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# AMERICAN ADVERTISING AWARDS

BEYOND THE MACHINE:  
A Celebration of Human Creativity

# WELCOME TO THE AAF AUSTIN 2023 AMERICAN ADVERTISING AWARDS

Dear Members of the Austin Advertising Community,

As we gather to celebrate this year's American Advertising Awards, we're reminded of the extraordinary creativity and spirit that thrives within Austin. This city isn't just a place; it's a vibrant community where collaboration and support are the keystones of our success.

Austin's advertising scene is unique. Here, we blend traditional with the cutting-edge, creating a tapestry of work that's as diverse as our city itself. It's a place where ideas flourish, not just within the walls of our agencies but in the coffee shops, parks, and streets where we live and breathe our crafts.

This year, as we look at the incredible work our community has produced, let's take a moment to appreciate not just the talent, but the collective effort that brought these ideas to life. The American Advertising Awards is more than a competition; it's a celebration of our joint passion for creativity and innovation.

Together, we have built an advertising community that's unmatched, defined by our willingness to support and inspire one another. Let's continue to nurture this spirit, pushing the boundaries of what's possible and showcasing Austin's unique voice to the world.

Congratulations to all our entrants, and here's to another year of exceptional work from our beloved Austin!

Sincerely,

**Jake Hay & Kat Thay**

AAF Austin Co-Presidents



## INDEX OF AWARD CATEGORIES:

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023 - Apps, Games, & Virtual Reality

028 - Branded Content & Entertainment for Online/Interactive

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033 - Internet Commercial

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045 - Integrated Brand Identity Campaign

046 Integrated Branded Content Campaign

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071 - Integrated Media Corporate Social Responsibility Campaign

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S01 - Product or Service Sales Promotion

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S14 - Apps

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#### **CROSS PLATFORM**

S21 - Consumer Campaign



A special thanks to all of our volunteers, vendors and sponsors who make the Austin American Advertising Awards possible every year.  
We appreciate all of your contributions to honor and support our community.

# Justworks

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# GSD&M

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**minero**™ WE  
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SUCCESS

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## COMMITTEE

**Jeanine Mioton** American Advertising Awards Co-VP

**Dayv Widdecombe** American Advertising Awards Co-VP

**Jake Hay** Co-President AAF Austin

**Kat Thay** Co-President AAF Austin

**Cori Baker** Communications VP

**Elisa Calderon** Project Manager

**Troy Walker** Operations Manager

**Debra Cleveland** Operations Consultant

**Blake Hebert** Sponsorship VP

**Kyle Speckman** Sponsorship VP

**Melissa Zepeda** Graphic Design Chair

## CREATIVE

**Helena Abbing** Production Manager

**Melissa Zepeda** Designer

**Arthur Reyes** Reel Producer and Editor

## ADVERTISING JUDGES



**DREW GROSSMAN**  
*Founder and Creative Director,  
Lovely Days Creative*



**AMANDA RUSSELL**  
*Co-founder & Creative Director  
at Cream*



**ALEXIS WILKINSON**  
*Senior Copywriter at Cornet*

## DIGITAL JUDGES



**JAMES HURST**  
*Designer*



**SHEFIK**  
*Technical Lead, NBC Sports*



**VANESSA SINGH**  
*Executive Producer, Director, and Editorial  
Leader*

## DESIGN JUDGES



**JASON LAFLORE**  
*Creative Director, 72andSunny*



**VERONICA PADILLA**  
*Designer*



**HOLLY  
SCHNACKENBERG**  
*Creative Director, Amazon Prime*



## BEST OF SHOW DESIGN



### BEST OF SHOW DESIGN - HELL HOUSE WHISKEY, HELMS WORKSHOP ★

002A - Single Unit

Advertiser: Bespoke Spirits

Christian Helms, Creative Director; Alex Roka, Associate Creative Director & Designer; Greg Thomas, Senior Designer; Nicole Oesterreicher, Associate Designer; Becca Lang, Associate Designer; Andy Ogburn, Copywriter; Crystal Glover, Studio Director; Kayla Dockery, Senior Production Designer; Ryan Kitchens, Brand Director; Caroline Kirby, Associate Brand Manager; Nick Cabrera, Photographer.





## BEST OF SHOW DIGITAL

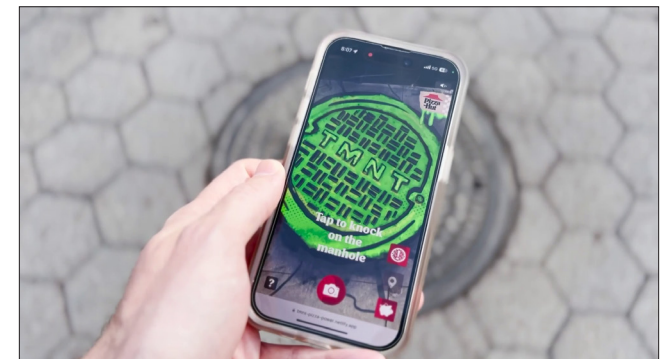


### BEST OF SHOW DIGITAL – SEWER DELIVERY, GSD&M ★

061 - Augmented Reality

Advertiser: Pizza Hut

Brandon Curl, Creative Director; Dale Austin, Creative Director; Frank Tamakloe, ACD; Nick Adams, Copywriter; Jenna Peck, Copywriter; Jane Choi, Art Director; Dominique Monet, Creative Director; Michelle Grant, ACD; John McAdorey, Executive Producer; Kate Chartier, Producer; Amanda Talmadge, Dir. Digital Production; Laura McCann, Digital Producer; Jay Esteves, Experience Strategist; Jessica Wiley, Associate Director Business Affairs; Mikael Greenlief, Dir. Communication Strategy; Sabia Siddiqi, Group Acct Director; Becca Dukarski, Acct Director; Jennifer Lam, Account Supervisor; Julia MacDonald, Account Supervisor; Jeremy Wood, Account Manager.





## BEST OF SHOW ADVERTISING



**BEST OF SHOW ADVERTISING - THE TRUTH BEHIND PETS: A CRUA STORY, IDEA PEDDLER ★**

036B - Single entry - more than :60 seconds

Advertiser: CRUA

Blake Takushi, Director/Creative Director of Production; Miguel Plascencia, Creative Director of Design; Elliott Beltran, Producer; Emma Kjaer, Copywriter.



## STUDENT BEST OF SHOW DESIGN



### STUDENT BEST OF SHOW DESIGN – EBAY POSTERS ★

S09B - Poster Campaign  
Job Propulsion Lab

Austin Gwinn, Copywriter; Hailey Ballard, Art Director; Bart Cleveland, Instructor.



## STUDENT BEST OF SHOW ADVERTISING



### STUDENT BEST OF SHOW ADVERTISING - FORD RAPTOR DRIVE THEM ★

S19A Television Advertising - Single  
The University of Texas at Austin

Meredyth Binder, Art Director/Copywriter; Alex Skowronski, Art Director/Copywriter; Mason Wenzel, Copywriter; Jim Bosiljevac Instructor.



## SALES & MARKETING

### **GOLD - MINTY CHOCO CHIP** A

BANDOLIER MEDIA

002A - Single Unit

Advertiser: Roasty Buds

Robert Lin, Designer; Louis Montemayor, Creative Director; George Ellis, Creative Director.

