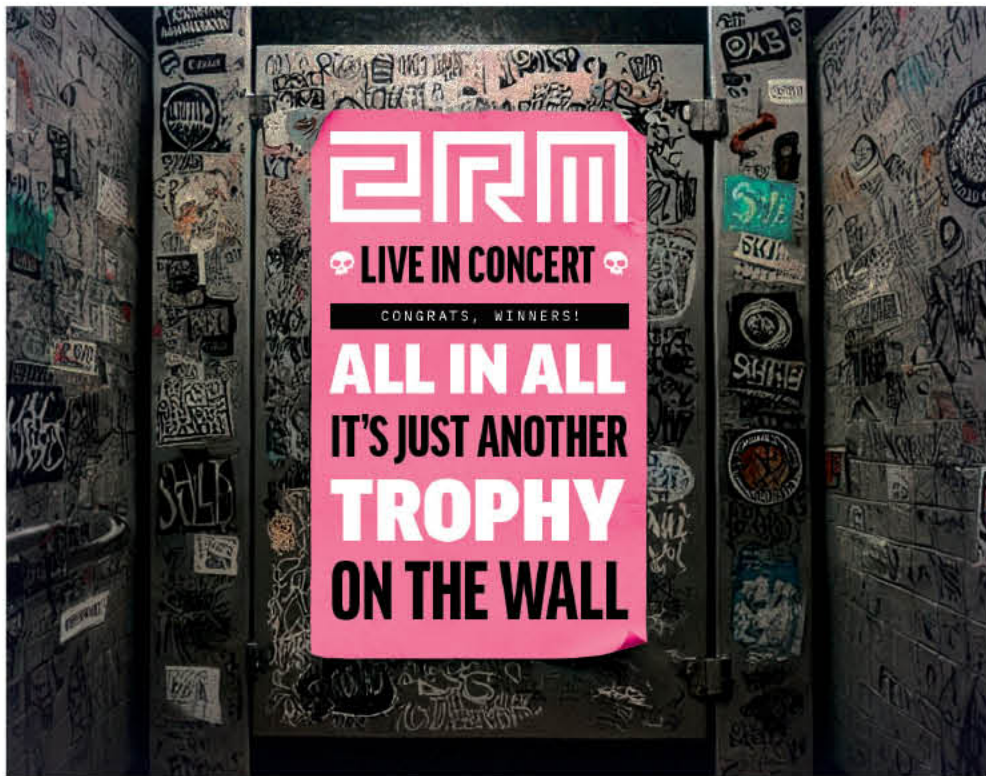


GRAPHIC NOVEL — THE RED ADMIRAL



BY Nayeli Mejia
Illustrator

Simpson College



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