

Deadlines & Alibis

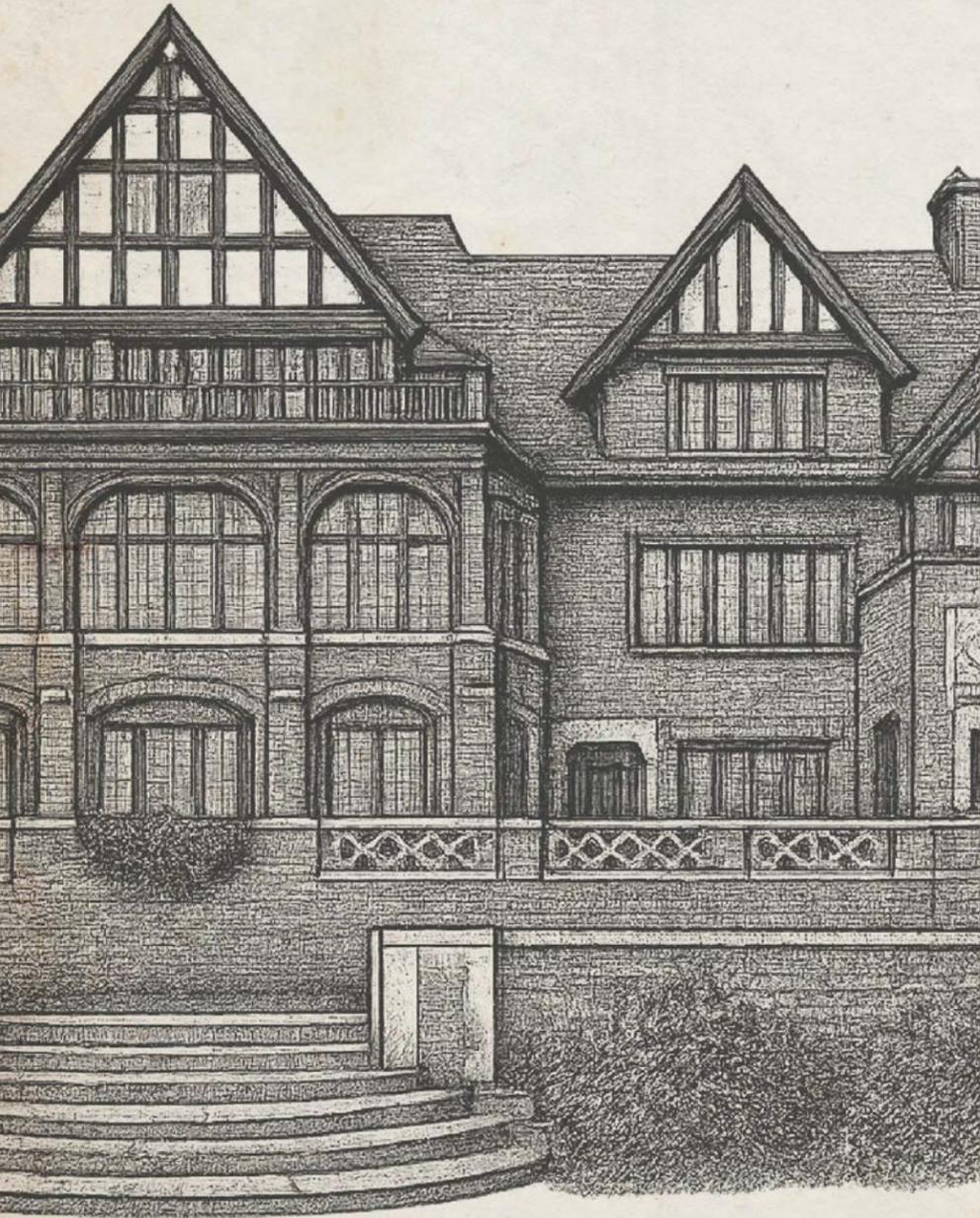
2025-26 American Advertising Awards



AMERICAN
ADVERTISING
AWARDS



aaf
des moines



American Advertising Awards

2025-26

THE CASE OPENS.

2025-26 AMERICAN ADVERTISING AWARDS
DES MOINES, IOWA

WHAT IS THE AMERICAN ADVERTISING AWARDS COMPETITION?

The American Advertising Awards stand as the industry's largest and most comprehensive examination of creative work. Each year, the sharpest ideas, boldest executions, and most deliberate craft are brought into the light – and judged accordingly.

Presented by the American Advertising Federation (AAF), the competition recognizes every form of advertising, across every medium, from entrants of every size, from every corner of the country. More than 40,000 entries are submitted annually. Each one leaves a trail. Each one faces scrutiny.

