



AMERICAN ADVERTISING AWARDS

THE 2022
NATIONAL
AWARD
WINNERS



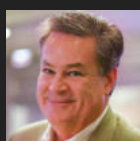
WELCOME

It is my honor and privilege to congratulate everyone on this evening of celebration. With over 25,000 entries across the country, the American Advertising Awards are the largest and statistically the toughest advertising competition. The competition represents the true spirit of creative excellence by recognizing all forms of advertising and cultivates the highest creative standards in our industry.

The AAF continues to reflect its core values that help us sustain innovation, creativity, and inclusion. This keeps us on task and requires that we respect a diversity of opinion and people. Our innovative programs continue to fuel excellence in our essential services and brand programs. You are all a part of what we do and we are proud to count all of you as members of the American Advertising Federation.

Congratulations to the winners, and the incredible full roster of entrants, and thank you all for being a part of this celebration of the best in our industry.

Sincerely,



STEVE PACHECO

President & CEO
American Advertising
Federation

Greetings and congratulations to all of this year's National ADDY winners!

Tonight's accomplishment represents a great professional achievement. From 25,000 entries submitted in this year's American Advertising Awards just a few hundred professional and student entries can claim National ADDY honors. So enjoy your night. You deserve this recognition.

Each year, many people from AAF clubs across the US volunteer thousands of hours to make the American Advertising Awards a success. It also takes the work of hundreds of professional judges who donate their time and creative expertise to evaluate the many entries in the competition and select our winners. So for all of this, we say thank you for your dedication and support.

Finally, thank you to all of the members of the National American Advertising Awards Committee. This group is comprised of veteran club, district and American Advertising Award volunteers who work tirelessly to oversee, coordinate and improve each level of the competition.

The 2021-2022 National American Advertising Awards Committee:

KELLI BRITTEN	MATT HANSON	SARA McCATHERINE
LAURA BURTON	LYNNAE HORNBERGER	DAVID MERAZ
EVIE DeSARNO	JOHN HOWARD	APRIL RUTHERFORD
MATT FERA	PETER ILIOPOULOS	AMY SOQUET
PEARL FORD-FYFFE	MARK LANDON	ANNIE SWITZER
KEVIN FULLERTON	SIMON LOPEZ	MIKE WEBER

Thank you to everyone who entered the American Advertising Awards this year.

Sincerely,



DAVID CAMPBELL

Chair, AAF National American
Advertising Awards Committee;
Vice Chairman & COO
Chernoff Newman

THANK YOU

SPONSORS



NATIONAL AMERICAN ADVERTISING AWARDS JURY



JEAN BATTHANY

Global Chief Creative Officer
Walmart



SUSAN BETTERIDGE

Executive Creative Director & Partner
Pahnke US, Chicago



SINAN DAGLI

Executive Creative Director
Butler, Shine, Stern & Partners



GABRIELLE DeNOERIO

Creative Director
Pavone Marketing Group



SHELLEY ELKINS

Global Chief Creative Officer
Jack Morton Worldwide



COLEMAN LARKIN

Senior Copywriter
Cornett



FRANK LIN

Creative Director
Integer



WILL MCGINNESS

Partner, Chief Creative Officer
Venables Bell & Partners



GREG MILLS

Associate Creative Director
GSD&M



KEN RATCLIFFE

Executive Creative Director
Dynamic Ventures



NELLIE SANTEE

Creative Director
DAVID Miami



ROBERT SCHAPIRO

Chief Creative Office
Brunner



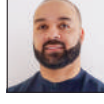
NAKITA SIMPSON

Creative
Swift Agency



JOHN TOPACIO

Copy Supervisor
Evoke Giant



BRANDON VINEY

Group Creative Director
Google

AMERICAN
ADVERTISING
AWARDS



GOLD ADDY®



Direct Mail 3-D/Mixed
2021 CES Media Kit
 McCullough Creative
 John Deere Ag Marketing Center



Specialty Advertising—Apparel
DQ Sweater Vest
 Barkley
 Dairy Queen



Guerrilla Marketing
Tweet Tape Campaign
 Dunn&Co.
 Tampa Bay Lightning

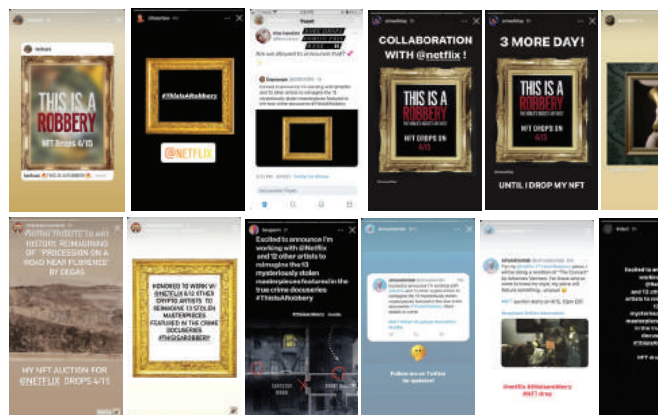


Out-Of-Home Multiple Installations
Real Predators Installation
 McGarrah Jessee
 Costa Sunglasses