### **GOLD - CHERRY BOMB** B

BANDOLIER MEDIA

002A - Single Unit

Advertiser: Roasty Buds

Robert Lin, Designer; Louis Montemayor, Creative Director; George Ellis, Creative Director.

### **GOLD - BBQ COFFEE** C

BANDOLIER MEDIA

002A - Single Unit

Advertiser: Roasty Buds

Robert Lin, Designer; Louis Montemayor, Creative Director; George Ellis, Creative Director.

### **GOLD - HELL HOUSE WHISKEY** D

HELMS WORKSHOP

002A - Single Unit

Advertiser: Bespoke Spirits

Christian Helms, Creative Director; Alex Roka, Associate Creative Director & Designer; Greg Thomas, Senior Designer; Nicole Oesterreicher, Associate Designer; Becca Lang, Associate Designer; Andy Ogburn, Copywriter; Crystal Glover, Studio Director; Kayla Dockery, Senior Production Designer; Ryan Kitchens, Brand Director; Caroline Kirby, Associate Brand Manager; Nick Cabrera, Photographer.

### **SILVER - SB2 BOURBON** E

HELMS WORKSHOP

002A - Single Unit

Advertiser: High Wire Distilling

Christian Helms, Creative Director & Copywriter; Nicole Oesterreicher, Associate Designer; Emily Prestridge, Senior Designer; Crystal Glover, Studio Director; Laura Jankovsky, Brand Director.

### **SILVER - BEERBURG PACKAGING WILDCRAFT** F

AMPERSAND AGENCY

002B - Campaign

Advertiser: Beerburg Packaging Wildcraft

Stephan Tynes, Designer; Samantha Hinrichs, Creative Director; Sam Farquharson, Copywriter; Sidney Gilliam, Senior Account Manager.







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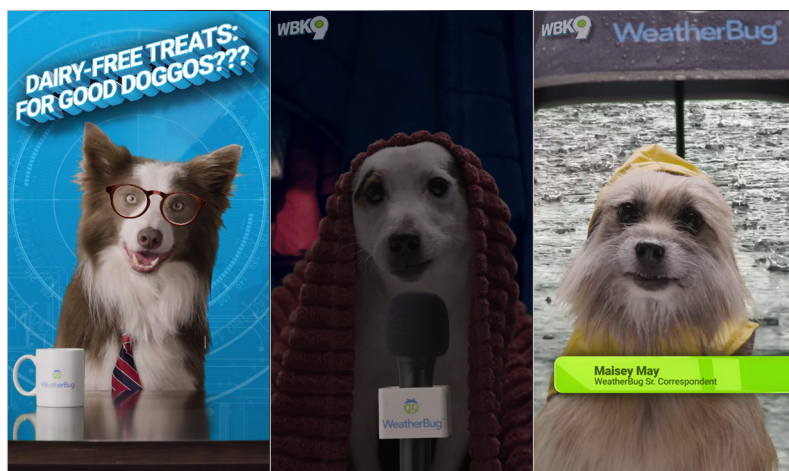
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## BRONZE & JUDGE'S CHOICE - BEERBURG PACKAGING ANNUAL GROUP A

AMPERSAND AGENCY

002B - Campaign

Advertiser: Beerburg Brewing  
Stephan Tynes, Designer; Sidney Gilliam, Senior Account Manager; Samantha Hinrichs; Creative Director; Sam Farquharson, Copywriter.

## OUT-OF-HOME & AMBIENT MEDIA

### GOLD - CRAVE-THRU

GSD&M

015 - Guerrilla Marketing

Advertiser: Tyson®

Duff Stewart, Chief Executive Officer; Jay Russell, Chief Creative Officer; Kate Rush Sheehy, SVP/Strategy & Insights; Daniel Vidal, Associate Strategy Director; Bill Bayne, Sr VP/Group Creative/Writer; Rusty Broome, Creative Director/Writer; Verence Lopez, Creative Director; Amy Lyon, VP/Group Account Director; Jamie Santos, Account Supervisor; Jeanne Janutol, Writer; Claire Baffoe, Art Director; Kelsey Hook, Account Manager; Natalie Gilbert, Assistant Account Manager; Mindshare USA, Media Agency; Ogilvy, PR Agency.

## ONLINE/INTERACTIVE

### GOLD - WILLIE SINGALONG

GSD&M

022A - Single Execution

Advertiser: Capital One

Marc Mentry, Chief Brand Officer; Daniel McCaskey, Managing Vice President; Brand Strategy, Advertising, Media, and Experiential Sponsorships; Malcolm Simpson, Vice President, Brand Advertising; Kim Bock, Director, Brand Advertising; Sloan White, Senior Manager, Brand Advertising; Leah Dodson, Manager, Brand Advertising; Lindsay Hansen, Managing Vice President, Social Media and Content Marketing; Ben Freidson, Vice President, Brand Social; Sherry Roper, Director, Brand Social; Blair Matthews, Senior Manager, Brand Social; Rae Arnold, Manager, Brand Social; Kara Bonini, Manager, Brand Social.

### GOLD & JUDGE'S CHOICE - CHUCK E. CHEESE SOCIAL MATERIAL

022A - Single Execution

Advertiser: Chuck E. Cheese

Material.

### SILVER - STORMY BANDOLIER MEDIA

022A - Single Execution

Advertiser: WeatherBug

George Ellis, Creative Director; Nick Robalik, Creative Director; Louis Montemayor, Creative Director; Reyden Weis, Creative; Kelsey Hickok, Producer; Daniel Stone, Account Director; Dan Brown, Director, Royale Film Company; Landon Peterson, Editor, Union; Vicki Russell, Producer, Union.



## OUT-OF-HOME & AMBIENT MEDIA

### SILVER - SUNNY & NICE A

BANDOLIER MEDIA

022A - Single Execution

Advertiser: WeatherBug

George Ellis, Creative Director; Nick Robalik, Creative Director; Louis Montemayor, Creative Director; Reyden Weis, Creative; Kelsey Hickok, Producer; Dan Brown, Director, Royale Film Company; Landon Peterson, Editor, Union; Vicki Russell, Producer, Union; Daniel Stone, Account Director.

### SILVER - PETCAST B

BANDOLIER MEDIA

022B - Campaign

Advertiser: WeatherBug

George Ellis, Creative Director; Nick Robalik, Creative Director; Louis Montemayor, Creative Director; Reyden Weis, Creative; Nicole Corley, Creative; Kelsey Hickok, Producer; Landon Peterson, Editor, Union; Vicki Russell, Producer, Union; Dan Brown, Director, Royale Film Company; Daniel Stone, Account Director; Trishia Daniel, Project Manager.

### BRONZE - GARAGE FRIDGE C

BANDOLIER MEDIA

022B - Campaign

Advertiser: Old Milwaukee

George Ellis, Creative Director; Nick Robalik, Creative Director; Kelsey Hickok, Producer; Daniel Stone, Acct Director; Trishia Daniel, Project Manager.