Only the strongest cases hold up.

THE STUDENT AMERICAN ADVERTISING AWARDS COMPETITION

The student competition runs alongside the professional awards and is the largest of its kind. While the categories are fewer, the standards are not. The process mirrors the same three-tier structure – local, district, national – where student work is weighed, questioned, and tested just like the pros.

The rules are the same.

The spotlight is the same.

And the verdict carries just as much weight.

THREE-TIER COMPETITION

The American Advertising Awards operate as a three-tier competition – each level narrowing the field and raising the stakes. Entries are first reviewed locally, through competitions organized by more than 200 American Advertising Federation clubs nationwide.

Local winners advance to district-level judging, competing across one of 15 districts. From there, district winners move on to the final stage of judgment: the national competition.

Those selected represent the strongest work in the field. Not because of budget or scale, but because of the strength of the idea itself. That standard is what separates the American Advertising Awards from virtually every other creative competition.

More information on the national competition can be found at americanadvertisingawards.com.

SILVER



BRONZE



AGENCY OF RECORD



SILVER/PHOTOBOOTH



BEER SPONSOR



WINE SPONSOR



BEVERAGE SPONSOR



CATEGORY SPONSOR



Congratulations
to this year's winners
and nominees!

Basis
The Advertising Automation Platform

basis.com

08	JUDGES
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**MILES HARVEY**

Doe-Anderson

Miles Harvey has dined with kings and fist fought Viggo Mortensen in the basement of a bathhouse. But only in his dreams. In reality, he's an Executive Creative Director at Doe-Anderson with a wide range of experience building brands across categories from bourbon to tourism to healthcare to home services. He's created content for everyone from Taylor Swift to Barack Obama, sung karaoke with Wanda Sykes and been yelled at by Pitbull. But these days, nothing compares to the joy of a perfect forehand volley.

**VON GLITSCHKA**

Glitschka Studios

Von Glitschka is the Creative Director of Glitschka Studios, which focuses on brand-centric design customized for each client's specific industry and tailored to their audience to maximize brand engagement in meaningful ways.

**ASHLEY MCCAFFREY**

zro_g / Smash Creative LLC

As the co-founder of zro_g, and founder of Smash Creative LLC, Ashley McCaffrey has spent the last 13 years collaborating with a variety of organizations across the professional and collegiate athletics landscape, and is widely recognized as one of the most creative designers in the sports community. She and her husband, Derek Lilleskov, reside in Nashville, Tennessee, where you'll find her engaged in one of the many board games in her collection or playing catch with her three dogs, Hank, Daisy and Buddy.

**JEREMY MARTIN**

Freelance Creative Director

Jeremy is a conceptual and strategic leader with 15+ years of professional experience crossing nearly every category. Positive and flexible with the ability to shape the big picture and focus on the details, he develops and pilots ideation from beginning to end, placing special emphasis on creating meaningful work that resonates. By collaborating with clients to define strategically sound solutions that help accomplish goals and solve business challenges, his work has resulted in improved customer experiences positively influencing growth.



DENVER BAILEY
Enjoy New Media

Denver Bailey is the Creative Director and Founder of Enjoy New Media, a metro Atlanta-based video production company celebrating its 10th anniversary in 2026. Denver leads the team in the conceptualization and creation of content for major brands, including H&R Block, Hasbro, Jazwares, Spin Master, and T-Mobile. He has a passion for crafting product-focused content in the commercial space, especially for the toy industry, and is an active member of the Toy Association. At home, he is a dedicated father to his two amazing children, Harper and Hansel, and a loving husband to his supportive wife, Mengmeng. Without them, the aforementioned would be blank.

Distilling complex ideas makes us thirsty.

**Let's crack
this case open
together.**



Was it With the In

Bean Counter Darling Killer Mastermind Old Addy X-ACTO Laptop Hohberger Locust Lounge The Bar
Social Media Maven Pixel Pusher Handler Coffee Cup Timesheet Red Pen The Lookout The Fishbowl