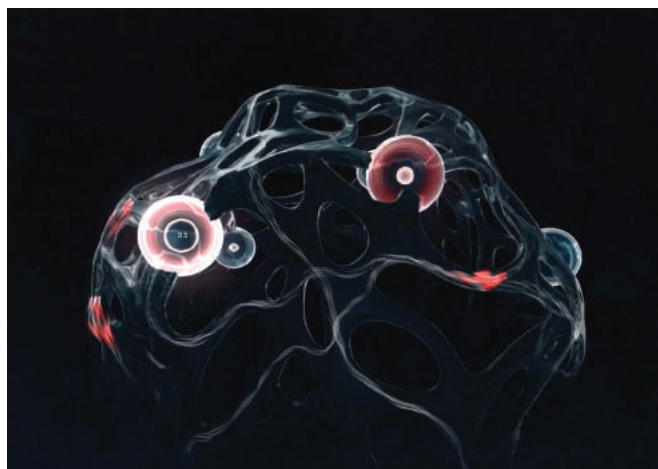


BEST OF
SHOW

Public Transit Ad—Exterior
Wilmore Funeral Home
BooneOakley
StarMed



Social Media Campaign
This Is A Robbery NFT Gallery
Movement Strategy
Netflix



Games
E.C.H.O.
GSD&M
U.S. Air Force

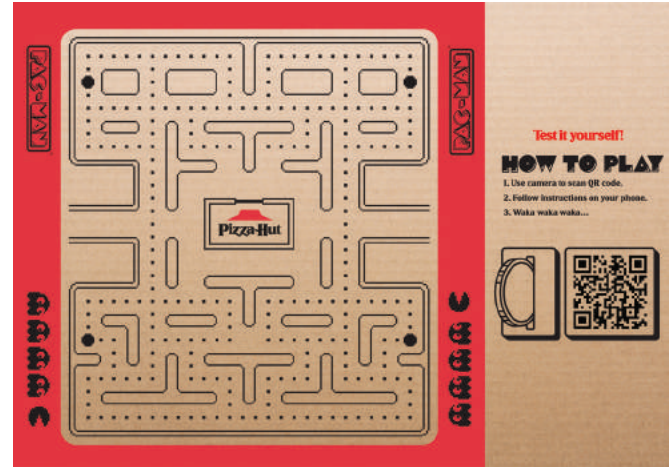


Games
PAC-MAN Box
GSD&M
Pizza Hut

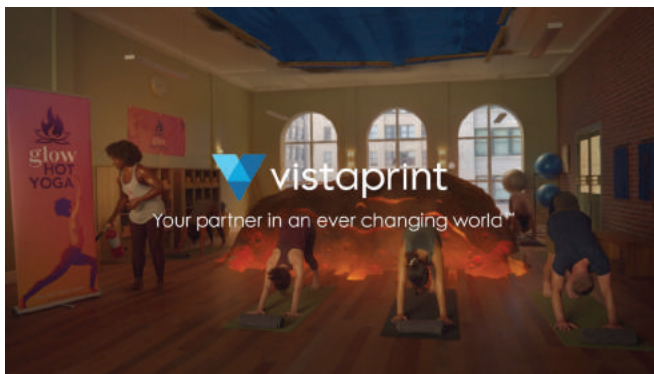
GOLD ADDY®



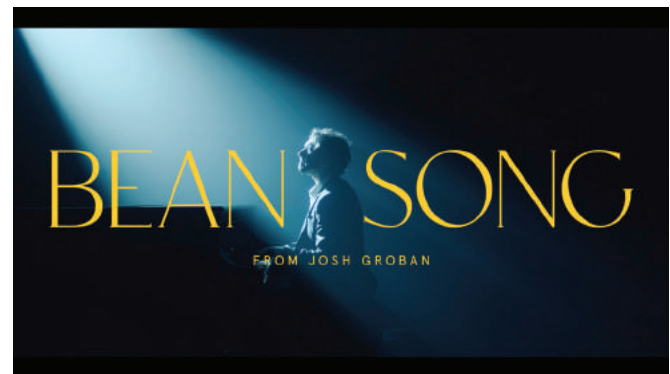
Virtual Reality
PAC-MAN Box
GSD&M
Pizza Hut



Branded Content & Entertainment
for Online/Interactive
PAC-MAN Box
GSD&M
Pizza Hut



Regional/National Television Commercial—Campaign
Ready For Anything
CALLEN
Vistaprint



Internet Commercial
Bean Song
Carmichael Lynch
Bush's Beans



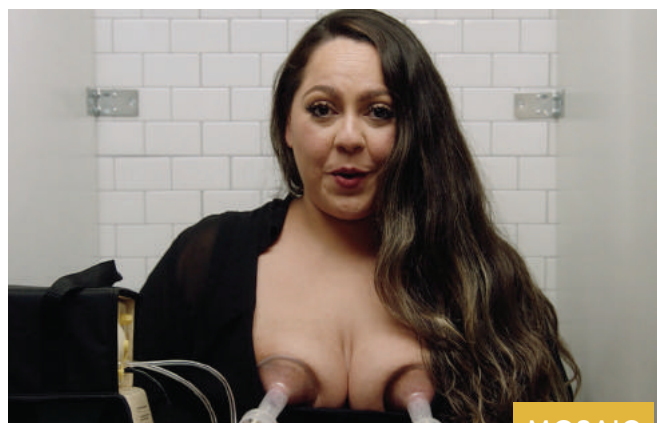
Internet Commercial—Campaign
Feel Good. Do More.
Little Big Engine



Film/Video/Sound Branded Content—
More Than :60 Seconds
Bean Song
Carmichael Lynch
Bush's Beans



Branded Content & Entertainment—Campaign
On Call w/ Dr. Rick YouTube Series
96 Octane
Progressive Insurance



MOSAIC
ADDY

Branded Content & Entertainment
—Campaign
You Do You, Mama
KR Squared Productions
Motherhood Maternity

GOLD ADDY®



Movie Trailer

MSNBC Films—Paper & Glue Trailer

77 Ventures Creative

MSNBC Films/Imagine Entertainment



Audio/Video Sales Presentation

Tableau Software Conference 2021

DNA Seattle

Tableau Software



Music Video

FKA twigs “Tears In The Club” ft. The Weeknd

Forager Collective

Object & Animal



Integrated Advertising Campaign—Local—Consumer

Room and Boards

Dunn&Co.

Tampa Bay Lightning



Integrated Advertising Campaign—
Regional/National—Consumer

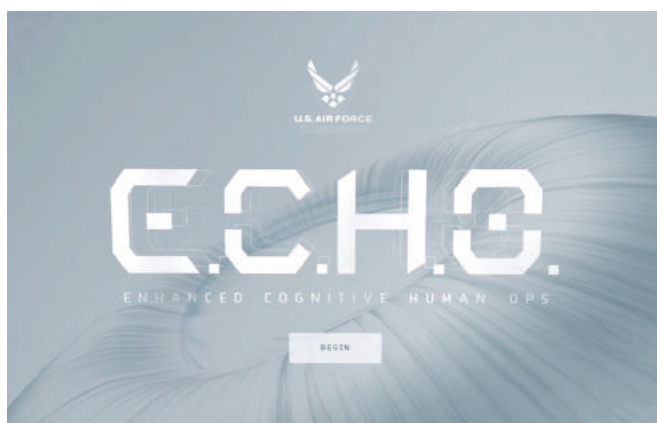
Meet Sarha

Wunderman Thompson Global Creative Data Group
Saudi Telecom



Integrated Branded Content—Campaign
There's A Pro for That Content Camp

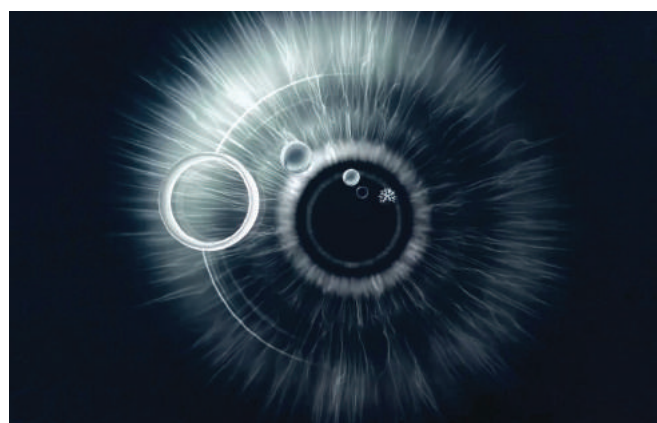
The Buntin Group
Servpro



Online/Interactive—Campaign

E.C.H.O.