## ONLINE/INTERACTIVE

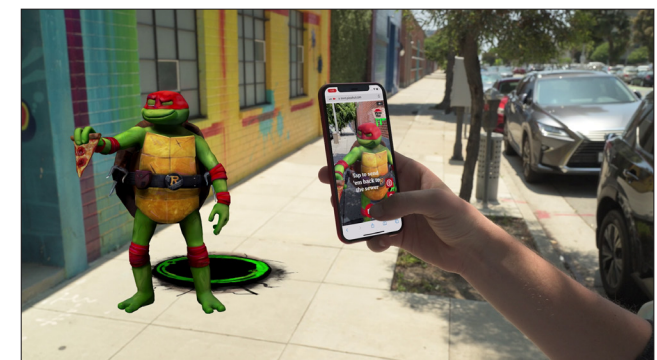
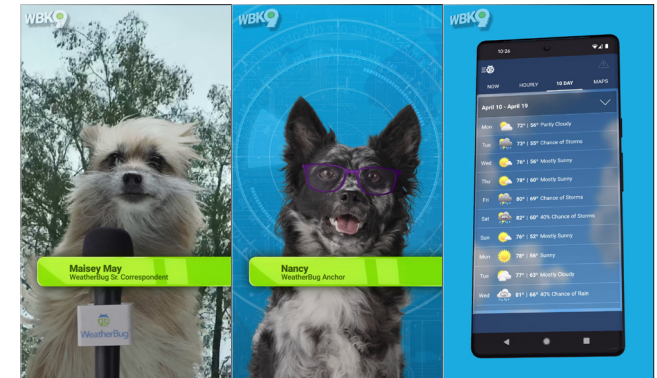
### GOLD - SEWER DELIVERY D

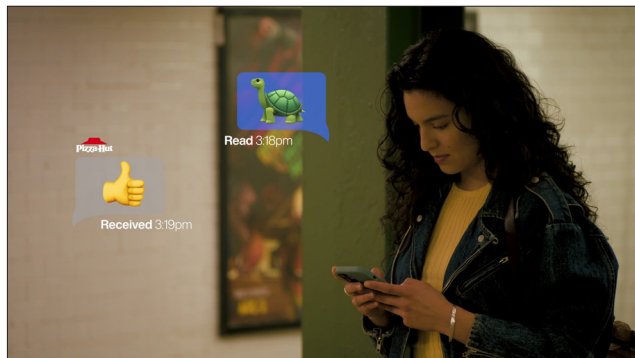
GSD&M

023C - Games

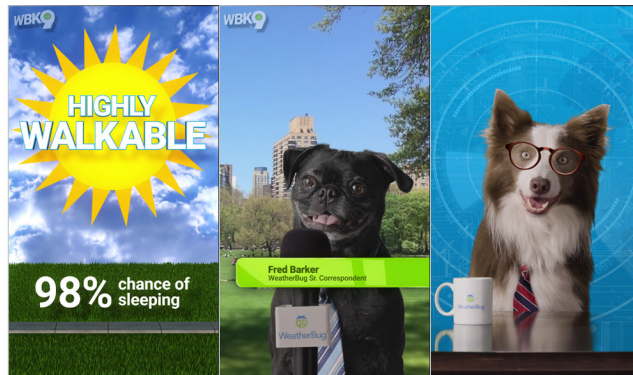
Advertiser: Pizza Hut

Brandon Curl, Creative Director; Dale Austin, Creative Director; Frank Tamakloe, Associate Creative Director; Nick Adams, Copywriter; Jenna Peck, Copywriter; Jane Choi, Art Director; Dominique Monet, Creative Director; Michelle Grant, Associate Creative Director; John McAdorey, Executive Producer; Kate Chartier, Producer; Amanda Talmadge, Dir. Digital Production; Laura McCann, Digital Producer; Jay Esteves, Experience Strategist; Jessica Wiley, Associate Director Business Affairs; Mikael Greenlief, Dir. Communication Strategy; Sabia Siddiqi, Group Acct Director; Becca Dukarski, Acct Director; Jennifer Lam, Account Supervisor; Julia MacDonald, Account Supervisor; Jeremy Wood, Account Manager.





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## ONLINE/INTERACTIVE

### **GOLD - SEWER DELIVERY** E

GSD&M

028 - Branded Content & Entertainment for Online/Interactive

Advertiser: Pizza Hut

Brandon Curl, Creative Director; Dale Austin, Creative Director; Frank Tamakloe, Associate Creative Director; Nick Adams, Copywriter; Jenna Peck, Copywriter; Jane Choi, Art Director; Dominique Monet, Creative Director; Michelle Grant, Associate Creative Director; John McAdorey, Executive Producer; Kate Chartier, Producer; Amanda Talmadge, Dir. Digital Production; Laura McCann, Digital Producer; Jay Esteves, Experience Strategist; Jessica Wiley, Associate Director Business Affairs; Mikael Greenlief, Dir. Communication Strategy; Sabia Siddiqi, Group Acct Director; Becca Dukarski, Acct Director; Jennifer Lam, Account Supervisor; Julia MacDonald, Account Supervisor; Jeremy Wood, Account Manager.

### **SILVER - SUNNY & NICE** F

BANDOLIER MEDIA

028 - Branded Content & Entertainment for Online/Interactive

Advertiser: WeatherBug

George Ellis, Creative Director; Nick Robalik, Creative Director; Louis Montemayor, Creative Director; Reyden Weis, Creative; Kelsey Hickok, Producer; Dan Brown, Director, Royale Film Company; Landon Peterson, Editor, Union; Vicki Russell, Producer, Union; Daniel Stone, Account Director.

### **SILVER - WINDY** G

BANDOLIER MEDIA

028 - Branded Content & Entertainment for Online/Interactive

Advertiser: WeatherBug

George Ellis, Creative Director; Nick Robalik, Creative Director; Louis Montemayor, Creative Director; Reyden Weis, Creative; Kelsey Hickok, Producer; Dan Brown, Director, Royale Film Company; Landon Peterson, Editor, Union; Vicki Russell, Producer, Union; Daniel Stone, Account Director.

## FILM, VIDEO, & SOUND

### **SILVER - WE ARE BLOOD - 19 STRANGERS** H

CAMLOCK FILMS

031B - Single Spot :60 seconds or more

Advertiser: We Are Blood

Morgan Bond, Director; Robert Leeder, Producer; Ryan Farmer, Creative; Nickolas Grisham, Director of Photography; Galen Ivey, Gaffer; Justin Seyb, Key Grip; Bradley Murhpy, Sound Mixer; Erin Maes, BTS Photography; Isadora Silva, Art Director; KarieAnn Bondesen, Production Coordinator.



## FILM, VIDEO, & SOUND

### BRONZE - AUSTIN WATERSHED PROTECTION A

#### MY SISTER FRED

031C - Television Advertising – Local (One DMA) - Campaign

Advertiser: Austin Watershed Protection Department  
Mary Sylvester, Creative Director; Claudine Moreno Lormé, Creative Director; Carolyn Tubekis, Editor; Anna Hrachovec, Artist Mochimochiland; Aaron Hicks, Marketing Lead; Minh Nguyen, Animator CAKHO; Susan Birkenmayer, Marketing.

### BRONZE - DONATING BLOOD FEELS GOOD.REAL GOOD B

#### BEEF AND PIE

031C - Television Advertising – Local (One DMA) - Campaign

Advertiser: Gulf Coast Regional Blood Center  
Mike Woolf, Director/Writer; Michelle Crosby, Executive Producer; Landon Peterson, Editor; Sean Maxwell, DP; Holly Millar, Producer; Chris Erlon/Digital Domain, Audio Engineer; Nick Smith/Finland Finish, Colorist; Theresa Pina, Creative Collaborator.

