WELCOME TO THE 2018 AUSTIN ADDY AWARDS

Another Night Without Your Family. A show that pays homage to the dedication to creating great work.

You can’t rush the big idea. It’ll arrive when it’s good and ready. In this industry, late nights are part of the gig. Unfortunately, so are missed little league games, cancelled dates and laptops on vacation. When the idea does finally come, if it’s big enough, you just might win an Addy.

The competition this year was one of our largest. The judges were some of the best creatives in our industry and the cream has risen to the top. Tonight, we celebrate and recognize the work of these dedicated professionals and also want to say “Thank You” to all of your families for sharing your talents (and your time) with all of us.

It takes great effort and coordination by many volunteers to put together the awards show. Thank you to our AAF members and contributors who put in countless hours to make all the stages of the awards show successful.

Thank you for being a part of this year’s celebration. Congratulations to the award winners, and best of luck to all of you in the District and National Addy competitions.

Enjoy the show.

Carrie Stein
Austin Advertising Federation President
A special thanks to all of our volunteers, vendors and sponsors who make the Austin ADDYs possible every year. We appreciate all of your contributions.
ADVERTISING JUDGES

KASH SREE
EXECUTIVE CREATIVE DIRECTOR, GYRO

CARLOS RICQUE
SENIOR VICE PRESIDENT, CREATIVE, DIGITASLB

DAWN MCCARTHY
CREATIVE DIRECTOR, OWNER, LITTLE C, BIG C

DESIGN JUDGES

MONIQUE GAMACHE
DESIGN DIRECTOR, PARTNER, WAX

KEVIN SHAW
OWNER, STRANGER & STRANGER

INGLED SIDIE
PRINCIPAL, DESIGN RANCH

DIGITAL JUDGES

RACHEL BEEN
CREATIVE DIRECTOR, GOOGLE

IVAR EDEN
FREELANCE CREATIVE DIRECTOR

KAI FANG
EXECUTIVE CREATIVE DIRECTOR, OGILVY
BEST OF SHOW ADVERTISING

BEST OF SHOW ADVERTISING – YETI FLAGSHIP ⭐

25A — Single Installation, Out-Of-Home Installation
McGarrah Jessee

James Mikus, CCO; Tim Cole, CD/AD; Derek Bishop, CD/CW; David Kampa, Design Dir.; Eric Erickson, Design Lead; Colin Lapin, CW; Patrick Girts, CW; Riley Shine, AD; Aimee Roberge, Designer; Howard Shows, Designer; DJ Sherman, Designer; Sam O’Brien, Designer; Lauri Johnson, Designer; Rod Martin, Integration Dir.; Austin McKenna, Group Acct. Dir.; Lucas Lane, Acct. Dir.; Ryan Kitchens, Account Exec.
BEST OF SHOW ADVERTISING – TALKSPACE - MOBILE THERAPY

S07B — Magazine Advertising Campaign
The University of Texas

Sabrina Lau, Art Director/Copywriter; Ryan Romero, Instructor
BEST OF SHOW DESIGN

BEST OF SHOW DESIGN – WHATABURGER TRAY LINERS

03A — Point of Purchase - Counter Top
McGarrah Jessee

James Mikus, CCO; David Kampa, Design Dir.; Michael Anderson, CD; Kevin Dunleavy, CD; Erica Ellis, Design Lead; Elliot Nordstrom, CW; Patrick Girts, CW;
Jessie Farris, AD; Jeff Ross, AD; Riley Shine, AD; Jenna Foster, Photographer/Production Artist; Michelle Handsford, Production Artist; Robert Stolusky, Production Artist; Chandra Eklund, Production Artist; April Cortner, Production Artist; Sara Hahn, Production Artist; Chelsea Lish, Acct. Exec.; Hannah Wheeless, Acct. Coord.;
STUDENT BEST OF SHOW DESIGN

BEST OF SHOW DESIGN & JUDGES CHOICE – PATAGONIA COMFORT ZONE

S2I — Integrated Consumer Campaign
Job Propulsion Lab

Jake Webber, Copywriter; Christopher Ganz, Art Director; Bart Cleveland, Instructor School: Job Propulsion Lab
BEST OF SHOW DIGITAL

BEST OF SHOW DIGITAL – POPEYES CRAVE OFF

45 — Branded Content & Entertainment for Online/Interactive
GSD&M

Step 1
Airbnb Sweden: At Ikea stores, an Airbnb scan code is posted in front of certain room displays on an iPad. The iPad can be used to view the simulation and it also walks shoppers through the steps of downloading the app on their smartphones with the incentive of winning a trip to Sweden each year.

Step 2
Airbnb Sweden App

Step 3
Airbnb Sweden Simulation

Step 4
Airbnb Sweden

Step 5
In-App Features: Shoppers see where in Sweden the room is located and book the room on Airbnb through the app.

Step 6
Book experience: Users login or create an account to book their trip.
SALES & MARKETING

GOLD - LTC - CELEBRATION OF THE TACO BAGS
O2 — Packaging, Single Unit
Agency: Ampersand Agency

GOLD - CELIS BREWERY PACKAGING - RASPBERRY
O2 — Packaging, Single Unit
Agency: Ampersand Agency

GOLD - SHINER GOLDEN ALE PACKAGING
O2B — Packaging, Campaign
Agency: McGarrah Jessee
James Mikus, CCO; David Kampa, Design Dir.; Kevin Dunleavy, CD; Meredith Callaway, Designer; Kristin Youngblood, Acct. Supervisor; Maureen McCarthy, Acct. Exec.

GOLD - WHATABURGER TRAY LINERS
O3A — Point of Purchase - Counter Top
Agency: McGarrah Jessee
James Mikus, CCO; David Kampa, Design Dir.; Michael Anderson, CD; Kevin Dunleavy, CD; Erica Ellis, Design Lead; Elliot Nordstrom, CW; Patrick Girts, CW; Jessie Farris, AD; Jeff Ross, AD; Riley Shine, AD; Jenna Foster, Photographer/Production Artist; Michelle Handsford, Production Artist; Robert Stolusky, Production Artist; Chandra Eklund, Production Artist; April Curtner, Production Artist; Sara Hahn, Production Artist; Chelsea Lish, Acct. Exec.; Hannah Wheelees, Acct. Coord.; Lauren Heffern, Acct. Dir.; Brett Eaton, Grp. Acct. Dir.