GSD&M
U.S. Air Force

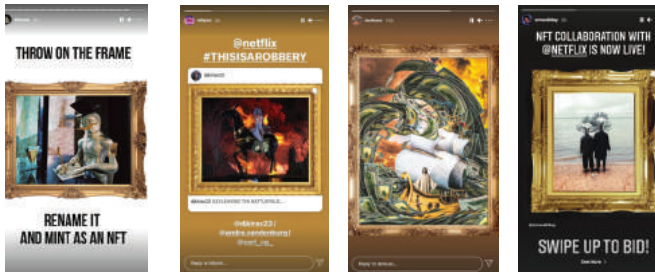


Online/Interactive—Campaign

E.C.H.O.

GSD&M
U.S. Air Force

GOLD ADDY®



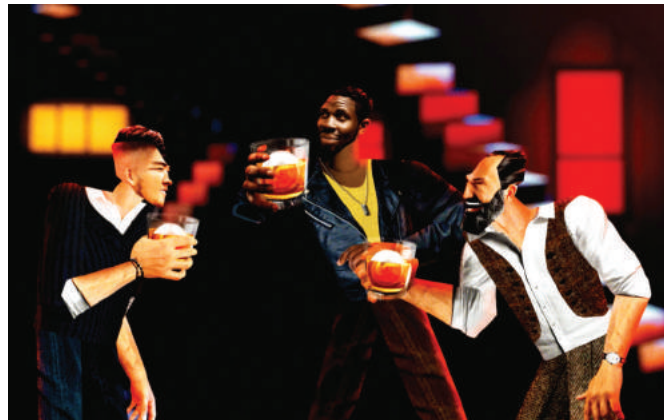
Online/Interactive—Campaign
This Is A Robbery NFT Gallery
 Movement Strategy
 Netflix



Copywriting
3/9 Burger
 Cornett
 A&W Restaurants



Copywriting
UAB Basketball—Revival
 Champ Creative
 UAB Athletics



Copywriting
1792 Untypical Copywriting
 The Buntin Group
 1792—Sazerac Company Inc.



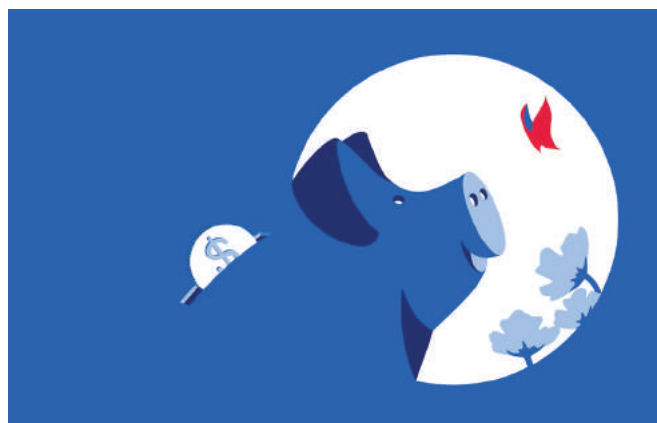
Copywriting
2022 TUCSON Question Everything
INNOCEAN USA
Hyundai Motor America



Illustration
Hear My Voice/Escucha mi voz
GSD&M
Project Amplify



Illustration
The Found City of Atlantis
Adjective & Co.
Whalebone Media



Illustration—Series
Better Money Habits
Lopez Negrete Communications
Bank of America

GOLD ADDY®



Illustration—Series
WanderFolk Spirits—Storybook
Krush Digital
Wanderfolk Spirits



Black & White/Color/Digitally Enhanced—Campaign
Halloween Horror Nights
POPCORN Marketing Creative Group
Universal Orlando Resort



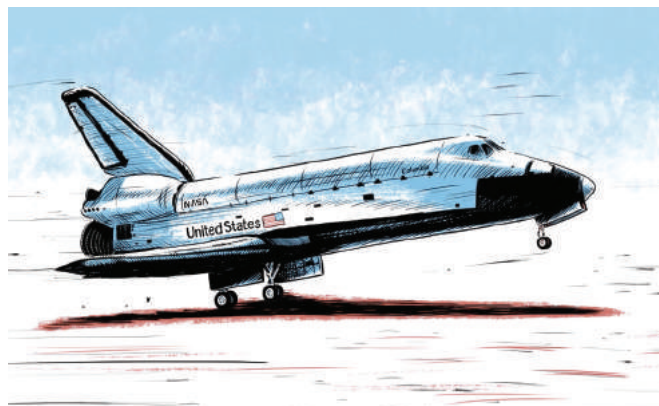
Black & White/Color/Digitally Enhanced—Campaign
Below Teahupo'o
Hana Hou! The Magazine of Hawaiian Airlines



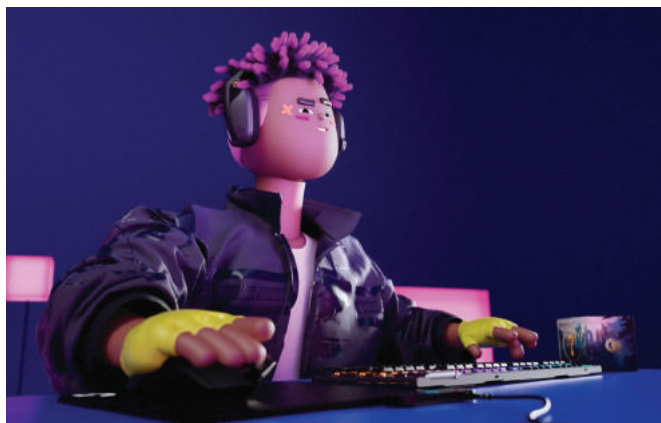
Art Direction—Single
Hear My Voice/Escucha mi voz
GSD&M
Project Amplify



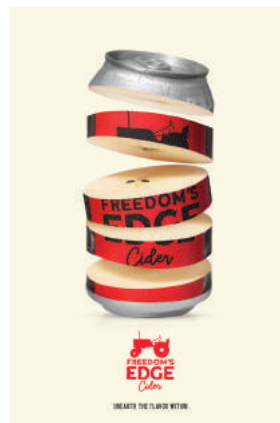
Art Direction—Single
Here Comes the Reign
Dunn&Co.
Tampa Bay Lightning