### GOLD & JUDGE'S CHOICE - NORTH POLE C

#### BANDOLIER MEDIA

032A - Single Spot – Up to 2:00

Advertiser: Roto-Rooter

George Ellis, Creative Director; Nick Robalik, Creative Director; Louis Montemayor, Creative Director; Kelsey Hickok, Producer; Daniel Stone, Account Director; David DeRoma, Writer; Bob Cianfrone, Writer; Rohitash Rao, Director, The Bear; Elizabeth Spiva, Producer, The Bear.

### SILVER - SEWER DELIVERY D

#### GSD&M

032A - Single Spot – Up to 2:00

Advertiser: Pizza Hut

Brandon Curl, Creative Director; Dale Austin, Creative Director; Frank Tamakloe, Associate Creative Director; Nick Adams, Copywriter; Jenna Peck, Copywriter; Jane Choi, Art Director; John McAdorey, Executive Producer; Kate Chartier, Producer; Jessica Wiley, Associate Director Business Affairs; Mikael Greenlief, Dir. Communication Strategy; Sabia Siddiqi, Group Account Director; Becca Dukarski, Account Director, Jennifer Lam, Account Supervisor; Julia MacDonald, Account Supervisor; Jeremy Wood, Account Manager; Mariel Salcedo, Project Manager; Ellen Anderson, Project Manager; Wade Alger, Group CD; Jay Russell, CCO; Duff Stewart, CEO.

### SILVER - QUARTET E

#### CALLEN

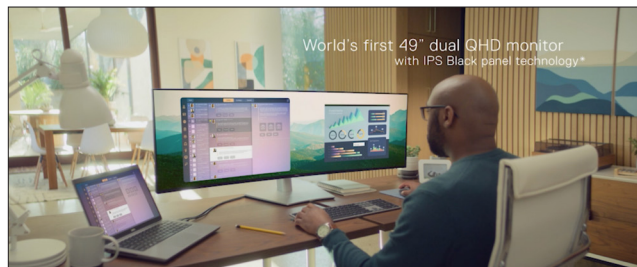
032A - Single Spot – Up to 2:00

Advertiser: Nickelodeon

Craig Allen, CCO / Founder; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Amy Kommatas, Head of Production; Payton Brown, Account Director; Anna Campbell, Account Coordinator; Matt Sorrell, Creative Director; Casey Phillips, Art Director; Dave Canning, Copywriter; Russ Rizzo, Copywriter; Weston Bliobenes, Copywriter; Ethan Sims, Copywriter, Riff Raff Films, Production Studio; Alistair Nicholls, Claymation Animator; Yonk, CG Animators; Duotone Audio Group, Music Company; Kevin, VFX/ Post; Arcade, Edit.







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## FILM, VIDEO, & SOUND

### SILVER - DELL ULTRASHARP 49" MONITOR NO GAPS F

DELL TECHNOLOGIES  
033A - Single Spot - Any Length

Advertiser: Dell Technologies  
Lisa Bennett, VP of Global Brand & Head of Dell Blue; Jacqueline Byrne, Senior Art Director; Rosella Conti, Senior Copywriter; Jason Usen, Senior Creative Editor; Kady Carrouger, Editor; Emily Grube, Creative Director; Michelle Zauzig, Producer; Seth Perisho, Executive Creative Director; Joel Davis, Executive Creative Director; Jennifer Kasprzyk, Account Supervisor; Sarah Wethington, Account Manager; Brent Holt, Head of Production; Kaye Lim, Consultant, E-Business; Charlotte Vesterheden, Senior Manager, Marketing Communications; The Bear; Production Company.

### GOLD - POWER BALLADS G

CALLAN

033B - Campaign  
Advertiser: Freedom Solar Power  
Craig Allen, CCO / Founder; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Amy Kommatas, Head of Production; Payton Brown, Account Director; Anna Campbell, Account Coordinator; Matt Sorrell, Creative Director; Matt Nall, Art Director; Kyle Davis, Copywriter; BACON, Production Company; Bacon X, VFX Company; Icon Films BG, Service Company; MackCut, Edit House; Butter Music and Sound, Music Studio; Mr. Bronx, Audio Post.

### SILVER - CHUCK E. CHEESE VIDEO H

MATERIAL  
036A - Single entry :60 seconds or less  
Advertiser: Chuck E. Cheese  
Material.

### GOLD & JUDGE'S CHOICE - THE TRUTH BEHIND PETS: A CRUA STORY I

IDEA PEDDLER  
036A - Single Entry - More than :60 seconds  
Advertiser: CRUA  
Blake Takushi, Director/Creative Director of Production; Miguel Plascencia, Creative Director of Design; Elliott Beltran, Producer; Emma Kjaer, Copywriter.

### SILVER - WHAT DO YOU LOVE ABOUT TEXAS? J

ARTS + LABOR  
036B - Single entry - more than :60 seconds  
Advertiser: Texas Monthly  
Vicky Andres, Director, Animator, Illustrator; Laura Gonima, Illustrator; Celine Lassus, Illustrator; Cody Ground, Creative Director, Editor, Sound Design; Scott Hamilton, Producer; Curtis Heath, Composer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer.

## FILM, VIDEO, & SOUND

### BRONZE - DELL + LIGHTSTORM CUSTOMER STORY <sup>A</sup>

DELL TECHNOLOGIES

042 - Audio/Visual Sales Presentation

Advertiser: Dell Technologies

Lisa Bennett, VP of Global Brand & Head of Dell Blue; Seth Perisho, ECD; Joel Davis, ECD; Dominick Walker, CD; Jonathan Miller, ACD; Luke Woody, ACD; Brent Holt, Head of Production; Matthew Kuhles, Executive Producer; Jason Uson, Senior Creative Editor/Director; Bradley Rheinboldt, Senior Account Manager; Peggi Kaley, Global Customer Engagement/Director; Marisol Bustamante, Global Customer Engagement/Manager; Sonia Sharma, Global Customer Engagement/Manager; Linda Dimyan, Global Campaign Lead.



## CROSS PLATFORM

### SILVER & JUDGE'S CHOICE - CRAVE-THRU <sup>B</sup>

GSD&M

044C - Consumer Campaign-Local

Advertiser: Tyson®

Duff Stewart, Chief Executive Officer; Jay Russell, Chief Creative Officer; Bill Bayne, Sr VP/Group Creative/Writer; Rusty Broome, Creative Director/Writer; Verenice Lopez, Creative Director; Kate Rush Sheehy, SVP/Strategy & Insights; Daniel Vidal, Associate Strategy Director; Jeanne Janutol, Writer; Claire Baffoe, Art Director; Amy Lyon, VP/Group Account Director; Jamie Santos, Account Supervisor; Kelsey Hook, Account Manager; Natalie Gilbert, Assistant Account Manager; Mindshare USA, Media Agency; Ogilvy, PR Agency.