GOLD & JUDGES CHOICE - HITCH BANDANAS
15 — Self-Promotion Direct Marketing & Specialty Items
Agency: GSD&M
Hitch Bandanas; Marc Ferrino, Design Director; Ben Harman, Designer; Dustin Coffey, Designer; Steve Wolf, Designer; Greg Thomas, Designer

SILVER - YETI SALES CATALOG
O1A — Catalog
Agency: McGarrah Jessee
James Mikus, CCO; Tim Cole, CD; Derek Bishop, CD/CW; Eric Erickson, Lead Designer; Howard Shows, Designer; Sam O’Brien, Designer; Patrick Girts, CW; Andrea Cruz, Acct Director; Casey Williams, Acct Exec; Nicole Truly, Photographer/Production Artist; Brian Grossenbacher, Photographer; Chandra Eklund, Production Artist; Robert Stolusky, Production Artist; Yvonne Cullinan, Quality Assurance; Beth Bond, Quality Assurance
SALES & MARKETING

SILVER - BIG BEND BREWING CO.
02B — Packaging Campaign
Agency: Guerilla Suit
Big Bend Brewing Co.
Patrick Barry, Art Direction & Design; Kevin Whitley, Creative Direction

SILVER - KEMP SMITH LLP ATTORNEY BROCHURE
07A — Brochure
Agency: Sanders/Wingo
Shanteka Sigers, SVP/ECD; Rhonda Doré, VP/GCD; Lilia Alvarez, Sr AD; Andrea Portillo, Graphic Designer; Steven Rojas, CW; Annette Palomino, Acct Mgr; Yasmin Marquez, Photographer; Ashley DeCarli, DeeDee Camozzi, Project Managers; Ruben Rico, Producer; Monica Camargo, Q.A. Specialist; Kemp Smith, LLP

SILVER - TOM DOBSON 50TH ANNIVERSARY BOOK
08E — Book Design
Agency: McGarrah Jessee
James Mikus, CCO; David Kampa, Design Director; Erica Ellis, Design Lead; Katherine Finn, Designer; Chelsea Lish, Melissa Martin, Asst. Account Executive; Tom Middleton, Producer

SILVER - LOOKTHINKMAKE OFFICE GREETING CARDS
14 — Advertising Industry Self-Promotion Brand Elements
Agency: lookthinkmake
lookthinkmake, Design/Art Direction/Copywriting
Austin's legendary Barton Springs had a birthday this year: its historic Bathhouse turned 70. Also turning 70 was Luci Baines Johnson, one of Barton Springs' most devoted supporters. So the two shared a 70th birthday weekend on behalf of Barton Springs, with a high-end evening gala and a daytime public parade and plunge. The challenge: create a graphic style and typography that reflects both a day and night pool party in the 1940s. Pictured here: Bash and Splash lockups, type and illustrations, invitation and event collateral, and social media visuals.

SALES & MARKETING

SILVER - 3D OKTOBERFEST POSTER
16 — Advertising Industry Self-Promotion Cards, Invitations or Announcements
Agency: Proof Advertising
Craig Mikes, Executive CD; Josh McGonigle, AD/Designer; Terri Bonnet, Designer

BRONZE - SHINER CHEER PACKAGING
02B — Packaging, Campaign
Agency: McGarrah Jessee
James Mikus, CCO; David Kampa, Design Dir.; Meredith Callaway, Designer; Kristin Youngblood, Acct Supervisor; Maureen McCarthy, Acct Exec.

BRONZE - BIG BEND BREWING CO. CLASSICS
02B — Packaging, Campaign
Agency: Guerilla Suit
Luigi Maldonado, AD/Designer; Patrick Barry, Designer

BRONZE - WHATABURGER TO-GO BAGS
03A Point of Purchase — Free Standing
Agency: McGarrah Jessee
James Mikus, CCO; David Kampa, Design Dir.; Michael Anderson, CD; Kevin Dunheavey, CD; Erica Ellis, Design Lead; Nick Robertson, CW; Patrick Grills, CW; Colin Lapin, CW; Elliot Nordstrom, CW; Sarah Weigl, CW; Howard Shows, Designer; Avery Graham, Sr. Acct Exec; Hannah Wheeless, Acct Coordinator; Jana Foster, Production Artist; Sara Hahn, Production Artist; Danielle Bender, Creative Intern; Ian Lindsey, Creative Intern; Lauren Heffern, Acct Dir.; Brett Eaton, Group Acct Director

BRONZE - 70TH BIRTHDAY BASH & SPLASH
12A — Public Service Collateral – Brand Elements
Agency: lookthinkmake
70th Birthday Bash & Splash
lookthinkmake, Concept/Design/Art Direction/Copywriting

BRONZE - 2017 HOLIDAY CARD
16 — Special Event Materials
Agency: Sherry Matthews Advocacy Marketing
Tom Grodek, AD/Illustrator/Animator; Carol Gibson, Sr.Interactive Producer; Chris Stayton, Web Developer
PRINT ADVERTISING

SILVER - GSD&M PARTY POSTER
23 — Advertising Industry Self-Promotion Print Advertising
Agency: GSD&M
Steve Wolf, Designer; Marc Ferrino, Design Director; David Rockwood, Account Leadership

SILVER - YETI SURF SPREAD
17B — Spread, Multiple Page or Insert - Single Unit
Agency: McGarrah Jessee
James Mikus, CCO; Tim Cole, CD; Derek Bishop, CD; Sarah Weigl, CW; Riley Shine, AD; Casey Williams, Acct Executive

BRONZE - SKINNYPOP
17A — Full Page Or Less Single Unit
Agency: McGarrah Jessee
James Mikus, CCO; Allie Nordstrom, CD/AD; Elliot Nordstrom, CW/CD; Heather Miller, Acct Director; Kelil Lyn Dunn, Sr Planner; Lindsey Wilson, Producer; Adam Voorhes, Photographer

BRONZE - CASE / WINKLER
17A — Full Page Or Less Single Unit
Agency: McGarrah Jessee
James Mikus, CCO; Elliot Nordstrom, CW; Jeff Ross, AD/Photographer; Sam O’Brien, Designer; Jillian Gamboa, Acct Exec

BRONZE - YETI DISPATCH
21 — Branded Content & Entertainment, Any print medium
Agency: McGarrah Jessee
James Mikus, CCO; Tim Cole, CD; Derek Bishop, CD; Eric Erickson, Lead Designer; Stu Taylor, Designer; Colin Lapin, CW; Patrick Gibbs, CW; Lucas Lane, Acct Dir.; Abbie Scheider, Acct Exec; Nicole Truly, Production Artist; Chandra Eklund, Production Artist; Robert Stolusky, Production Artist; Yvonne Cullinan, Quality Assurance; Beth Bond, Quality Assurance
OUT-OF-HOME & AMBIENT MEDIA

GOLD - YETI FLAGSHIP

25A — Single Installation
Agency: McGarrah Jessee
James Mikus, Chief Creative Officer; Tim Cole, Creative Director/Art Director; Derek Bishop, Creative Director/Copywriter; David Kampa, Design Director; Eric Erickson, Design Lead; Colin Lapin, Copywriter; Patrick Girts, Copywriter; Riley Shine, Art Director; Aimee Roberge, Designer; Howard Shows, Designer; DJ Sherman, Designer; Sam O’Brien, Designer; Lauren Johnson, Designer; Rod Martin, Integration Director; Austin McKenna, Group Account Director; Lucas Lane, Account Director; Ryan Kitchens, Account Executive

GOLD - YETI FLAGSHIP FIXTURE CAMPAIGN

25B — Multiple Installations
Agency: McGarrah Jessee
James Mikus, CCO; David Kampa, Design Dir.; Tim Cole, CD/AD; Eric Erickson, Design Lead; Aimee Roberge, Designer; Lauren Johnson, Designer; Howard Shows, Designer; DJ Sherman, Designer; Sam O’Brien, Designer; Derek Bishop, CW; Colin Lapin, CW; Patrick Girts, CW; Riley Shine, AD; Rod Martin, Integration Dir.; Austin McKenna, Grp. Acct. Dir.; Lucas Lane, Acct. Dir.; Ryan Kitchens, Acct. Exec.