Art Direction—Single
The First Tires to Orbit The Earth
SixSpeed
BFGoodrich



Art Direction—Single
Logitech G—Play Never Ends
Logitech



Art Direction—Campaign
The Flavor Within
nez&pez
Freedom's Edge Cider

GOLD ADDY[®]



Cinematography—Single

Salt + Stem

Dust of the Ground

Salt + Stem



Cinematography—Single

Sym Fera—11/8

Caravan

Sym Fera



Cinematography—Single

Reforestation—Malama Hawaii

Shooters Film Production



Cinematography—Single

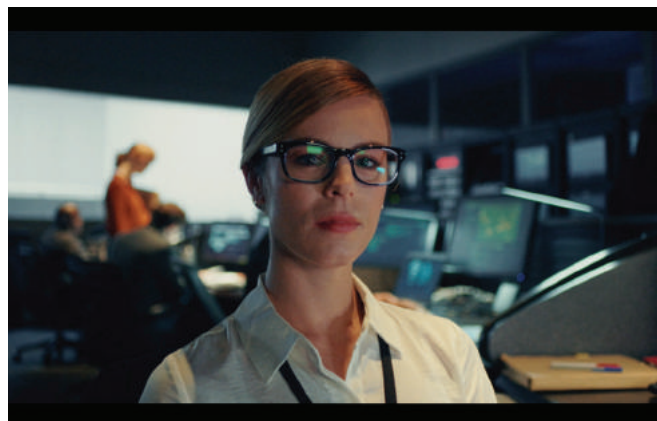
Wolf Pack Basketball

Orangetree Production Studios

UNR-Wolf Pack



Cinematography—Single
Oura Originals—Carissa Moore
Eleven 17 Creative
Oura



Cinematography—Campaign
For the Deliverers / Providers
MERGE
GEHA Health



Video Editing
Take On Anything
Pixel Farm
Facebook



Video Editing
Oura Originals—Carissa Moore
Eleven 17 Creative
Oura

GOLD ADDY®



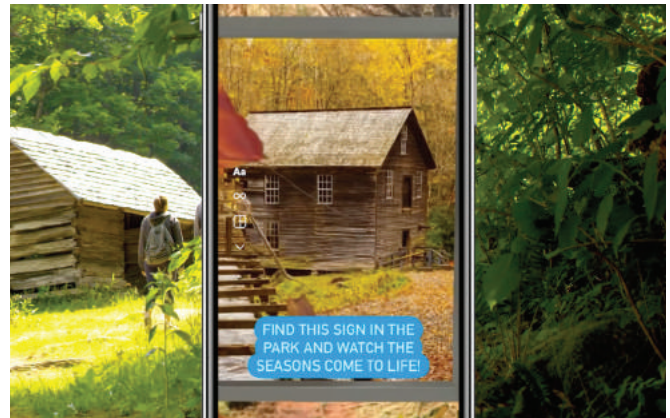
Music With Lyrics—Single
Bean Song
 Carmichael Lynch
 Bush's Beans



Augmented Reality
Reese's Puffs RP-FX
 Deeplocal
 General Mills



Augmented Reality
PAC-MAN Box
 GSD&M
 Pizza Hut



Augmented Reality
Outside Academy
 INNOCEAN USA
 Hyundai Motor America



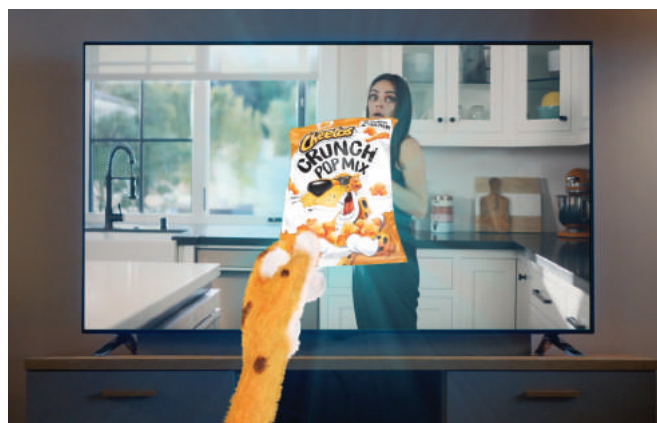
Mobile Interaction
Outside Academy
INNOCEAN USA
Hyundai Motor America



Innovative Use of Interactive/Technology
Reese's Puffs RP-FX
Deeplocal
General Mills



Innovative Use of Interactive/Technology
Meet Sarha
Wunderman Thompson Global Creative Data Group
Saudi Telecom



Innovative Use of Interactive/Technology
Snap to Steal
Goodby Silverstein & Partners
Frito-Lay, North America

GOLD ADDY®



Innovative Use of Interactive/Technology
Netflix—Home of True Crime
Movement Strategy
Netflix



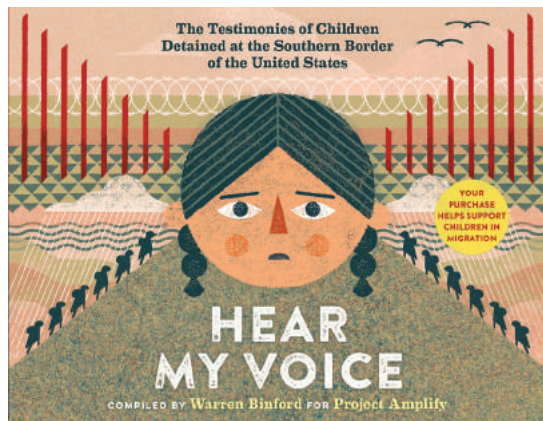
Corporate Social Responsibility—Television
Project Courage
RPA
American Honda Motor Co., Inc.



Corporate Social Responsibility—Film, Video & Sound
Project Courage
RPA
American Honda Motor Co., Inc.



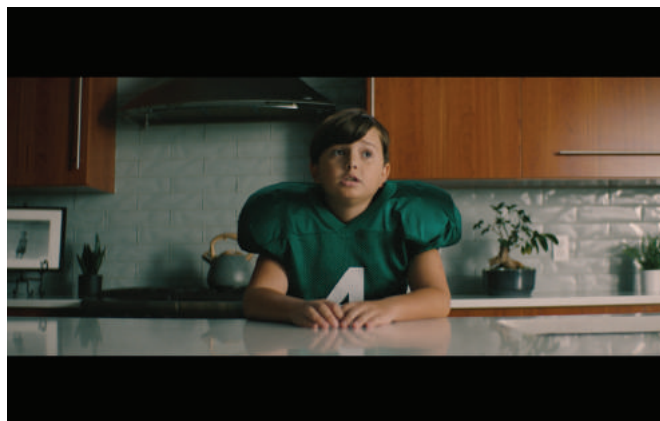
Corporate Social Responsibility—Campaign
Project Courage
RPA
American Honda Motor Co., Inc.