2RM Killer work since 2000.
2rm.com

SALES & MARKETING
Sales Promotion / Campaign

SALES & MARKETING
Collateral / Publication / Magazine

SALES & MARKETING
Collateral / Publication / Magazine

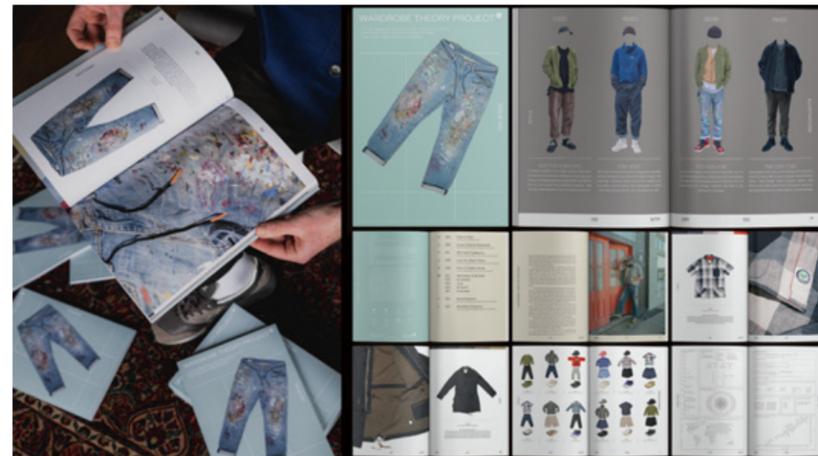
SALES & MARKETING
Publication



OLD TAVERN INTEGRATED CAMPAIGN

BY: 818-a tiny design empire

FOR: Old Tavern



WARDROBE THEORY PROJECT ISSUE 1

BY: Now Now

FOR: Wardrobe Theory Project Issue 1



CART-TO-KITCHEN MAGAZINE

BY: Fareway Stores, Inc.



TO SERVE

BY: Model Farm

FOR: Iowa State Daily

SALES & MARKETING
Packaging

SALES & MARKETING
Sales Promotion

PRINT ADVERTISING
Newspaper Advertising / Campaign

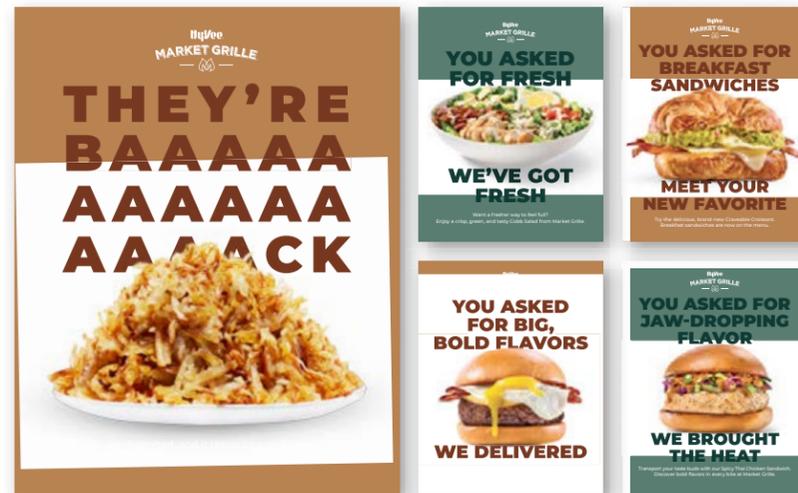
PRINT ADVERTISING
Branded Content & Entertainment / Campaign



HY-VEE PREMIUM PRE-POPPED POPCORN

BY: Meyocks

FOR: Hy-Vee



HY-VEE MARKET GRILLE POS

BY: Meyocks

FOR: Hy-Vee



I'M A NEBRASKA CORN FARMER PRINT

BY: Strategic America

FOR: Nebraska Corn Board



NEBRASKA CORN FARMER STORIES

BY: Strategic America

FOR: Nebraska Corn Board

OUT-OF-HOME & AMBIENT MEDIA

Out-of-Home / Outdoor Board / Large Venue

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media / Multiple Installations

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media / Single Installation

ONLINE/INTERACTIVE

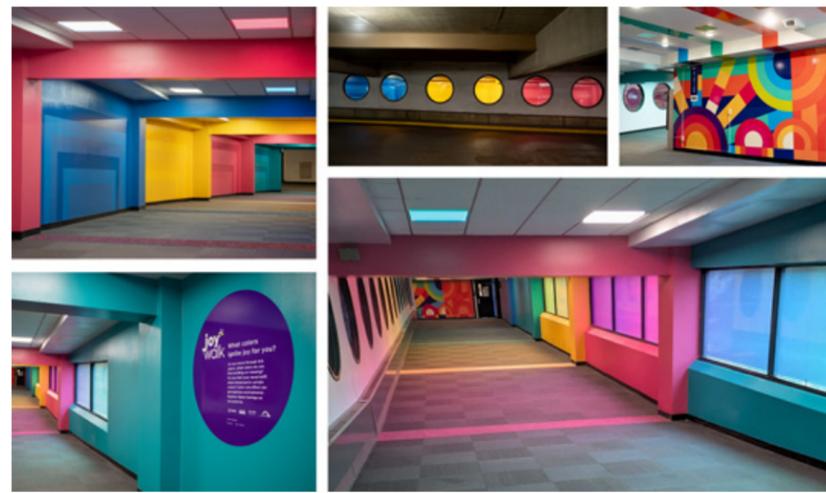
Branded Content & Entertainment / Single Entry / More than :60



SCIENCE CENTER BIG BLAST FUTURE

BY: Trilix

FOR: Science Center of Iowa



JOYWALK

BY: Project7 Design

FOR: Greater Des Moines Partnership, Downtown Des Moines, Inc.