GOLD - WRONG DIAMOND

27A — Poster - Single Unit
Agency: Proof Advertising
Craig Mikes, ECD; Drew Hammond, ACD; George Ellis, CD; Claire Jordan, CW

GOLD - HELL YES

27A — Poster - Single Unit
Agency: Proof Advertising
Craig Mikes, ECD; Drew Hammond, ACD; George Ellis, CD/CW; Bailey, Banks and Biddle

GOLD - YETI FLAGSHIP WALL MURAL

30A – Interior Site, Single
Agency: McGarrah Jessee
James Mikus, CCO; David Kampa, Design Dir.; Tim Cole, CD; Derek Bishop, CD; Eric Erickson, Design Lead; Riley Shine, CW; Austin McKenna, Grp. Acct. Dir.; Lucas Lane, Acct. Dir.; Chad Eaton, Muralist

SILVER - YETI FLAGSHIP SNAKE RECORD NEON

30A — Out-Of-Home, Interior Site
Agency: McGarrah Jessee
James Mikus, CCO; David Kampa, Design Director; Tim Cole, CD; Andrew Knight, Designer; Austin McKenna, Group Acct Director; Lucas Lane, Acct Director; Casey Williams, Acct Exec; Evan Voyles, Sign Maker
The Crossvine - Shareable Books for a Natural Neighborhood:

It’s one thing to buy a new home. It’s another to join a community. The Crossvine, a nature-centric neighborhood in ... to creating strong resident connections. To further conversation and education, The Crossvine commissioned custom-designed classic nature-themed novels in the spirit of the neighborhood, and gave them away in community library ... style cards for neighbors to share favorite moments. Additional copies were presented to the city library and schools.

OUT-OF-HOME & AMBIENT MEDIA

SILVER - YETI FLAGSHIP COWBOY RIDING TARPON
30A — Out-Of-Home, Interior Site
Agency: McGarrah Jessee
James Mikus, CCO; David Kampa, Design Director; Tim Cole, CD; Eric Erickson, Design Lead; Michael Anderson, Designer; Howard Shows, Designer; Rod Martin, Integration Director; Austin McKenna, Grp Acct Director; Lucas Lane, Acct Dir.; Casey Williams, Acct Exec; Evan Voyles, Sign Maker

SILVER - BAILEY, BANKS & BIDDLE ON-SITE
31 — Out-Of-Home Campaign
Agency: Proof Advertising
Craig Mikes, Executive Creative Director; Drew Hammond, Associate Creative Director; George Ellis, Creative Director/Copywriter

BRONZE - THE CROSSVINE OUTDOOR LIBRARY BOOKS
24A — Guerrilla Marketing, Single
Agency: lookthinkmake
lookthinkmake, Concept/Design/Art Direction/Distribution

BRONZE - AIR FORCE AIR COMMANDO EXPERIENCE
25A — Single Installation
Agency: GSD&M
Jay Russell, CCO; Jeff Maki, Group CD; Tom Gilmore, Group CD; Christopher Colton, CD; Travis Waid, CD; Dustin Coffey, Assoc Design Director; James Steckel, Sr Studio Artist; Daniel Rodriguez, Digital Retoucher; Kate Blair, Digital Producer; Helena Abbing, Sr Print Producer; Bo Bradbury, SVP, Group Acct Director; Norah Rudyk, VP, Acct Director; Adrienne Strange, Acct Supervisor; Brittany Keegan, Acct Mgr; Elizabeth Thompson, VP, Strategy Director; Lara Drew, Business Affairs Mgr; Lisa Valencia, Sr Project Mgr; Tommy White, Sr Broadcast Producer; Cheyenne Gallion, CD; Derek Doilahte, Director of Design
OUT-OF-HOME & AMBIENT MEDIA

BRONZE & JUDGES CHOICE - POPEYES MARINATING MACHINE
25A — Single Installation, Out-Of-Home
Agency: GSD&M
Jay Russell, CCO; Tom Hamling, Group CD; Tim Eger, Group Creative Officer; Jeffrey Butterworth, CD; Kate Griffiths, Sr AD; Alexandra DiBucci, Sr Writer; Chelsea Davis, Assoc Director of Social Media; Jessica Lee, Social Media Specialist; Sara Y. Rosales, Project Management Supervisor; Amanda Traversi, Sr Digital Producer; Carrie Hines, SVP/Group Acct Director; Brett Medlrum, Acct Director; Soumya Ramakrishnan, Acct Director; Evan Walker, Assoc Media Director; Phillip Joyner, Assoc Media Director; Mystic Pineda, Assoc Producer; Jacob Stern, Editor/Videographer; Hannah Wisenart, Videographer; Nick Grisham, Editor

BRONZE - KNOT POSTER
27A — Poster - Single Unit
Agency: Proof Advertising
Craig Mikes, Exec CD; Drew Hammond, ACD; George Ellis, CD/Copywriter

BRONZE - REAL CAMPAIGN FEAT. XPS2-IN-1
28B — Super-sized, Extension/Dimensional, Digital or Animated – Single Unit, OOH
Agency: Dell Blue
David Eiben, Managing Director; Seth Perisho, CD; Paige Gregory, ACD; Victoria Boreing, Sr Designer; Santa Hernandez, Sr Designer; Lily Kowalski, Designer; Kendall Pipan, Sr Copywriter; Christie Tomich, Director of Video Production; Tracy McGoldrick, Director of Photo Production; Matt Kuhles, Producer; Chris Profera, Photographer; Ryan Malone, Sr Project Mgr; Harper House, Production Company; Aniden, CGI Vendor; DIG, Retouching Vendor

BRONZE - AIR FORCE AIR COMMANDO EXPERIENCE
34A&B — Public Service Ambient Media – Single & Campaign
Agency: GSD&M
Jay Russell, CCO; Jeff Maki, Group CD; Tom Gilmore, Group CD; Christopher Colton, CD; Travis Ward, CD; Dustin Caffey, Assoc Design Director; James Steckel, Sr Studio Artist; Daniel Rodriguez, Digital Retoucher; Kate Blair, Digital Producer; Helena Abbing, Sr Print Producer; Bo Bradbury, SVP, Group Acct Director; Norah Rudyk, VP, Acct Director; Adrienne Strange, Acct Supervisor; Brittany Keegan, Acct Mgr; Elizabeth Thompson, VP, Strategy Director; Lara Drew, Business Affairs Mgr; Lisa Valencia, Sr Project Mgr; Tommy White, Sr Broadcast Producer; Cheyenne Gallion, CD; Derek Dollahite, Director of Design
ONLINE/INTERACTIVE