Public Service Print Advertising—Single Unit
Hear My Voice/Escucha mi voz
GSD&M
Project Amplify



Public Service—Out-of-Home
Just Yesterday Exhibit
Solve
Weisman Art Museum



Public Service—Television
The Boy PSA (feat. Brett Favre)
Yellowhaus Studio
Concussion Legacy Foundation



Public Service—Television
You Can't Replace Wildlife
Goodby Silverstein & Partners
San Diego Zoo Wildlife Association

GOLD ADDY®



Advertising Industry Self-Promotion—Brand Elements
Vidi Global Culture Book
 Vidi Global



Special Event Materials
Delsol Retirement Celebration
 ZLR Ignition



Television Self-Promotion Campaign—
 Regional/National
Paramount+ Expedition
 Paramount+



Advertising Industry Self-Promotion Campaign—
 Single
Burger Queen
 Hunt, Gather

GOLD ADDY® STUDENT

AMERICAN
ADVERTISING
AWARDS



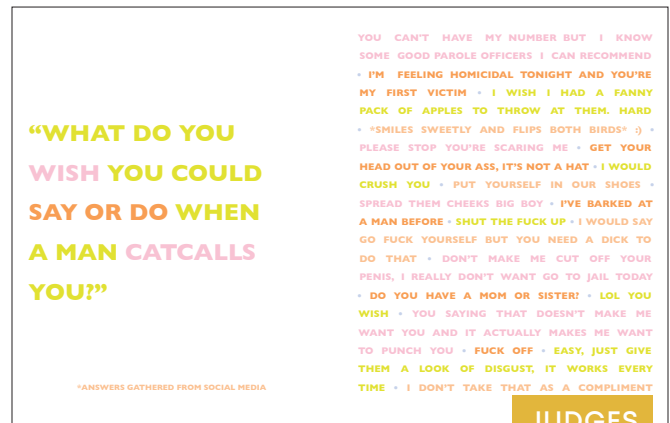
Cover/Editorial Spread or Feature—Series
Children's Book
Columbus State University
Carlie Hedges



Cover/Editorial Spread or Feature—Series
Obsessed with the Beard Feature
Southern Methodist University
Sarah Scambray



Magazine Design
A180: Journal of the Exceptional
Ringling College of Art + Design
Alex Levielle



Book Design
Thanks for the Verbal Harassment
Samford University
Olivia Griffin

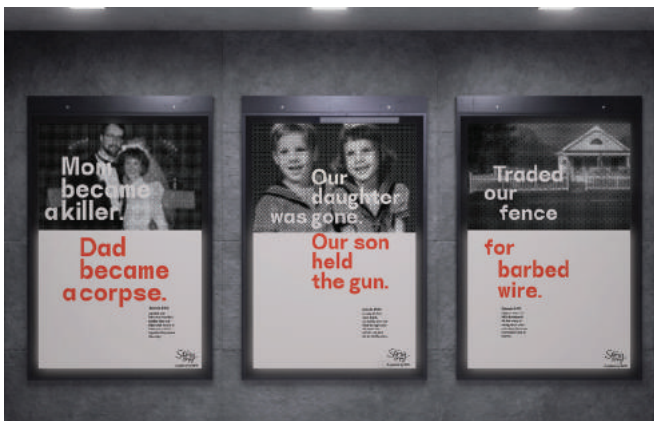
GOLD ADDY[®] STUDENT



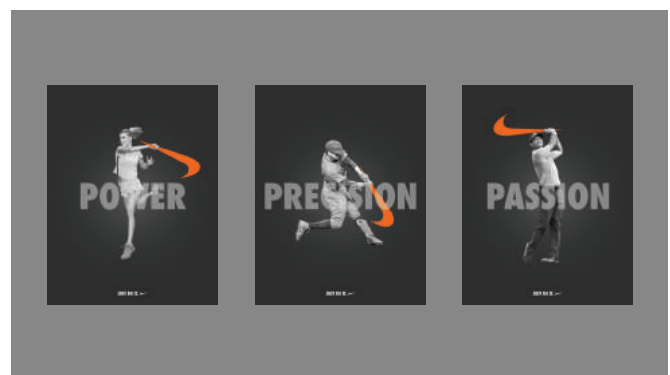
Magazine Advertising—Campaign
Flushed Away
 Syracuse University Newhouse
 Victoria Lin



Poster—Campaign
Conservation Festival Poster Set
 University of Southern Mississippi
 Sydney Beech



Poster—Campaign
Story Corps / NPR Podcast
 Southern Methodist University
 Grace Peek & Brittany Cooksey



Mass Transit
Nike Campaign
 California Baptist University
 Jessiel Leander



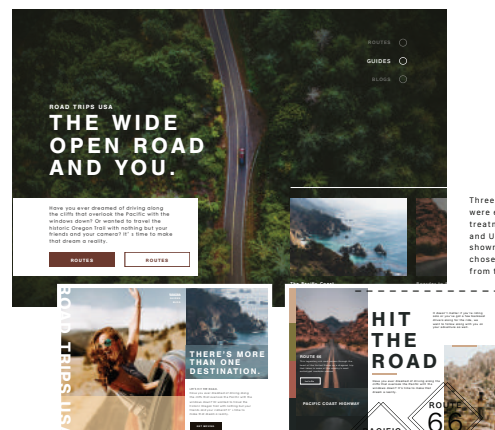
Out-of-Home—Campaign
Iceland: Never Normal
The Creative Circus
Virginia Mathews



Out-of-Home—Campaign
GA Aquarium: Wonders of the Water
The Creative Circus
Sarah Abrams, Myles Lumb, Virginia Mathews

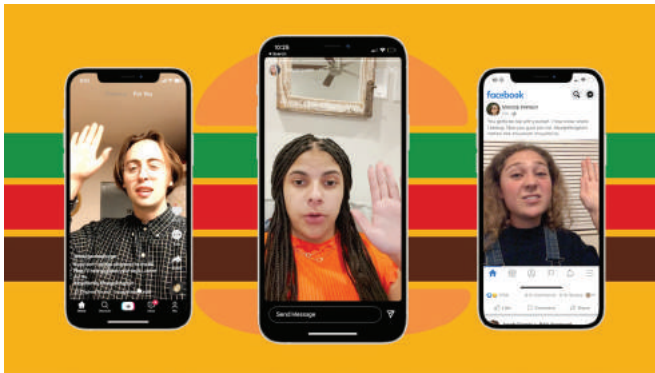


Guerilla Marketing, Installations and Events
Refüge Home
Norys Curbelo-Bermudez
& Sandra Salvatierra