### BRONZE - CONVERSATION STOPPERS <sup>C</sup>

GSD&M

044D - Consumer Campaign-Regional/National

Advertiser: Fruit of the Loom

Jay Russell, CCO; Maria D'Amato, ECD; Becky Carrel, Exec Producer; Leigh Browne, Jon Williamson, Jessica Zalaznick, Adrien Bindi, Tiff McKee, CDs; Danylle Salinas-McCord, Denny House, Marcela Masso, Tracy Redd, QA specialists; Jayme Ray, Shannon Gill, Art Director/Illustrator/Copywriter; Dave Kersey, CMO; Kathleen Pittman, Matt Yasgar, Evan Walker, Deleyla Glass, Media Team/Digital Solutions Team; Michele Head, Liz Hamel; Studio Supervisor, SR Studio Artist; Helena Abbing, SR Print Producer; Jonathan Wachala, Maddy Marziani, SR Producers; Paige Kelton, Alexandria Perez, Zach Squire, Zayna Thompson, Maria Ferraro, Paid Social Campaign Team, Media Planning Team; Katie Stout, Acct Supervisor; Dakota Lowe, Meghan Duran, Courtney Langston, Social Media Team; Shawn Mackoff, VP Group Acct Director; Alissa Pineda, Acct Director; Luke Dryer, Christina Hirsch, Strategy Team; Lindsay Wakabayashi, Kerry Winn, Business Affairs; Tyson Maley, Ellen Andersen, Project Mgrs.



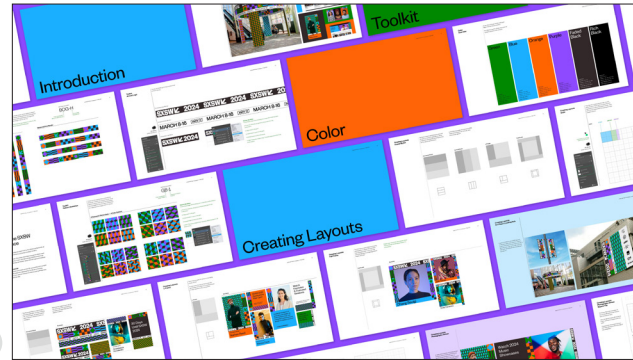




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## CROSS PLATFORM

### SILVER - EQUIPMENT ROOM **D** GUERILLA SUIT

045 - Integrated Brand Identity Campaign - Local or Regional/National  
Advertiser: Equipment Room: Hi Fi Vinyl Sanctuary  
Ryan Thompson, Design Director; Reece Ousey, Designer; Ashley Porter, Project Manager; Julie Warenoff, Managing Director.

### SILVER - SXSW 2024: GLOBAL REFRAMING **E** GUERILLA SUIT

045 - Integrated Brand Identity Campaign - Local or Regional/National  
Advertiser: SXSW  
Luigi Maldonado, Creative Partner; Reece Ousey, Designer; Hannah Young, Account Director; Julie Warenoff, Managing Partner.

### SILVER - PIZZA HUT - REVERSE DELIVERIES **F** GSD&M

046 - Integrated Branded Content Campaign - Local or Regional/National  
Advertiser: Pizza Hut  
Jon Williamson, Creative Director; Leigh Browne, Creative Director; Kiara Daniel, Jr. Art Director; Elijah Merritt, Jr. Copywriter; Julia MacDonald, Account Supervisor; Wade Alger, Group Creative Director; Jay Russell, Chief Creative Officer; Ross Aboud, Creative Director; Becca Dukarski, Account Director; Mariel Salcedo, Project Manager; Sabia Saddiqi, Group Account Director.

## ELEMENTS OF ADVERTISING

### GOLD - BLOODY MARY MISOGYNY **G** GSD&M

053B - Art Direction—Campaign  
Advertiser: Period Law  
Nicole DuMouchel Davis, Group Creative Director; Jeanne Janutol, Copywriter; Claire Baffoe, Art Director; Neeti Newaskar, Group Strategy Director; Jay Russell, Chief Creative Officer; Keisha Townsend, Chief Inclusion Officer; Maria DAmato, Executive Creative Director; Tori Reneker, Creative Director / Experience Design; Juliana Longoria, Sr. UX Designer; Skylar Bowen, Digital Producer; Kim Faulkner, Director of Engineering; Grace Amiss, Social Strategist; Sabrina Spodek, Social Strategist; Mary Cabana, Social Media Manager; Paige Kelton, Paid Social Media Supervisor; Mark Schectman, Social Media Director; Saira Rabbani, Media Director; Leigh Browne, Ampersand/CD; Jon Williamson, Ampersand/CD; Johnny Fuchs, Editor/Visual Effects Video.

## ELEMENTS OF ADVERTISING

### **GOLD & JUDGE'S CHOICE - WHAT DO YOU LOVE ABOUT TEXAS?** **A**

#### **ARTS + LABOR**

055A - Animation, Special Effects or Motion Graphics

Advertiser: Texas Monthly

Vicky Andres, Director, Animator, Illustrator; Laura Gonima, Illustrator; Celine Lassus, Illustrator; Cody Ground, Creative Director, Editor, Sound Design; Scott Hamilton, Producer; Curtis Heath, Composer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer.



### **GOLD - DELL G SERIES THE ARCADE** **B**

#### **DELL TECHNOLOGIES**

055A - Animation, Special Effects or Motion Graphics

Advertiser: Dell Technologies  
Lisa Bennett, VP of Global Brand & Head of Dell Blue; Bailey Myers, Account Manager; Ivana Dealba, Account Coordinator; Seth Perisho, Executive Creative Director; Joel Davis, Executive Creative Director; Paige Gregory, Creative Director; Joe Welbes, Associated Creative Director; Lily Kowalski, Art Director; Gissel Lagunas, Copywriter; Brent Holt, Head of Production; Megan Murray, Executive Producer; Alexis Brown, Video Producer; Andreea Radulescu, Photo Producer; Chris Saylor; Director, Global Campaigns; John Tampellini, Senior Advisor, Product Marketing.



### **SILVER - RYZEN™ THREADRIPPER™ PRO PROCESSOR** **C**

#### **ARTS + LABOR**

055B - Computer Generated Imagery (CGI)

Advertiser: AMD  
Cody Ground, Creative Director; Ryan Scott, Lead Motion Designer; Ryan Landry, Motion Designer; Vicky Andres, Titles; Scott Hamilton, Executive Producer.



### **GOLD - WHAT DO YOU LOVE ABOUT TEXAS?** **D**

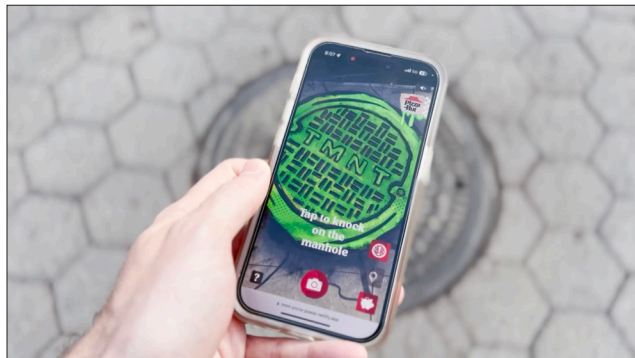
#### **ARTS + LABOR**

059A - Sound Design—Single

Advertiser: Texas Monthly

Vicky Andres, Director, Animator, Illustrator; Laura Gonima, Illustrator; Celine Lassus, Illustrator; Cody Ground, Creative Director, Editor, Sound Design; Scott Hamilton, Producer; Curtis Heath, Composer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer.