GOLD - HEART OF TRAVEL
37A — Consumer Websites
Agency: GSD&M

GOLD & JUDGES CHOICE - WHAT DO YOU NEED TO HEAR?
38B — Social Media Campaign
Agency: Multiplier Effect
Ryan Jordan, Producer; Alicia Smith, Producer; Steve Orlando, Producer; Dustin Fedako, Producer; Jefe Greenheart, Director; Zachary Parks, Editor;

GOLD - US AIR FORCE NIGHTFALL PLAYSTATION
39E — Apps, Virtual Reality
Agency: GSD&M

GOLD - POPEYES MARINATING MACHINE
45 — Branded Content & Entertainment for Online/Interactive
Agency: GSD&M

GOLD - POPEYES CRAVE OFF
45 — Branded Content & Entertainment for Online/Interactive
Agency: GSD&M
GOLD - LADY DOLLARS CHROME EXTENSION
Agency: Year
Laura Messer Jackson, Sr. CW; Catherine Albritton Treviño, Sr. AD; Shannon Murphy, AD; Matt Rand, CD; Leonard Rader, Video Editor; Genevieve Baker, Music Composer; Carter Page, Music Composer; Abhilash Shamsunder, Dir. Dev.

SILVER - CAPITAL ONE - DEFINE YOUR DREAM
Agency: T3
Jay Suhr, CCO; Chris Wooster, ECD; John Livingston, CD; Sean Leonard, Sr AD; Bonnie Rohan, Sr CW; Emma Spivey, Sr CW; Emily Mitchell, AD; Lindsey Mongrain, Acct Director; Jenny Kornuta, Acct Supervisor; Courtney Barry, Exec Producer; Angela Yang, Dir of Connections; Lauren Davenport, Producer; Chris Mclnroy, Video Director; Reid Hildebrand, Video Editor; REVELATOR, Production Co.; Matt Muir, Director; Chris Ohlson, Producer; Jefe Greenheart, DP

SILVER - U.S. AIR FORCE ASK AN AIRMAN
Agency: GSD&M
Tom Gilmore, EVP/Grp Creative/AD; Jeff Maki, EVP/Grp Creative/Writer; Cheyenne Gallion, CD/AD; Travis Ward, CD/Writer; Sydney Langway, Jr Writer; John Wood, Jr AD; Ryan Worthington, Acct Supervisor; Norah Rudyk, VP/Acct Director; Bo Bradbury, EVP/Grp Acct Director; Tommy White, Sr Producer; Ryan Micklos, Digital Producer; Carmen Graf, EVP/GMD/Dir Consumer; Amanda Parker, Assoc Media Director; Sara Holl, Media Planner; Neven Simpson, SM Manager; Lisa Valencia, Sr. Project Manager; Elizabeth Thompson, VP/Strategy Director

SILVER - COME AS YOU ARE SOCIAL CAMPAIGN
Agency: R/GA
Jonathan Woytek, ECD; Chris Cima, CD; Jack Hogan, Exec Producer; Jessica Rosen, Content Producer; Laura Beatle, Chris Ott; Senior Content Producers; Bharat Vohra, Editor; Kate Rush Sheehy, Group Strategy Director; Liz Tavera, Senior Strategist; Stephen Bernstein, Director Business Affairs; Megan Mila, Acct Director; Pet Gorilla, Production Company; McKinney, Media Agency; FleishmanHillard, Public Relations Agency; R/GA, Post Production/Music/Sound

SILVER - U.S. AIR FORCE AIRMAN CHALLENGE
Agency: GSD&M
Jay Russell, ECD; Tom Gilmore, Jeff Maki, GCDs; Cheyenne Gallion, Travis Ward, CDs; Derek Dollahite, Dir of Experience; Ben Harman, Assoc Dir of Design; Kate Blair, Digital Producer; Tommy White, Sr Broadcast Producer; Spencer Gilliam, Assoc Broadcast Producer; Bo Bradbury, EVP/GP Acct Dir; Adrienne Strange, Acct Supervisor; Delaney Collins, Acct Manager; Elizabeth Thompson, VP/Strategy; David Zwickerhill, Analytics; Lara Drew, Bus. Affairs Mgr; Lisa Valencia, Sr Project Mgr/Chris Frentz, Sr Enterprise Systems Supervisor; Victor Lujan, QA Supervisor
SILVER - ASK STUBB ALEXA SKILL
39D — Tools & Utilities
Agency: Proof Advertising
Craig Mikes, ECD; Lane Jordan, Digital CD; Joy Barnett, CW; J Hausmann, Mgr of Interactive Development; Brad Converse, Writer

SILVER - GOOD HACKS SKILL FOR AMAZON ALEXA
39D — Tools & Utilities
Agency: T3
Carolyn Connolly, GCD; Ashley Lapin, ACD; Laci Mosier, Senior CW; Josephine Branscomb, Assoc CW; Miles Gilbert, Senior AD; Mario Licato, Senior AD; Mike Doyle, Developer; Chris McNam, Video Dir/Editor; Christina Cody, Assoc Dir Production; Scott Bower, Acct Director; Brooke Schulter, Senior Engagement Mgr

SILVER & JUDGES CHOICE- WALGREENS - LET'S GROW OLD TOGETHER
45 — Online/Interactive Branded Content & Entertainment
Agency: GSD&M
Jay Russell, CCO; Bryan Edwards, GCD; Nicole Davis, Barry Brothers, CDs; Jon Williamson, Leigh Browne, ACDs; Tyler DeBoard, AK Sanford, ADs; Kelly Foreman, CW; Colin Hoover, Strategist; Jefferson Burnuss, Exec Producer; Erin Shepherd, Acct Mgr; Rob Handy, Content Producer; Derek Dollahite, Dir of Experience Creative; David Zwickerhill, Assoc Dir of Analytics; Jessica Buck, Art Producer; Julia Elizondo, Digital Producer; Elizabeth Garcia, Acct Supervisor; Nancy Ryan, SVP/Ad Leadership; Shannon Lugo, Acct Dir

SILVER - POPEYES SAUCE PRINTER
45 — Online/Interactive Branded Content & Entertainment
Agency: GSD&M
Jay Russell, CCO; Tom Hamling, GCD; Tim Eger, GCO; Jeffrey Butterworth, CD; Kate Griffiths, Sr AD; Alexandra DiBucci, Sr Writer; Leigh Browne, Jon Williamson, ACDs; Sara Y. Rosales, Project Mgt Supervisor; Amanda Traversi, Sr Digital Producer; Carrie Hines, SVP/Gp Acct Dir; Brett Meldrum, Soumya Ramakrishnan,Acct Directors; Evan Walker, Philip Joyner, Assoc Media Directors; Mystie Pineda, Assoc Producer; Jacob Stern, Editor/Videographer; Chelsea Davis, Assoc Dir of Social Media; Jessica Lee, SM Specialist; Kate Blair, Digital Producer