Website
Road Trips USA Website
The Modern College of Design
Alexia Woodward

GOLD ADDY[®] STUDENT



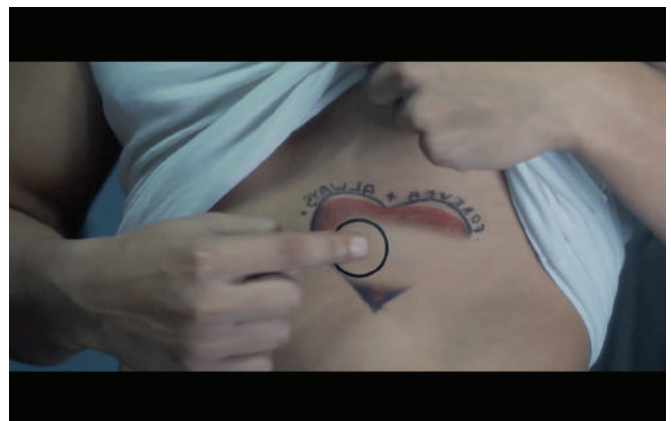
Social Media—Campaign
Burger King—Burger Kingdom
Brigham Young University
BYU Adlab



App
Wander
Kutztown University
Emma Pearl Smith



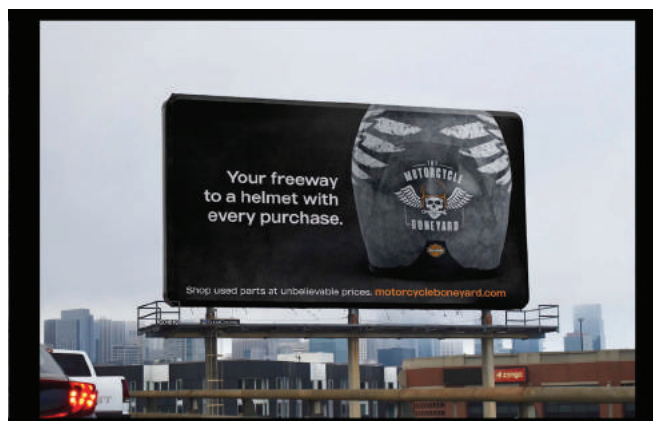
Digital Publications
Astrophilia Magazine
East Tennessee State University Digital Media
Paige Gleason



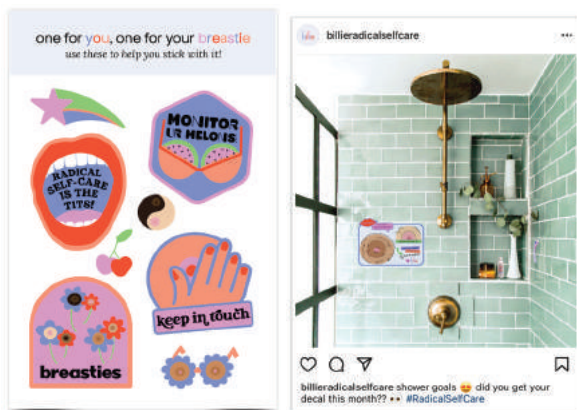
Television Advertising—Single
Imagine Something Wonderful
College for Creative Studies
Andrea Dunn, Skye Scaglione



Consumer—Campaign
Have It The Real Way
Syracuse University Newhouse
Jessica Mastorides & Rachel Hayashi



Consumer—Campaign
The Motorcycle Boneyard
Chicago Portfolio School
Andrew Perez & Molly Schenkel



Consumer—Campaign
Billie—Radical Self-Care
The Creative Circus
Claire Graveline & Julia Couch



Illustration—Campaign
Genshin—Impact Season
University of Nebraska Kearney
Liana Jablonski

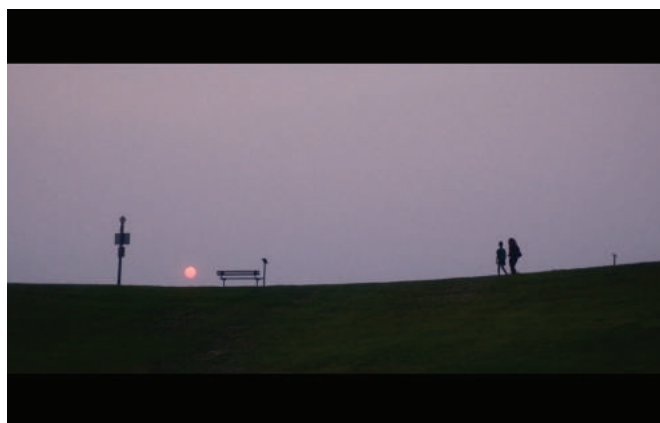
GOLD ADDY[®] STUDENT



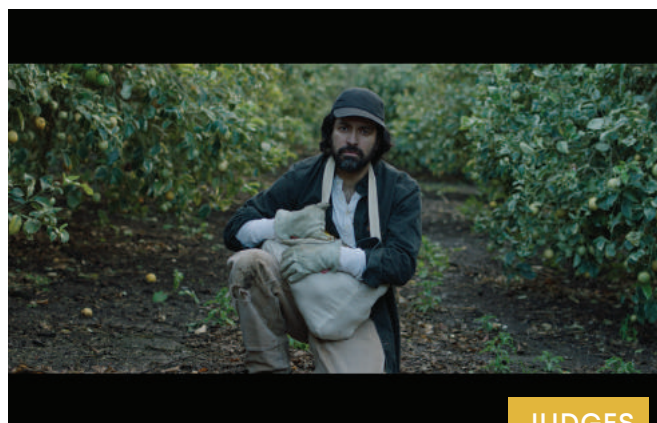
Still Photography—Campaign
Explore Banff
Arkansas State University
Chandler Weber



Art Direction—Single
LEGO—When Did You Stop Building?
Southern Methodist University
Ethan Rios & Elizabeth Skrmetta



Cinematography—Single
Adidas—Greatness
Brigham Young University
BYU Adlab

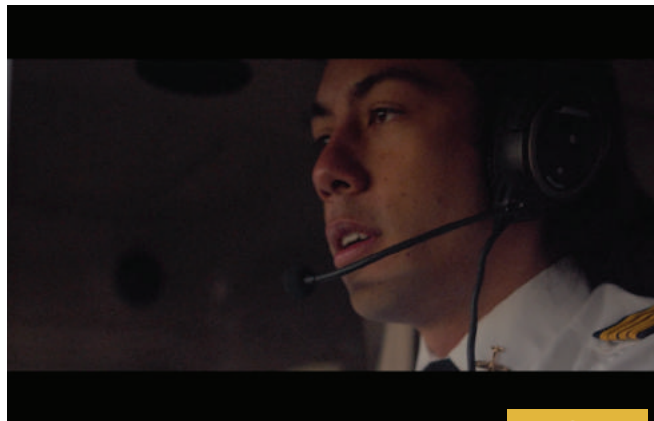


JUDGES
CHOICE

Cinematography—Single
Carhartt—The Hands that Feed You
Brigham Young University
BYU Adlab