THE COMMUNITY CRATE

BY: Project7 Design

FOR: The Community Crate



MAKE-A-WISH IOWA | GIDEON'S WISH

BY: Trilix

FOR: Make-A-Wish Iowa

ONLINE/INTERACTIVE

Branded Content & Entertainment /
Single Entry / More than :60



PRITCHARD | BECKY ROBINSON CAMPAIGN

BY: Daylite Pictures

FOR: Legacy Golf Course / Streetrod

ONLINE/INTERACTIVE

Social Media / Campaign



RVA 2025 TOURNAMENT SOCIAL CAMPAIGN

BY: Roots Volleyball Academy

ONLINE/INTERACTIVE

Social Media / Campaign



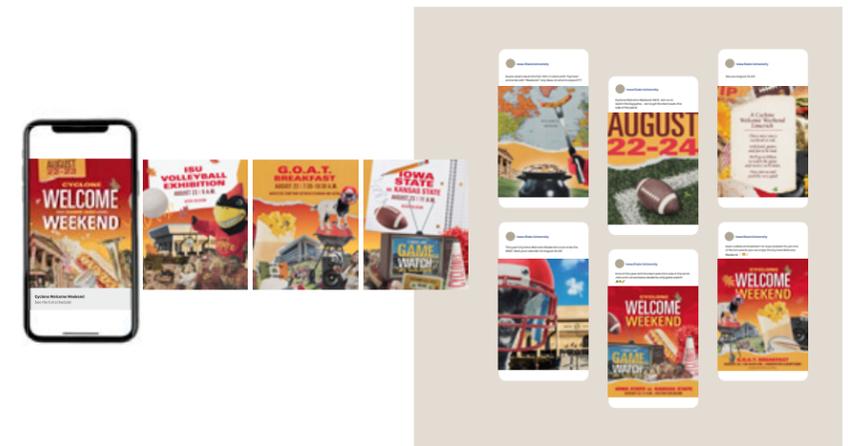
FRESH FIT MEALS MONTHLY SMOOTHIE

BY: Rippke Design

FOR: Fresh Fit Meals

ONLINE/INTERACTIVE

Social Media / Campaign



CYCLONE WELCOME WEEKEND

BY: ZLR Ignition

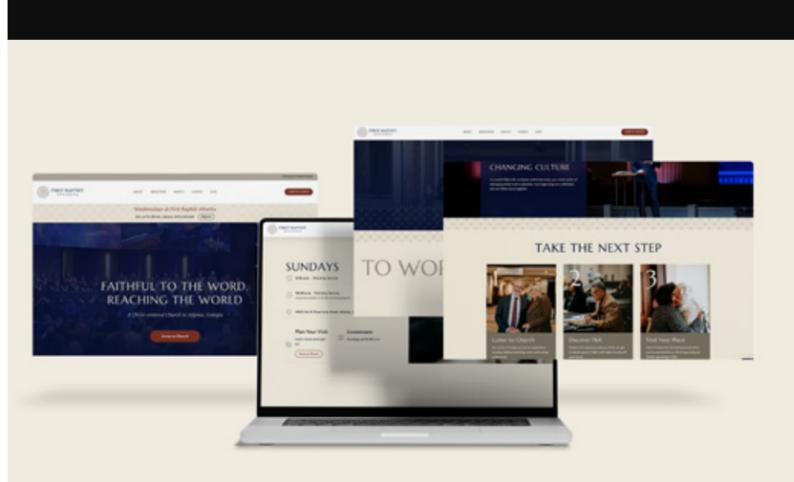
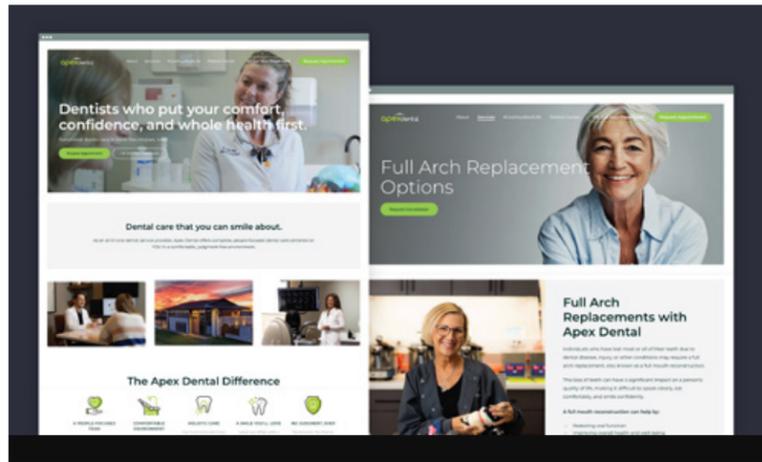
FOR: Iowa State University