BRONZE - LET'S GROW OLD TOGETHER
37A — Consumer Website
Agency: GSD&M
Jay Russell, CCO; Bryan Edwards, Group CD; Nicole Davis, CD; Barry Brothers, CD; Jon Williamson, ACD; Leigh Browne, ACD; Tyler DeBoard, AD; AK Sanford, AD; Kelly Foreman, Copywriter; Colin Hoover, Strategist; Jefferson Burnuss, Exec Producer; Erin Shepherd, Acct Mgr; Rob Handy, Content Producer; Derek Dollahite, Director of Experience Creative; David Zwickerhill, Assoc Director of Analytics; Jessica Buck, Art Producer; Julia Elizondo, Digital Producer; Elizabeth Garcia, Acct Supervisor; Nancy Ryan, SVP/Ad Leadership; Shannon Lugo, Acct Director
ONLINE/INTERACTIVE

BRONZE - LET STRESS GO
37C — Microsites
Agency: Proof Advertising
Craig Mikes, Exec CD; Lane Jordan, Digital CD; Matthew Morris, Sr Interactive Designer/AD; Jenna Lindstrom, Copywriter; Juan Roque, Digital Designer/AD

BRONZE - AUNTIE ANNE’S HYPNOTIC PRETZELS
38A — Single Execution – Social Media, Single Execution
Agency: T3
Chris Wooster, Exec CD; Caleb Sawyer, Motion Graphics Director; Bonnie Rohan, ACD; Hans Zimmerman, AD; Kerrie Hecket, Assoc AD; Annie Markovich, Copywriter; Jenny Komuta, Assoc Director, Client Engagement; Caroline Hoogland, Engagement Mgr; Christina Cody, Assoc Director, Production; Sarah Hoffman, Assoc Director, Connections; Ryan Hodgson, Assoc Director, Connections; Miro Cassetta, Strategist, Connections; Carol Pasquariello, VP, Marketing; Meredith Wenz, Director of Marketing; Kaitlin Scicchitano, Social Media Mgr

BRONZE - WANNA GET AWAY SMALL SCREENS
38B — Social Media, Campaign
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Group CD; Ryan Carroll, Group CD; Leslie Shaffer, CD - AD; Nikk Baker, CD - Writer; Lulu Wimberly, Writer; Michelle Grant, AD; Verenice Lopez, Sr AD; Kevin Lane, ACD/CW; Jack Epsteen, SVP Production; Karla Macias, Assoc Producer; Chelsea Davis, Assoc Director, Social Media; Shawn Mackoff, Group Acct Director; Amy Lyon, VP/Acct Director; Blair Williams, Acct Supervisor; Meredith NagelAssistant Acct Mgr

BRONZE - ALL SUITES - POST IT. WIN IT. BRING IT.
38B — Social Media, Campaign
Agency: GSD&M
Bill Bayne, CD/CW; Bill Marceau, CD/AD; Heather Apple, Sr Copy Writer; Erin Stevens, AD; Abby Hinjosa, Producer; Luke Dreyer, Strategy Director; Carrie Hines, SVP, Group Acct Director; Kim Tice, VP, Acct Director; Kyla Novell, Acct Mgr; Jillian English, Business Mgr; Jacob Stern, Editor; Mystie Pineda, Producer; Maria Roepke, Project Mgr

BRONZE - SCREAM BOOTH SOCIAL PROMOTION
38B — Social Media, Campaign
Agency: Proof Advertising
Craig Mikes, Exec CD/AD; Jenna Lindstrom, Copywriter; Juan Roque, Digital Designer/AD; Matthew Morris, Digital AD; Lane Jordan, Digital CD; Vicki Russell, Exec Broadcast Producer; Britt Zanetis, Editor; Gina Grande, Producer/ Director; Thousand Ships, Production Company
ONLINE/INTERACTIVE

BRONZE - QUICKTRIP ROUTE PLANNER FOR IOS
39A — Mobile App
Agency: T3
Carolyn Connolly, Group CD; Ashley Lapin, ACD; Laci Mosier, Sr Copywriter; Miles Gilbert, Sr AD; Nathan Trafford, Sr AD; Wayne Mock, Technical Architect; Adam Kneisler, Sr Innovation Developer; Christina Trafford, Director, Production; Katie Arbo, Sr Engagement Mgr; Scott Bower, Acct Director; Brooke Schuler, Sr Engagement Mgr

BRONZE - U.S. AIR FORCE AIRMAN CHALLENGE
39C — Games - Tools & Utility App
Agency: GSD&M
Jay Russell, ECD; Tom Gilmore, GCD; Jeff Maki, GCD; Cheyenne Gallion, CD; Travis Waid, CD; Derek Dollahite, Director of Experience; Ben Harman, Associate Director of Design; Kate Blair, Digital Producer; Tommy White, Senior Broadcast Producer; Spencer Gilliam, Associate Broadcast Producer; Bo Bradbury, SVP/Group Account Director; Adrienne Strange, Account Supervisor; Delaney Collins, Account Manager; Elizabeth Thompson, VP/Strategy Director; David Zwickerhill, Assoc Director of Analytics; Lara Drew, Business Affairs Mgr; Lisa Valencia, Sr Project Mgr; Chris Frentz, Sr Enterprise Systems Supervisor; Victor Lujan, QA Supervisor

BRONZE - AMERICAN HORROR STORY: S7 | CULT
41 — Campaign
Agency: Project C
John Christiano, CD/Founder | Project C; Joey Barrus, ACD | Project C; Kadrian Alvarenga, Manager/Advertising & Media | FX Networks; Ricky Valenzuela, Designer | Project C; Jennifer Christiano, Producer | Project C; Jennifer Sneary, Designer; Adam Bersin, Director/Advertising & Media | FX Networks

BRONZE - HELLO LAB MENTORSHIP MINI-DOCS
45 — Branded Content & Entertainment for Online/Interactive
Agency: Sanders/Wingo
Shanteka Sigers, SVP/ECD; Carter Pagel, CD/Director/CW; Rob Story, CD; Matt Faris, Executive Producer; Karen Gatewood, Business Affairs; Rodney Northern, SVP/Client Services; Suzanne Kyba, Acct Director; Addison Story, Acct Mgr; Jonathan Overton, Acct Supervisor; Pearl Owen, Kristal Hawkins, Planning; Autumn Eaken, Director of Photography; Alex MacKenzie, Editor; Carl Indriago, Producer; Beau Leon, Colorist; Maude Standish, Fullscreen VP of Programming; Ben Beale, Fullscreen CD; Alison Kaplan, Fullscreen Acct Director; Taylor Schatan, Fullscreen Acct Mgr; Mint Li, Fullscreen Designer Michael Pogarian, Fullscreen Creative Producer
FILM, VIDEO & SOUND