Cinematography—Single
Bose—Dreams
Brigham Young University
BYU Adlab



BEST OF
SHOW

Art Direction—Single
Bose—Dreams
Brigham Young University
BYU Adlab



SILVER ADDY®

AMERICAN
ADVERTISING
AWARDS

Card, Invitation or Announcement

MCC Gold Star Gala Invitation

Dixon Schwabl

Monroe Community College

Foundation

Card, Invitation or Announcement—
Campaign

Hannah + Rubin Wedding

Somersault Letterpress

Rubin Baskir

Direct Mail 3-D/Mixed

Angels & Airwaves

Album Mystery Box

Mediocre

Dispatch by Breakout

Branded Content & Entertainment

Hear My Voice/Escucha mi voz

GSD&M

Project Amplify

Guerrilla Marketing

Room and Boards

Dunn&Co.

Tampa Bay Lightning

Guerrilla Marketing

The Board of Imagination

Pavone Marketing Group

Sun-Maid Growers of California

Guerrilla Marketing

Sun-Maid Raisin House

Pavone Marketing Group

Sun-Maid Growers of California

Guerrilla Marketing

Meta Quest 2 x RE4: Fear Truck

Deeplocal

Meta

Guerrilla Marketing

French's Mustard Buns

Fitzco

McCormick & Company

Guerrilla Marketing

President Snack-Sized Pub

Solve

President Cheese

Guerrilla Marketing

The Grinch Cave

Counsel

Dr. Seuss Enterprises

Out-Of-Home Installation

Just Yesterday

Solve

Weisman Art Museum

Out-Of-Home Installation

Room and Boards—Installation

Dunn&Co.

Tampa Bay Lightning

Out-Of-Home Installation

Rudis Brand Show

TENFOLD

Rudis

Out-Of-Home Installation

The Grinch Cave

Counsel

Dr. Seuss Enterprises

Event

Room and Boards

Dunn&Co.

Tampa Bay Lightning

Event

The Daily Bugle. For Real.

Goodby Silverstein & Partners

Liberty Mutual Insurance

Poster Campaign

Black Insomnia Coffee Posters

The Brandon Agency

Black Insomnia Coffee Company

Outdoor Board

Here Comes the Reign

Dunn&Co.

Tampa Bay Lightning

Out-Of-Home Campaign

Just Yesterday Promo

Solve

Weisman Art Museum

Consumer Website

Chipotle—A Future Begins

Hunt, Gather

Chipotle Mexican Grill

Consumer Website

Operation Electrify Website

Cord Media

indiGO Auto Group

Social Media, Single Execution

400 Years Flag Half-Staff

Goodby Silverstein & Partners

Courageous Conversations

Global Foundation

MOSAIC
ADDY

Social Media Campaign

2022 TUCSON Question Everything

INNOCEAN USA

Hyundai Motor America

Games

John Deere FarmCraft

SCS

John Deere

Games

PAC-MAN Box

Tool

Pizza Hut

Virtual Reality

E.C.H.O.

GSD&M

U.S. Air Force

Branded Content & Entertainment
for Online/Interactive

Meta Quest 2 x RE4: Fear Truck

Deeplocal

Meta

Branded Content & Entertainment
for Online/Interactive

Outside Academy

INNOCEAN USA

Hyundai Motor America

Local Television Commercial—:30

Prehistoric Garage

Wunderman Thompson Seattle

Washington's Lottery

Local Television Commercial—
Campaign

One Upper / Not a Word

Goodby Silverstein & Partners

Tostitos

SILVER ADDY®

Regional/National Television
Commercial

There's A Pro for That—Anything
The Buntin Group
Servpro

Regional/National Television
Commercial

1792 TV Untypical
The Buntin Group
1792—Sazerac Company Inc.

**JUDGES
CHOICE**

Regional/National Television
Commercial—Campaign

**Apartments.com Renters
TV Campaign**
RPA
Apartments.com

Internet Commercial

There's A Pro for That—Storm
The Buntin Group
Servpro

Internet Commercial

Logitech G—Play Never Ends
Logitech

Internet Commercial—Campaign

There's A Pro Internet Campaign
The Buntin Group
Servpro

Internet Commercial—Campaign

Digital Social Renters Campaign
RPA
Apartments.com

Film/Video/Sound Branded Content—
:60 Seconds or Less

Troy-Bilt Blow Off Winter :30
Marcus Thomas LLC
Troy-Bilt

Film/Video/Sound Branded Content—
More Than :60 Seconds

Do It Justice
Rodgers Townsend
Leica Cameras

Branded Content & Entertainment—
Campaign

There's A Pro Content Campaign
The Buntin Group
Servpro

Integrated Advertising Campaign—
Local—Consumer

Fans on the Ice
Dunn&Co.
Tampa Bay Lightning

Integrated Advertising Campaign—
Local—Consumer

Scouting in Action
Myers Creative Imaging /
Brandtatorship
Seneca Waterways Council,
Boy Scouts of America

Integrated Advertising Campaign—
Regional/National—Consumer

Definitely Not Watching Basketball
Good Kid
Xfinity

Integrated Advertising Campaign—
Regional/National—Consumer

Drive Thru Vacations
LGA
Visit North Carolina

Copywriting

Black Abbey Brand Copywriting
The Buntin Group
Black Abbey Brewing

Copywriting

Cleveland Guardians Name Unveil
Cleveland Guardians

Logo Design

MUNCH Virtual Food Hall Branding
neulane
MUNCH Virtual Food Hall

Logo Design

Rumor Brewing Co.
Welcome Stranger
Rumor Brewing Co.