ONLINE/INTERACTIVE
Websites / Consumer

ONLINE/INTERACTIVE
Websites / Consumer

FILM, VIDEO & SOUND
Television Advertising
(Regional/National) / Campaign

FILM, VIDEO & SOUND
Television Advertising
(Regional/National) – Single Spot / Up to 2:00



APEX DENTAL WEBSITE

BY: TwoTone Creative

FOR: APEX Dental

FIRST BAPTIST ATLANTA WEBSITE

BY: TwoTone Creative

FOR: First Baptist Atlanta

FRIENDLY AT FAREWAY – GOOD MORNING

BY: VAEZR Studio, a division
of Zirous

FOR: Fareway Stores, Inc.

Z-SERIES SOYBEANS BEN'S BIGGER BINS

BY: Two Rivers Marketing

FOR: Pioneer

FILM, VIDEO & SOUND

Television Advertising (Regional/National) /
Single Spot / Up to 2:00

FILM, VIDEO & SOUND

Television Advertising (Local) /
Single Spot / :30 or Less

FILM, VIDEO & SOUND

Sales Promotion / Audio/Visual
Sales Presentation

ONLINE FILM, VIDEO & SOUND

Internet Commercial / Single Spot



PIONEER #1 CORN AND SOYBEANS

BY: Two Rivers Marketing

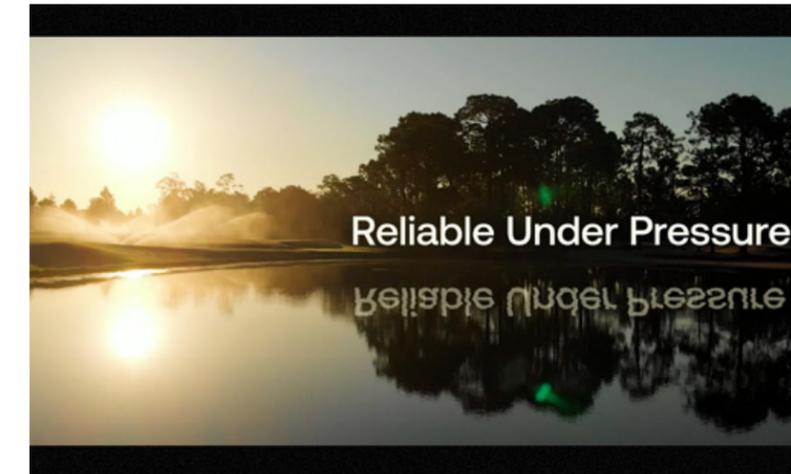
FOR: Pioneer



MEET BOB / BOB THE TOOL

BY: Trilix

FOR: Pancheros Mexican Grill



RAIN BIRD GOLF PUMP STATIONS VIDEO

BY: Two Rivers Marketing

FOR: Rain Bird Golf



VOLVO ADT "MADE FOR THE WILD"

BY: Two Rivers Marketing

FOR: Volvo

CROSS PLATFORM

Integrated Advertising Campaigns /
B-to-B Campaign (Regional/National)



PIONEER #1 CORN AND SOYBEANS

BY: Two Rivers Marketing

FOR: Pioneer

CROSS PLATFORM

Integrated Advertising Campaigns /
B-to-B Campaign (Regional/National)



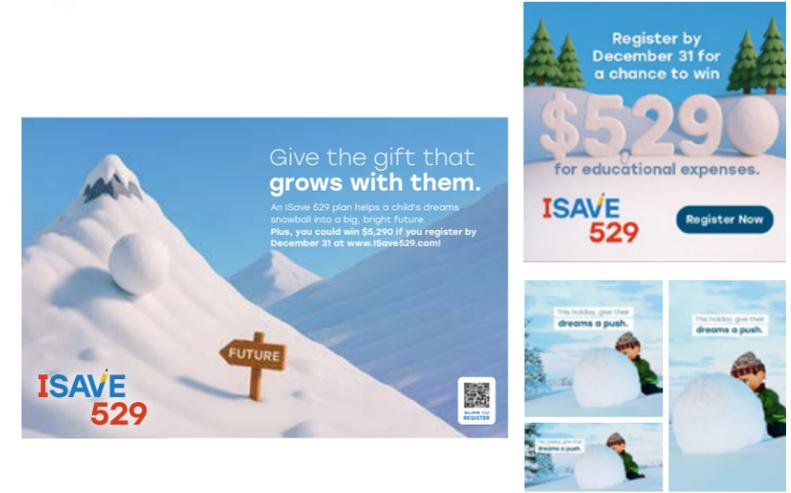
VOLVO ADT "MADE FOR THE WILD"