GOLD - ADOPTION
52A — Television Advertising – Regional/National, Single Up to 2:00
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Grp. CD; Ryan Carroll, Grp. CD; Ross Aboud, CD; Ryan Martindale, CD; Ryan Warner, AD; Chase Stevens, CW; Jack Epsteen, Dir. Prod.; Becky Carrel, Sr. Producer; Shawn Mackoff, VP, Grp. Acct. Dir.; Amy Lyon, VP, Acct. Dir.; Blair Williams, Acct. Sup.; Russell Debes, Acct. Mgr.; Andrew Teagle, Chief Strategy Officer; Seth Gordon, Director; Chan Hatcher, Editor

GOLD & JUDGES CHOICE - SECRET SOCIETY
52A — Television Advertising – Regional/National, Single Up to 2:00
Agency: GSD&M
Marianne Malina, President; Jay Russell, CCO; Tom Hamling, Tim Eger, Grp. CDs; Barrett Michael, Greg Wyatt, Assc. CDs; AK Sanford, Kelly Foreman, Creatives; Jack Epsteen, Dir. Prod.; Sabia Siddiq, Acct. Dir.; Cat Snyder, Acct. Sup.; Andrew Teagle, Chief Strategist; Verus Soto, Proj. Mgr.; O Positive, Production; David Shane, Director; Mackcut, Editorial; Gavin Cutler, Editor; Jacob Stern, Editor/Teaser; Robot Repair, Music; The Mill, VFX; Sound Lounge, Audio Mix

GOLD - WHAT DO YOU NEED TO HEAR?
55A — Single Spot, Any Length, Internet Commercial
Agency: Multiplier Effect
Ryan Jordan, Producer; Alicia Smith, Producer; Steve Orlando, Producer; Dustin Fedako, Producer; Jefe Greenheart, Director; Zachary Parks, Editor

GOLD - UPS WISHES DELIVERED
61 — Branded Content & Entertainment Campaign
Agency: T3
Aaron Cacali, Grp. CD; Jen Smith, Assc. CD; Lauren D’Aloisio, AD; Devlin Brown, Sr. CW; Annie Markovich, CW; Iva Zugic, Sr. AD; Allyson Mays, Assc. Dir. Prod.; Lyndsey Reding, Acct. Sup.; Caroline O’Neill, Ar. Acct. Exec.; Jill Runyon, VP, Client Engagement; Daniele Anastasio, Dir.; Contagious LA, Michael Kortlander, Director; Adolescent, Director; Susan Munro, Editor, Hybrid; Jonathan Melin, Editor, Hybrid; John Laprime, Motion Designer

SILVER - GRANDMA
52A — Television Advertising – Regional/National, Single Up to 2:00
Agency: GSD&M
Jay Russell, CCO; Ryan Carroll, GCD; Scott Brewer, GCD; Ross Aboud, CD; Ryan Martindale, CD; Ryan Warner, AD; Chase Stevens, Writer; Jack Epsteen, Dir. of Production; Becky Carrel, Sr. Producer; Shawn Mackoff, VP, Grp. Acct. Dir.; Amy Lyon, Acct. Dir.; Blair Williams, Acct. Supervisor; Russell Debes, Acct. Executive; Andrew Teagle, Chief Strategy Officer; Seth Gordon, Director; Chan Hatcher, Editor
FILM, VIDEO & SOUND

SILVER - TRUTH
52A — Television Advertising – Regional/National, Single Up to 2:00
Agency: GSD&M
Marianne Malina, Pres; Jay Russell, CCO; Tom Hamling, Tim Eger, Group CDs; Michael Griffith, Alex DiBucci, Sr Creatives; Chris Bailey, Product Specialist; Jack Epsteen, Dir of Production; Laura Busino, Exec Producer; Adrienne Walpole, Acct Dir; Jodi Bucciarelli, Acct Supervisor; Venus Soto, Project Mgr; Lo-Behold, Production; ScottVaugh, Dir; Lost Planet, Post Production; Saar Klein, Editor; Jason Hinkkey, Asst Editor; Black Hole, Visual Effects; Eleven Sound, Audio Mixing

SILVER - SKINNYPOP TV CAMPAIGN
52B — Regional/National Television Commercial Campaign
Agency: McGarrah Jessee
James Mikus, CCO; Allie Nordstrom, CD/AD; Elliot Nordstrom, CD/CW; Heather Miller, Acct Dir; Kelvyn Dunn, Sr Planner; Morgan Young, Producer; Guy Shelmerdine, Director; Smuggler, Production; Lucas Spaulding/no6, Editor; MPS, Color; Charlie Uniform Tango, Final Mix/Finish; Evan Polluck, Music

SILVER - BROTHERHOOD OF MUSCLE
52B — Regional/National Television Commercial Campaign
Agency: GSD&M
Marianne Malina, Pres; Jay Russell, CCO; Tom Hamling, Tim Eger, GCDs; Barrett Michael, Greg Wyatt, ACDs; Verenice Lopez, Nick Garza, Sr Creatives; Chris Greer, Joe Welbes, Jr Creatives; Chris Bailey, Product Specialist; Jack Epsteen, Dir of Production; Laura Busino, Exec Producer; Dylan Heimbrock, Producer; Adrienne Walpole, Acct Dir; Lindsey Kuhn, Acct Mgr; Venus Soto, Project Mgr; Tool, Production Co; Marc Forster, Dir; Union, Post Production; Matt Cheese, Editor; Einar, Editor; Framestore, Visual Effects; Eleven Sound, Audio

SILVER - FALL TV CAMPAIGN
52B — Regional/National Television Commercial Campaign
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Ryan Carroll, GCDs; Ross Aboud, ACD/AD; Ryan Martindale, ACD/Writer; Ryan Warner, AD; Chase Stevens, Writer; James Hoke, ACD/AD; Rusty Broome, ACD/Writer; Jack Epsteen, SVP Production; Becky Carrel, Sr. Producer; Shawn Mackoff, Grp Acct Dir; Amy Lyon, VP/Acct Dir; Blair Williams, Acct Supervisor; Russell Debes, Acct Mgr; Seth Gordon, Director; Chan Hatcher, Editor

SILVER - PERSEVERANCE - SINGLE SPOT
55A — Single Spot, Any Length, Internet Commercial
Agency: Cut to Black
Lee Rothenflue, Exec Producer/Post Production; Jim Flores, Exec Producer/Dir of Photography; Mark Bristol, Writer/Director; Ken Robinson, Producer; Jon Wroblewski, Producer; David Levy, Composer; Cabel Adkins, Sound Mix/Design
FILM, VIDEO & SOUND

SILVER - FOOD LION - OUT OF REACH
55A — Single Spot, Any Length, Internet Commercial
Agency: GSD&M
Jay Russell, CCO; Bryan Edwards, GCD/AD; Nicole Davis, CD/CW; Tiff McKee, CD/AD; Rick Abbott, CD/CW; Jack Epsteen, Dir/Integrated Production; Lee Nichnowitz, Assoc Producer; Jillian English, Assoc Dir/Bus. Affairs; Nancy Ryan, SVP/Acct Leadership; Shannon Lugo, Acct Dir; Elizabeth Brown, Acct Supervisor; Julia Elizondo, Project Mgr; Dr. Twins, Dir; Mitchell Lipsiner, Photography; Maria Falliace, Exec Producer; Elan Hertzberg, Line Producer; CharlieUniformTango: Evan Linton, Editor; Dave Laird, Flame Artist/Colorist; Keith Munlay, Exec Producer; Nick Patronella, Audio Engineer