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## ELEMENTS OF ADVERTISING

### **GOLD - SEWER DELIVERY** E

GSD&M

061 - Augmented Reality

Advertiser: Pizza Hut

Brandon Curl, Creative Director; Dale Austin, Creative Director; Frank Tamakloe, Associate Creative Director; Nick Adams, Copywriter; Jenna Peck, Copywriter; Jane Choi, Art Director; Dominique Monet, Creative Director; Michelle Grant, Associate Creative Director; John McAdorey, Executive Producer; Kate Chartier, Producer; Amanda Talmadge, Dir. Digital Production; Laura McCann, Digital Producer; Jay Esteves, Experience Strategist; Jessica Wiley, Associate Director Business Affairs; Mikael Greenlief, Dir. Communication Strategy; Sabia Siddiqi, Group Acct Director; Becca Dukarski, Acct Director; Jennifer Lam, Account Supervisor; Julia MacDonald, Account Supervisor; Jeremy Wood, Account Manager.

## CORPORATE SOCIAL RESPONSIBILITY

### **GOLD - SOLAR-UMBA 4000** F

CALLEN

070A - Single Occurrence

Advertiser: Freedom Solar Power

Craig Allen, CCO / Founder; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Amy Kommatas, Head of Production; Payton Brown, Account Director; Anna Campbell, Account Coordinator; Matt Nall, Art Director; Kyle Davis, Copywriter; Time and Space Scenic, Vacuum Fabrication; The Southern Influence, Production Company; Chris Olfers, Director; Arielle Olfers, Producer; Davy Force, Editor/VFX.

### **GOLD - BLOODY MARY MISOGYNY** G

GSD&M

071 - Integrated Media Corporate Social Responsibility Campaign

Advertiser: Period Law

Nicole DuMouchel Davis, Group Creative Director; Jeanne Janutol, Copywriter; Claire Baffoe, Art Director; Neeti Newaskar, Group Strategy Director; Jay Russell, Chief Creative Officer; Keisha Townsend, Chief Inclusion Officer; Maria DAmato, Executive Creative Director; Tori Reneker, Creative Director / Experience Design; Juliana Longoria, Sr. UX Designer; Skylar Bowen, Digital Producer; Kim Faulkner, Director of Engineering; Grace Amiss, Social Strategist; Sabrina Spodek, Social Strategist; Mary Cabana, Social Media Manager; Paige Kelton, Paid Social Media Supervisor; Mark Schectman, Social Media Director; Saira Rabbani, Media Director; Leigh Browne, Ampersand/CD; Jon Williamson, Ampersand/CD; Johnny Fuchs, Editor/Visual Effects Video..

## CORPORATE SOCIAL RESPONSIBILITY

### **GOLD - CHIPOTLE HUMAN NATURE WEBSITE** **A**

HUNT, GATHER

072A - Corporate Social Responsibility Online/Interactive

Advertiser: Chipotle

Lynna Bartosh, Executive Creative Director; Jenna Candusso, Associate Creative Director; Sarah Shea, Copywriter; Michael Lam, Developer; Brandon Keeks, Account Supervisor; Ronan Lane, Project Manager.

### **SILVER - BLOODY MARY MISOGYNY** **B**

GSD&M

072A - Corporate Social Responsibility Online/Interactive

Advertiser: Period Law

Nicole DuMouchel Davis, Group Creative Director; Jeanne Janutol, Copywriter; Claire Baffoe, Art Director; Neeti Newaskar, Group Strategy Director; Jay Russell, Chief Creative Officer; Keisha Townsend, Chief Inclusion Officer; Maria DAmato, Executive Creative Director; Tori Reneker, Creative Director / Experience Design; Juliana Longoria, Sr. UX Designer; Skylar Bowen, Digital Producer; Kim Faulkner, Director of Engineering; Grace Amiss, Social Strategist; Sabrina Spodek, Social Strategist; Mary Cabana, Social Media Manager; Paige Kelton, Paid Social Media Supervisor; Mark Schectman, Social Media Director; Saira Rabbani, Media Director; Leigh Browne, Ampersand/CD; Jon Williamson, Ampersand/CD; Johnny Fuchs, Editor/Visual Effects Video.

## PUBLIC SERVICE

### **SILVER - LOSTIN** **C**

CALLER

082A - Single Occurrence

Advertiser: E4 Youth

Craig Allen, CCO / Founder; David Hughes, Managing Director; Julianna Simon, Head of Strategy; Amy Kommatas, Head of Production; Payton Brown, Account Director; Anna Campbell, Account Coordinator; Casey Phillips, Art Director; Mingyo Lee, Art Director; Russ Rizzo, Copywriter; Weston Bliobenens, Copywriter; Ethan Sims, Copywriter; Christian Colasuonno, Producer; Carl Settles, Founder/CEO E4 Youth; Cynthia Ruiz, E4 Youth; Joseph Mayang, E4 Youth; Darnell Wilson, E4 Youth; Rhiannon Espinoza, E4 Youth; Elisa Calderon, E4 Youth; Luis Sanchez, E4 Youth; Lewis Guapo, E4 Youth.

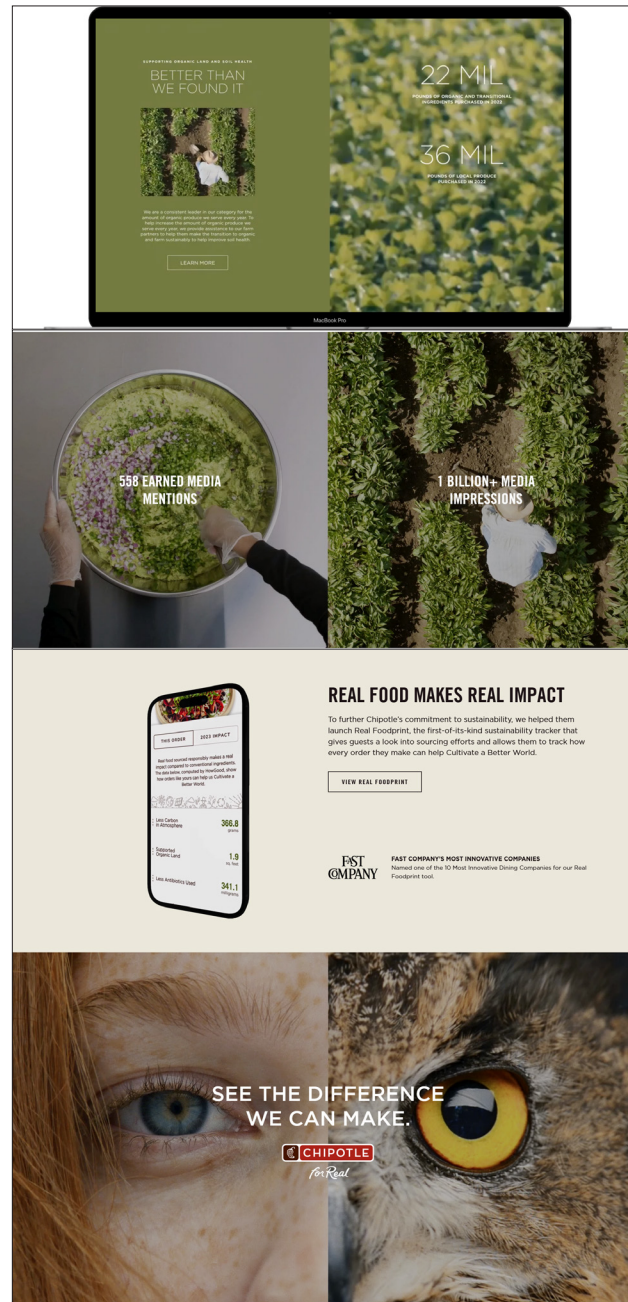
### **JUDGE'S CHOICE - TEXAS CULTURAL TRUST** **D**

ARTS + LABOR

083B - Public Service Online/Interactive Campaign

Advertiser: Texas Cultural Trust

Jessie Auritt, Director/Editor; Vicky Andres, Art Director; Matt Ross, Animator; Marshall Tidrick, Photographer; Cody Ground, Creative Director; Scott Hamilton, Producer; Alan Berg, Executive Producer.