BY: Two Rivers Marketing

FOR: Volvo

CROSS PLATFORM

Integrated Advertising Campaigns /
Consumer Campaign (Regional/National)



ISAVE HOLIDAY CAMPAIGN

BY: Strategic America

FOR: State of Iowa Treasurer

CROSS PLATFORM

Integrated Brand Identity Campaign

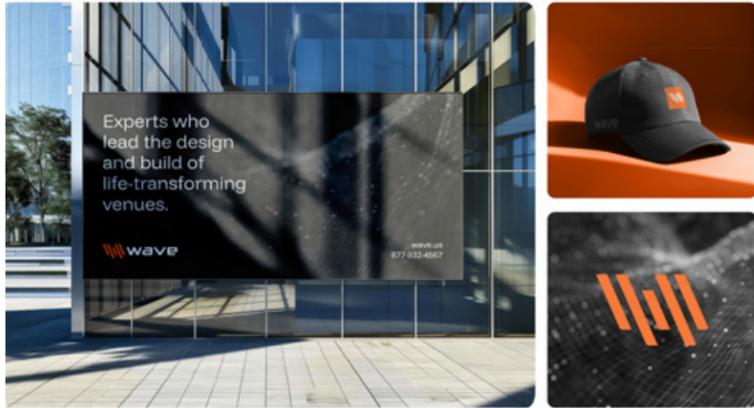


SUVON PREMIUM ADJUVANTS

BY: Farmboy Inc

FOR: Suvon Premium Adjuvants

CROSS PLATFORM
Integrated Brand Identity Campaign



WAVE AVL INTEGRATED BRAND IDENTITY

BY: TwoTone Creative

FOR: Wave AVL

CROSS PLATFORM
Integrated Brand Identity Campaign

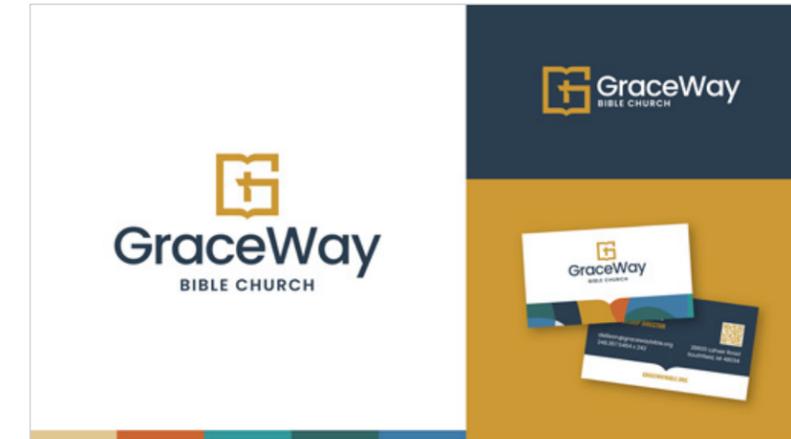


GREATER IOWA CREDIT UNION 2025

BY: Bucket Agency

FOR: Greater Iowa Credit Union

CROSS PLATFORM