SILVER - UPPRING BRANDING CAMPAIGN
55B — Internet Commercial Campaign
Agency: Cut to Black
Lee Rothenflue, Exec Producer/Post Production; Jim Flores, Exec Producer/Dir of Photography; Mark Bristol, Writer/Director; Ken Robinson, Producer; Jon Wroblewski, Producer; David Levy, Composer (Perseverance and Invisible); Cabel Adkins, Sound Mix/Design

SILVER - NOBLEST LADY - ONLINE VIDEO
55B — Internet Commercial Campaign
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Group CD; Ryan Carroll, Group CD; Leslie Shaffer, CD/Writer; Nikki Baker, CD/AD; Jack Epsteen, SVP Production; Alison Wagner, Sr. Producer; Shawn Mackoff, Group Acct Director; Amy Lyon, VP/Acct Director; Blair Williams, Acct Supervisor; Meredith Nagel, Acct Mgr

SILVER - FUTURE IN THE SKIES
58B — Single entry more than :60 seconds
Agency: T3
Aaron Cacali, GCD; Jen Smith, ACD; Devin Brown, Senior CW; Iva Zugin, Senior AD; Lauren D’Aloisio, AD; Annie Markovich, CW; Alyson Mays, Associate Director/Production; Caroline O’Neill, Senior Acct Exec; Lyndsey Reding, Acct Supervisor; Jill Runyon, VP/Client Engagement; Danieille Anastasion, Director/Contagious LA; Susan Munro - Editor, Hybrid

SILVER - CAVENDER’S: BEYOND THE CLOTHES
58B — Single entry more than :60 seconds
Agency: Tilted Chair Creative, Inc.
Jameson Rodriguez, Creative Lead; Erik Hernandez, Creative Lead; Kelcey Bacon, Acct Supervisor; Savannah Clements, Director; Hua Liu, Director of Photography; Melissa Vazquez, Editor; Yuta Yamaguchi, Second Camera; Nina Sanchez, AD; Scott Snyder, Sound Mixer

SILVER - SHAPING SMARTER CITIES CAMPAIGN
61 — Branded Content & Entertainment Campaign
Agency: Proof Advertising
Craig Mikes, Executive CD; George Ellis, CD/Writer; Drew Hammond, Assoc. CD; Marshall McDonald, Director/Sanford Agency; Francesca Cristiani, Producer/Wired Magazine; Spunky Witte, Suit; Mouser Electronics
FILM, VIDEO & SOUND

BRONZE - FARNHAAN RADIO CAMPAIGN
49C — Radio-National Campaign
Agency: Greatest Common Factory
John Trahar, ECD/Director; Zach Rener, Writer; Karen Jacobs, Director of Production; Joel Pettit, Content Producer

BRONZE - ZERO STARS
52A — Television Advertising – Regional/National, Single Up to 2:00
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, GCD; Ryan Carroll, GCD; James Hoke, CD/AD; Rusty Broome, CD/Writer; Jack Epsteen, SVP Production; Alison Wagner, Sr. Producer; Shawn Mackoff, Group Acct Director; Amy Lyon, VP / Account Director; Blair Williams, Account Supervisor; Meredith Nagel, Assistant Account Manager; Tim Goddall, Director/Anonymous Content; Will Hassell, Editor, Arcade; Nikki Baker, CD; Leslie Shaffer, CD

BRONZE - COACH SPEECH
52A — Television Advertising – Regional/National, Single Up to 2:00
Agency: GSD&M
Jay Russell, CCO; Ryan Carroll, GCD; Scott Brewer, GCD; Ross Aboud, CD; Ryan Martindale, CD; James Hoke, Associate CD; Rusty Broome, Associate CD; Ryan Warner, AD; Chase Stevens, Writer; Jack Epsteen, Director of Production; Becky Carrel, Senior Producer; Shawn Mackoff, VP/Group Acct Director; Amy Lyon, VP, Acct Director; Blair Williams, Acct Supervisor; Russell Debes, Acct Manager; Andrew Teagle, Chief Strategy Officer; Seth Gordon, Director; Chan Hatcher, Editor

BRONZE - SHINER BOCK TV CAMPAIGN
52B — Television-Regional/National Campaign
Agency: McGarrah Jessee
James Mikus, CCO; Michael Anderson, CD; Kevin Dunleavy, CD; Patrick Girts, CW; Andrew Knight, AD; Howard Shows, Designer; Brett Eaton, Group Acct Director; Kristin Youmblood, Acct Supervisor; Marlena Villery, Producer; Pat Sherman, Director; Andy Green, Editor; Finland Finish, Finish; Shindig Digital Domain, Sound

BRONZE - TRAILBLAZERS: THIS IS DISRUPTION
55A — Single Spot, Any Length, Internet Commercial
Agency: Dell 27thirteen
Hayden Gilbert, Executive CD; Abbey Nield, Sr. AD; Scott Rostohar, Sr. CW; Sandra Reyes, Account/Project Manager; Peter Simonite, Director; Nick Simonite, DP; David Wolison, Producer; Chris Roldan, Video Editor; JC Gama, Director of Brand Marketing; Liz Matthews, SVP/Global Brand and Creative;
FILM, VIDEO & SOUND

BRONZE - MY NAME IS JOE COFFEE CO.
55A — Single Spot, Any Length, Internet Commercial
Agency: McGarrah Jessee
Jeff Bednarz, Creative Production Director; Riley Engemon, Director; Gavin McGlynn, Director/Editor/Color; Meredith Roach, Executive Producer; Lauren Alvarez, Post Producer

BRONZE - SECRET SOCIETY
55A — Single Spot, Any Length, Internet Commercial
Agency: GSD&M
Marianne Malina, Pres.; Jay Russell, CCO; Tom Hamling, Tim Eger, GCDs; Barrett Michaeli, Greg Wyatt, ACDs; AK Sanford, Kelly Foreman, Jr Creatives; Jack Epsteen, Dir of Production; Sabia Siddiqi, Acct Director; Cat Snyder, Acct Supervisor; Andrew Teagle, Chief Strategist; Venus Solo, Project Mgr; O Positive, Production; David Shane, Director; Mackcut, Editorial; Gavin Cutler, Editor; Jacob Stern, Editor/Teaser; Robot Repair,Music; The Mill, Visual Effects; Sound Lounge, Audio Mixing

BRONZE - LAWN WHISPERERS
58B — Single Entry, more than :60 seconds
Agency: Bandolier Media
George Ellis, Writer/Editor; Louis Montemayor, Writer/DP; Daniel Stone, Producer; Nick Klesmith, DP; Alex Herrera, Sound Engineer