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## PUBLIC SERVICE

### SILVER - BREATHE IN, BREATHE OUT E

ARTS + LABOR

086 - Public Service Online Film, Video & Sound

Advertiser: Flatwater Foundation

Dylan Varella, Director, Editor, Sound Designer; Kyle Cockayne, Director of Photography; Scott Hamilton, Executive Producer; Cody Ground, Executive Creative Director.

### SILVER - 23RD STREET MURAL PROJECT' F

BEEF AND PIE

086 - Public Service Online Film, Video & Sound

Advertiser: Beef and Pie Productions

Mike Woolf, Director/Writer; Michelle Crosby, Producer; Landon Peterson, Editor; Andrew Yates, DP; Amy Smith, Camera; Josh Verduzco, DP; Gray Lockett / The Graphic Standard, Interactive Designer; Shane Bzdok / The Graphic Standard, Interactive Designer; Shelby Barnes / The Graphic Standard, Producer; Chris Erlon / Digital Domain, Audio Engineer.

## ADVERTISING/ MEDIA INDUSTRY SELF-PROMOTION

### SILVER - PIÑON THE PIÑATA G

TKO ADVERTISING

092 - Special Event Materials (printed or digital)

Advertiser: TKO Advertising

Raul Garza, Executive Creative Director; Noe Perez, Creative Director; Matt Jukam, Associate Creative Director; Brandon Villarreal, Character Artist; Reid Munkres, Illustrator; Kat Gibbs, Designer; Chris Saign, Project Manager.

# STUDENT WORK

## SILVER - QUEST FOR PEACE PACKAGING A

S01A - Packaging  
Job Propulsion Lab  
Sydnie Switzer, Art Director; Zachary Wind, Copywriter.

## SILVER - GLOSSIER SOUL CARE KIT B

S01A - Packaging S01A - Packaging  
Job Propulsion Lab  
Sydnie Switzer, Art Director; Shelley Niquen, Writer.

## SILVER - YUMMYMYLK C

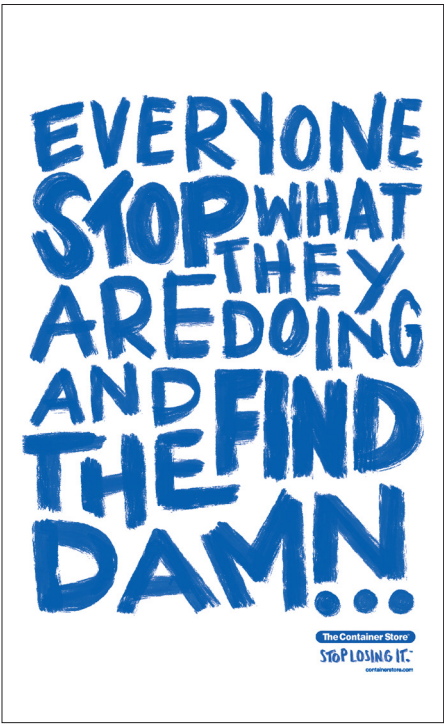
S01A - Packaging  
The University of Texas at Austin  
Jamie McCarley, Visual Designer; Ramsey Mullaney, Instructor.

## GOLD - SPACEX KAYAK D

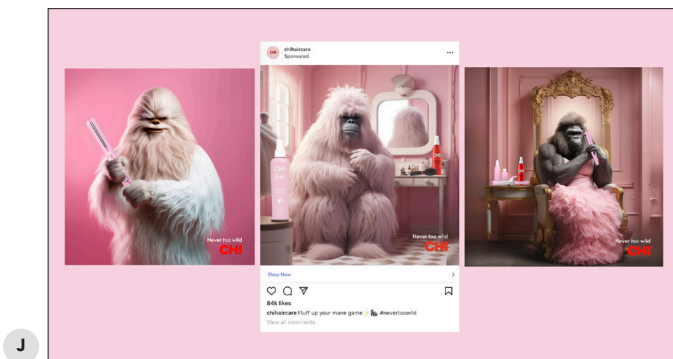
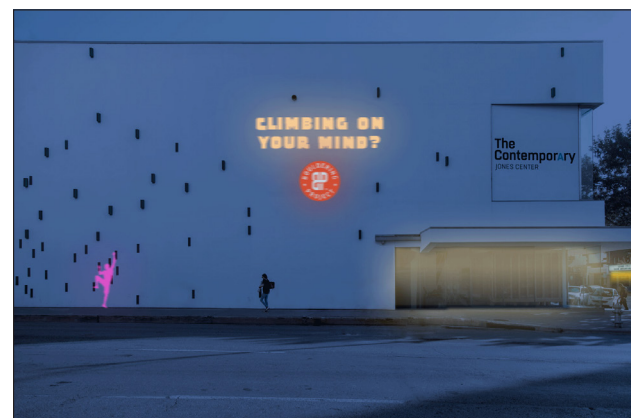
S07A - Magazine Advertising - Single (Full Page or Less)  
Job Propulsion Lab  
Sydnie Switzer, Art Director; Zachary Wind, Copywriter; Bart Cleveland, Instructor.

## SILVER - STOP LOSING IT E

S07B - Magazine Advertising - Campaign  
The University of Texas at Austin  
Khushi Dahya, Art Director/Copywriter; Glenn Griffin, Director of Texas Creative/Professor of Practice.







## STUDENT WORK

### SILVER - CARIBOU COFFEE LISTEN TO YOUR BODY **F**

S07B - Magazine Advertising - Campaign

Job Propulsion Lab

Jolly Heath, Art Director; Jimmy Mosqueda, Copywriter; Bart Cleveland, Instructor.

### GOLD - EBAY POSTERS **G**

S09B - Poster Campaign

Job Propulsion Lab

Austin Gwinn, Copywriter; Hailey Ballard, Art Director; Bart Cleveland, Instructor.

### GOLD - ADBLOCK - "YOU'RE WELCOME" **H**

S10D - Outdoor & Transit Advertising - Campaign

The University of Texas at Austin

Jacob Rubenstein, Copywriter; Rachel Williams, Art Director; Sean LaBounty, Instructor.

### SILVER - AUSTIN BOULDERING PROJECT **I**

S11B - Guerilla Marketing, Installations and Events

The University of Texas at Austin

Samantha Firmin, Copywriter; Ahn Tran, Art Director; Jim Bosiljevac, Instructor.