Integrated Brand Identity Campaign



GRACEWAY BIBLE CHURCH BRANDING

BY: TwoTone Creative

FOR: GraceWay Bible Church

CROSS PLATFORM
Integrated Brand Identity Campaign



RISEFEST 2026 BRANDING

BY: TwoTone Creative

FOR: RISE Ministries

CROSS PLATFORM

Online / Integrated /
Branded Content Campaign

CROSS PLATFORM

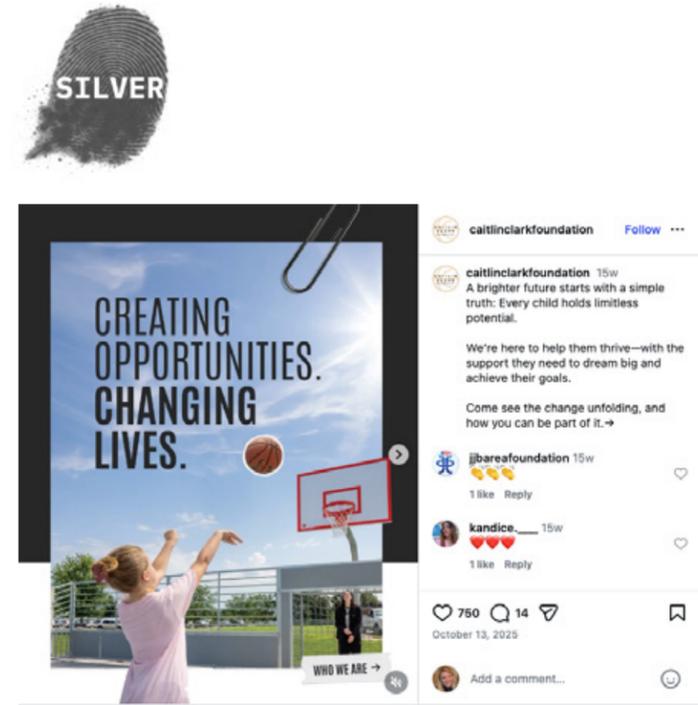
Online / Integrated /
Branded Content Campaign

CROSS PLATFORM

Online / Interactive Campaign

ELEMENTS OF ADVERTISING

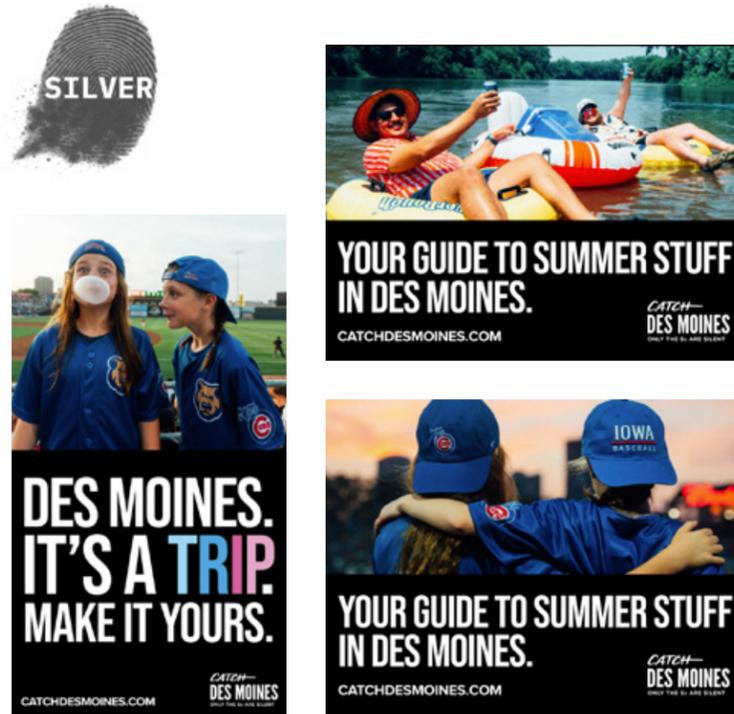
Film & Video / Animation,
Special Effects or Motion Graphics



CAITLIN CLARK FOUNDATION CAMPAIGN

BY: TwoTone Creative

FOR: Caitlin Clark Foundation



IT'S A TRIP. MAKE IT YOURS.