Illustration Series

Critical Role Exandria Postcard Set
Pretty Useful Co. LLC
Critical Role

Illustration Series

CDC—Survivor Stories
Ogilvy
Centers for Disease Control
and Prevention

Illustration Series

Craft Beer Labels
Stronghold Studio
Brickyard Brewing

Black & White/Color/Digitally
Enhanced—Campaign

Scouting in Action Photography
Myers Creative Imaging /
Brandtatorship
Seneca Waterways Council,
Boy Scouts of America

Art Direction—Single

Tiger Cub Petting Truth
PPK
Big Cat Rescue

Art Direction—Single

The Grinch Cave
Counsel
Dr. Seuss Enterprises

Art Direction—Campaign

Tennessee 225—Poster Series
Designsensory
State of Tennessee—Governor's Office

Art Direction—Campaign

Weekends with Intel
VMLY&R
Intel

Cinematography—Single

Aliens
Animal, Inc
Netflix

Cinematography—Single

2021 Calcutta Grand Prix
Electric Soul
James Fisher Memorial Foundation

Cinematography—Single Mazda: Take Flight Luminary Visuals JM Kallet	Sound Design—Single Voicemails to My Future Self: Vol 1 Myriad Media Myriad	Public Service Television Trust Fall—Child Abuse Awareness Real Art Ohio Department of Jobs and Family Services
Cinematography—Single Jack Daniel's "Chasing Whiskey" Doc DVL Seigenthaler Jack Daniel Distillery	User Experience E.C.H.O. GSD&M U.S. Air Force	Public Service Campaign Transmission from the Future Wake Up & Vote RepresentUs
Cinematography—Campaign Heritage Matter Films Chosen Foods	User Experience E.C.H.O. GSD&M U.S. Air Force	Integrated Media Public Service Campaign You Can't Replace Wildlife Goodby Silverstein & Partners San Diego Zoo Wildlife Association
Animation, Special Effects or Motion Graphics Play Responsibly "Full Tilt" ABLE vfx South Carolina Education Lottery	Innovative Use of Interactive/Technology Special Warfare Calm GSD&M U.S. Air Force	Direct Marketing & Specialty Advertising B2BBQ Sauce Bottles Spire Agency
Animation, Special Effects or Motion Graphics Alpenrose—Keep Portland Small CMD Alpenrose	Innovative Use of Interactive/Technology BATTLE POSITION Wunderman Thompson Atlanta Marine Corps Recruiting Command	Direct Marketing & Specialty Advertising Holiday Scarf & Card BBDO Minneapolis
Animation, Special Effects or Motion Graphics "Spider-Man: No Way Home" ANDERSON Advertising Harkins Theatres	Innovative Use of Interactive/ Technology Ultimate AI Masterpiece Goodby Silverstein & Partners BMW	Advertising Industry Self-Promotion— Online/Interactive Pretty Useful Co. Studio Website Pretty Useful Co.
Animation, Special Effects or Motion Graphics There's A Pro for That—Storm The Buntin Group Servpro	Innovative Use of Interactive/Technology PAC-MAN Box Tool Pizza Hut	Ad Club or Marketing Club American Advertising Awards Tarot Highmark Health—Tonic AAF Pittsburgh
Computer Generated Imagery Porsche "Electricity" Bipolar Studio Porsche	Annual Report Krause Group 2020 CSR Report Now Now Krause Group	STUDENT
Video Editing Power Uncaged GSD&M Stellantis	Annual Report 2020 ALPF Annual Report Cayenne Creative Alabama Power Foundation	Packaging Banana Ketchup Old Dominion University Stephanie Marx
Video Editing Atlanta United Unity Kit Reveal Company 3 Atlanta United	Corporate Social Responsibility— Out-of-Home Campaign Drop the Score: The Unfair Slice Civitas Marketing Root Insurance	Packaging Bark Chocolate Ringling College of Art + Design Alex Levielle
Voiceover 1792 Untypical Voiceover The Buntin Group 1792—Sazerac Company Inc.	Poster Tiger Cub Petting Truth PPK Big Cat Rescue	Packaging Build-A-Cow Candle Set Spokane Falls Community College Julia Lindsey
Voiceover Cleveland Guardians Name Unveil Cleveland Guardians		Point of Purchase Forbidden Root Menu The University of Akron Natalie Metzgar

SILVER ADDY[®] STUDENT

Stationery Package—
Single or Multiple pieces

The Lunchette Diner Marketing

Valencia College, Graphic &
Interactive Design Program
Amy Wheaton

Printed Annual Report or Brochure
Thorn Annual Report

Broward College
Shannon Escoriza

Cover

Reign of Phil Book Redesign

Old Dominion University
Sekoyah McGlorn

Cover

Macbeth

Tulane University
Sarah Wasser

Editorial Spread or Feature

Bill Hobbs

Watkins College of Art and Design at
Belmont University
Caitlin Cooney

Magazine Design

Birds

Watkins College of Art and Design at
Belmont University
Margaret Owens

Magazine Advertising Campaign

Angi's List

Southern Methodist University
Alexa May

Poster—Single

Midsommar Poster

Tulane University
Keagan Krauss

Guerilla Marketing, Installations and
Events—Campaign

Bias Block

University of Miami

MOSAIC
ADDY

Website

Axie Infinity Website

The Modern College of Design
Josh Marruffo

Website

Extended Play Bar

UH
Michael Harrell

Social Media—Single Execution

GrammarlyHelp

Academy of Art University
Clara Söderberg

App

Spotify Society

University of Miami
Giovanni Aprigliano

App

Temp Check

Florida A&M University
Nadia B. Tsegga

Television Advertising—Single

LEGO—When Did You Stop Building?

Southern Methodist University
Ethan Rios & Elizabeth Skrmetta

Consumer Campaign

Lodge Cast-Iron Skillets

Southern Methodist University
Caroline Soja & Ceci Luther

Consumer Campaign

The One Club: Pay Your Interns PSA

Southern Methodist University
Palmer Beldy & Grace Peek

Integrated Brand Identity Campaign

Kalamazoo Institute of Arts

Kendall College of Art and Design
McKenna Phillips

Integrated Brand Identity Campaign

Airline Branding

California Baptist University
Brenna Buell

Logo Design

Kalamazoo Institute of Arts

Kendall College of Art and Design
McKenna Phillips

Logo Design

Unplug

Troy University
Travis Carlson

Logo Design

The Wurst / Superior Sausages

Middle Tennessee State University
Evangelina Stephens

Typeface Design

Neonica

Ringling College of Art + Design
Sky Stone

Illustration—Campaign

If I Could Speak

University of Central Oklahoma
Claire Mantle

Illustration—Campaign

210 Confección

Academy of Art University
Sarah Gamez

Still Photography—Color, Single

Bud Light Seltzer

Black Hills State University
Logan Kurtenbach

Animation or Special Effects

The Cold War

Pittsburg State University Department
of Graphics and Imaging Technologies
Abraham Guerra

Animation or Special Effects

LEGO: When Did You Stop Building?

Southern Methodist University
Ethan Rios & Elizabeth Skrmetta

Animation or Special Effects

Spotify is Everywhere

California Baptist University
Jessiel Leander

Music and Sound Design—Single

Code Red

Ringling College of Art + Design
Troy Logan



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