### BRONZE HONORABLE MENTION - CHI - NEVER TOO WILD **J**

S13B - Social Media - Campaign

The University of Texas at Austin

Valentina Paredes, Art Director/Copywriter; Lea Ladera, Instructor.

## STUDENT WORK

### BRONZE HONORABLE MENTION - GLOSSIER "I'M FEELING" SOCIAL AD **A**

S13B - Social Media - Campaign

Job Propulsion Lab

Sydney Switzer, Art Director; Shelley Niquen, Writer; Bart Cleveland, Instructor.

### SILVER - PLANT PAL **B**

S14 - App (Mobile or Web-Based)

The University of Texas at Austin

Jamie McCarley, Visual Designer; Ramsey Mullaney, Instructor.

### GOLD - FORD RAPTOR DRIVE THEM **C**

S19A Television Advertising - Single

The University of Texas at Austin

Meredith Binder, Art Director/Copywriter; Alex Skowronski, Art Director/Copywriter; Mason Wenzel, Copywriter; Jim Bosiljevac Instructor.

### GOLD - ADBLOCK - YOU'RE WELCOME **D**

S19A - Television Advertising Single

The University of Texas at Austin

Jacob Rubenstein, Copywriter; Rachel Williams, Art Director; Sean LaBounty, Instructor.

### GOLD - NEW BALANCE - IT'S NOTHING NEW **E**

S19A - Television Advertising Single

The University of Texas at Austin

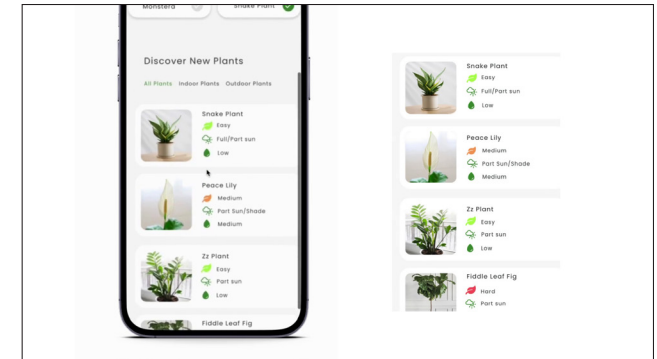
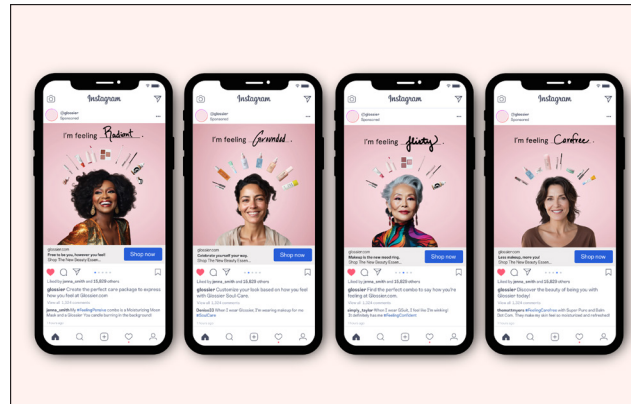
Daniela Lelo de Larrea, Copywriter; Haley Wood, Art Director; Sean LaBounty, Instructor.

### SILVER - AUSTIN BOULDERING PROJECT **F**

S21 - Integrated Advertising Campaign - Consumer Campaign

The University of Texas at Austin

Samantha Firmin, Copywriter; Ahn Tran, Art Director; Jim Bosiljevac Instructor.



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DISPLAYS**

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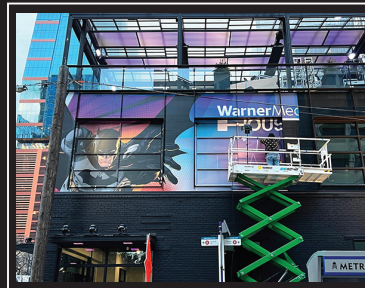
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**“Mom, get  
the camera!”**

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**FOR MORE INFORMATION  
CONTACT**

**Laurie Christensen**  
[Lauriec@xtremexhibits.com](mailto:Lauriec@xtremexhibits.com)  
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**PopShorts**

# Social Media Strategy + Influencer Experts



**TikTok for Business**  
Strategic Agency

## About PopShorts

Founded in 2013, PopShorts is a full-service creative marketing agency with a mission to create meaningful social media experiences that connect brands with consumers to drive business forward.



x4



x1



x8



x5



x2



x2



x13



x2

## Our Services

### Social Media Marketing

We provide custom, turnkey solutions with white-glove service for all aspects of social media.

### Influencer Marketing

Our award-winning influencer marketing division provides full-service brand advocacy activations designed for social success.

### All of Our Campaigns Feature:

- Custom Strategies to Stand Out on Social
- A-to-Z Campaign Management
- IBM Powered Influencer Recommendations
- Detailed Insights, Learnings & Takeaways



## Get In Touch!

[www.PopShorts.com](http://www.PopShorts.com)

New Inquiries: [Jake@PopShorts.com](mailto:Jake@PopShorts.com)  
Creative Director: [Adam@PopShorts.com](mailto:Adam@PopShorts.com)



### Paid Media

We set up your paid social campaign to achieve your KPIs then optimize the campaign to drive real, efficient results.



### Community Management

PopShorts uses the most advanced tools to provide your customers and followers with a positive social media experience.



### Content Production

Our in-house campaign management, production and editing teams have won 35+ awards for creative execution



### Results & Analysis

Our analysts break down your results so you can understand your social ROI



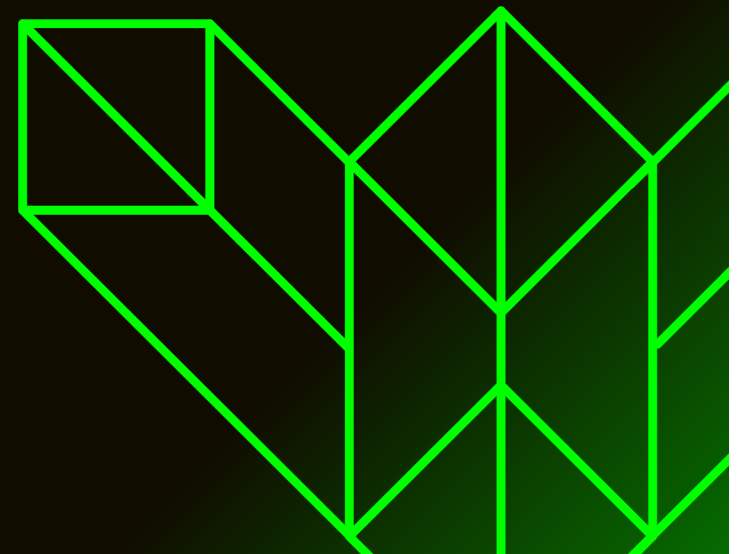
CONGRATULATIONS  
TO ALL THE WINNERS AND  
WELCOME TO THE FUTURE!

SCAN THE QR CODE BELOW  
TO TAKE A LOOK AT THE  
2024 AAF AUSTIN WINNERS



TO VIEW THE FIRST-EVER NFT  
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2. ALLOW CAMERA & MOTION SENSOR PERMISSIONS
3. HOVER YOUR CAMERA OVER THE SQUARE ABOVE







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