BY: Catch Des Moines



LUMIGEN – READY FOR BATTLE

BY: Two Rivers Marketing

FOR: Pioneer



SCI 55 YEARS OF HISTORY

BY: Trilix

FOR: Science Center of Iowa

ELEMENTS OF ADVERTISING

Film & Video / Animation,
Special Effects or Motion Graphics



THELMA'S TREATS

BY: Trilix

FOR: Thelma's

PUBLIC SERVICE

Film, Video & Sound / Public Service
Online Film, Video & Sound



WHAT'S EATING IOWA EPISODE 1

BY: Invictus Media

FOR: Iowans for a Stronger Community

PUBLIC SERVICE

Sales & Marketing / Public Service
Collateral / Brand Elements



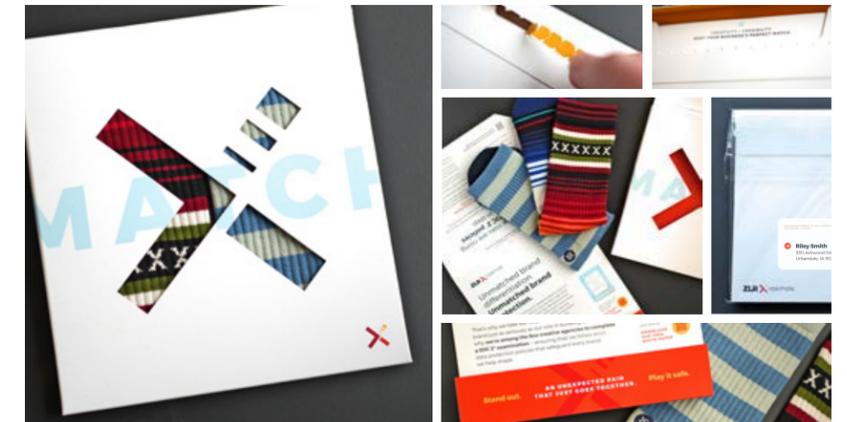
JUSTGIVE LOGO

BY: ZLR Ignition

FOR: JustGive Participatory
Philanthropy

ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION

Collateral / Direct Marketing & Specialty
Advertising



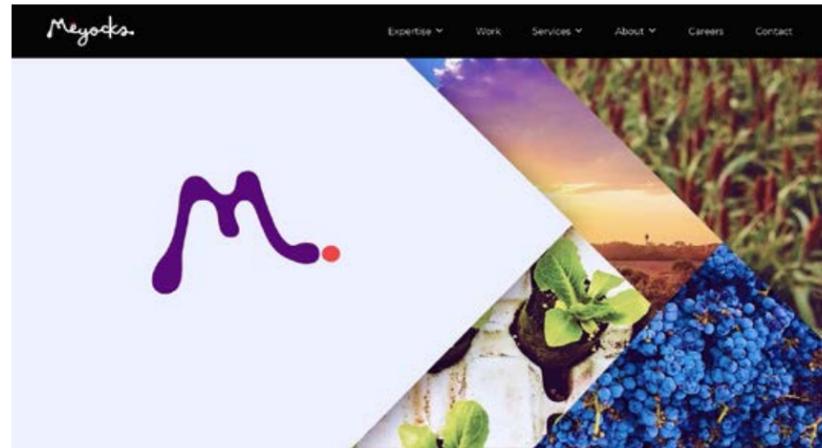
ZLR IGNITION SOC 2 MAILER

BY: ZLR Ignition



LIFESTYLE REEL: INVICTUS MEDIA

BY: Invictus Media



MEYOCKS GIVES A DAMN

BY: Meyocks

FROM IDEA TO IMPACT

VAEZRTM
STUDIO

STRATEGY. EXPERIENCE. STORYTELLING. IMAGINATION.

At VAEZR Studio, we don't just create content, we create experiences. Our team of strategists, creatives, and storytellers partners with brands to transform ideas into powerful moments that resonate and deliver results.

OUR SERVICES

✔ **Experience Services:**

Design immersive brand experiences that spark connection and leave a lasting impression.

✔ **Business Strategy:**

Align creativity with clear goals to ensure every experience and asset drives measurable results.

✔ **Video Production:**

From concept to final cut, we tell compelling stories that elevate brands and move audiences.

✔ **Event Production:**

Create moments that matter - from trade shows to live events - executed seamlessly from start to finish.



DISCOVER WHAT'S POSSIBLE AT **VAEZR.COM**

Student Division

SALES & MARKETING
Product or Service Sales Promotion /
Packaging

ONLINE / INTERACTIVE
Advertising & Promotion / Campaign



VERDANT TEA - BRAND IDENTITY

BY: Leelia Rudicil
Simpson College



BEIS TRAVEL WEB BANNERS

BY: Shay Lagenhorst & Reese Scherder
Iowa State University

FILM, VIDEO & SOUND

Audio / Radio Advertising / Single Spot

CROSS PLATFORM

Integrated Advertising Campaigns / Brand Identity Campaign

CROSS PLATFORM

Integrated Advertising Campaigns / Brand Identity Campaign

CROSS PLATFORM

Integrated Advertising Campaigns / Consumer Campaign / Local



IOWA BRAIN DRAIN

BY: Isabella Prebil

ISU Greenlee School of Journalism and Communication

VERDANT TEA - BRAND IDENTITY

BY: Leelia Rudicil

Simpson College

BENNY'S RESTAURANT - BRAND IDENTITY

BY: Christian Lopez

Simpson College

PANCHEROS CAMPAIGN

BY: Cade Brown, Ava Haynes & Maddie Marsh

Iowa State University



BENNY'S RESTAURANT – BRAND IDENTITY

BY: Christian Lopez

Simpson College

**WE'RE
DEAD SET
ON RECOGNIZING
CREATIVE THAT
DESERVES IT.**

*Congratulations to all the winners!
It's amazing how giving a damn
can lead to award-winning work.*

Meyocks **GIVING A DAMN CHANGES EVERYTHING.**



**Case
Closed**



AMERICAN
ADVERTISING
AWARDS

ARM

aaf
des moines