BRONZE - TURNING TRAGEDY INTO TRIUMPH
58B — Single Entry, more than :60 seconds
Agency: T3
Carolyn Connolly, Group CD; Ashley Lapin, Associate CD; Laci Mosier, Senior CW; Brad Wethington, AD; Chris McInroy, Video Director/Editor; Christina Cody, Assoc Director, Production; Kenzie Steel, Associate Engagement Mgr; Scott Bower, Acct Director; Katie Bridley, Sr Engagement Mgr; Jon Buss, Engagement Mgr; Katie Kahler, Connections Strategist

BRONZE - TEXAS STRONG
66 — Public Service Television
Agency: GSD&M
Jay Russell, CCO; Brent Ladd, GCD; Brett Baker, CD; Marc Ferrino, Design Director; Daniel Rodriguez, Digital Retoucher; Jack Epsteen, Dir of Production; David Rockwood, Acct Service; Lindsay Wakabayashi, Business Affairs Mgr; CharlieUniformTango, Video/Web Production; David Hannah, VFX Artist; Connor Adams, 3D Artist; Nick Patronella, Audio Engineer; Keith Munley, Senior Producer; Jeff Harrell, Render Wrangler
FILM, VIDEO & SOUND

**BRONZE - KNOCK AT THE DOOR**
68 — Public Service Online Film, Video & Sound
Agency: EnviroMedia
Michael Freberg, CD; Patti Englebert, Executive Producer; Alexandra Goldstein, CW; Jenny Wagstaff, CW; David Poag, Director; Tim Moore, Editor; Broken Poet, Production Company

**BRONZE & JUDGES CHOICE - CELL PHONE MAN – DISTRACTED DRIVING**
70 — Public Service Campaign
Agency: Sherry Matthews Advocacy Marketing
Rich Terry, CD; Gabriel Escobar, AD; Angie Nelson, Producer; Hey Baby Films, Production; Tim Hamilton, Director; Gwen Williams, Account Director; Charles Webre, CD; Chez Boom Audio, Audio; Bill Marmor, Editor

**BRONZE - HOW THINGS ADD UP**
71 — Advertising Industry Self-Promotion Film, Video & Sound
Agency: FODA Studio
Video Created by Revelator; Matt Muir, Director; Drew Xanthopoulos, Cinematographer
GOLD · FALL INTEGRATED CAMPAIGN
72D — Integrated Consumer Campaign-Regional/National
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, GCD; Ryan Carroll, GCD; Ross Aboud, CD/AD; Ryan Martindale, CD; Ryan Warner, AD; Rusty Broome, ACD; James Hoke, ACD; Chase Stevens, CW; Justin Han, CW; Jack Epsteen, SVP, Prod.; Becky Carrel, Sr. Producer; Shawn Mackoff, VP, Grp. Acct. Dir.; Amy Lyon, VP, Acct. Dir.; Blair Williams, Acct. Sup.; Russell Debes, Acct. Mgr.; Andrew Teagle, Chief Strategy Officer; Seth Gordon, Director; Chan Hatcher, Editor; Lulu Wimberly / Michelle Grant, Creatives

GOLD · COSTA – “DON’T FEAR THE FIN”
74 — Integrated Branded Content Campaign – Local or Regional/National
Agency: McGarrah Jessee
Joel Clement, CCO; Colin Lapin, CW; Riley Shine, AD; Austin McKenna, Grp. Acct. Dir.; Lucas Lane, Acct. Dir.; Ryan Kitchens, Acct. Exec.; Rabbit Foot Studios, Prod. Co.; Jeff Bednarz, Prod. CD; Meredith Roach, Exec. Prod.; Sam Chortek, Prod.; Ian Kasnoff, Prod.; Sai Selvarajan, Editor/Lucky Post; Alex Heisterkamp, Asst. Editor/Lucky Post; Scottie Richardson, Sound/Lucky Post; Neil Anderson, Color/Lucky Post

GOLD · ASK STUBB ALEXA SKILL
75 — Online/Interactive Campaign
Agency: Proof Advertising
Craig Mikes, ECD; Lane Jordan, Digital CD; Matt Morris, Digital AD; J Hausmann, Mgr. Interactive Dev.; Joy Barnett, CW; Paul Swen, Director

SILVER · SAFE AUTO FARNHAAN CAMPAIGN
72D — Integrated Consumer Campaign-Regional/National
Agency: Greatest Common Factory
John Trahar, ECD/Director; Karen Jacobs, Director of Production; Zach Rener, CD/Writer; Joel Pettit, Content Producer; Tyler Creila, Writer/Editor; Corey Walter, Director of Photography; Sue Grin, Exec Producer; Nick Smith, Post Production; Dave Bewley, Sound; Singing Serpent, Original Music

SILVER · TOAST
72D — Integrated Consumer Campaign-Regional/National
Agency: Y&R Austin
Steve Miller, Executive CD; Paula Simchak, CD; Sean-Paul Westfall, ACD; Andrew Humphrey, Production Mgr; Jennifer Wilson, Acct Director; Skye Duster, Acct Supervisor; Rudi Schwab, Director; Craig Jelniker, Exec Producer; Irene Yardley, Content Producer; Ariel Quintans, Editor; Paul Norling, Editor

SILVER · RACETRAC SUMMER IN THE SOUTH
74 — Integrated Branded Content Campaign - Local or Regional/National
Agency: R/GA
Jonathan Woytek, ECD; Murray Wyse, CD; Jacob Coutino, AD; Amanda Keffer, CW; Barry Sanders, Exec Producer; Shannon Flood, Content Producer; Malcolm Wax, Sr Content Producer; Allan McLeod, Director; Tim Jansen, Editor; Shawn King, Color; Kate Rush Sheehy, Group Strategy Dir; JR Kraus, Dir of Photography; Stephen Bernstein, Dir/Bus Affairs; Megan Milis, Acct Director; PF100, Production Company; R/GA, Post Production/Music/Sound
CROSS PLATFORM

SILVER - PROTECT THE LAKES YOU LOVE
76 — Integrated Media Public Service Campaign
Agency: Sherry Matthews Advocacy Marketing
Tom Grodek, AD; Rich Terry, CD; Angie Nelson, Producer; Onion Creek Productions, Production; Melissa Gorton, Print Production Artist; Gwen Rice, Print Production Mgr; Patrick Sims, Traffic Mgr; Charles Welbre, EC; Liz Wilde, Acct Supervisor; Emily Baker, Acct Director

BRONZE - SAFE AUTO TERRIBLE QUOTES
72D — Consumer Campaign-National
Agency: Greatest Common Factory
John Trahar, ECD/Director; Zach Rener, CD/Writer; Tyler Creia, Writer/Editor; Karen Jacobs, Director of Production; Joel Pettit, Content Producer; Sue Crain, Executive Producer; Nick Smith, Post production/Finland Finish; Dave Bewley, Sound and Mix/Pony Sound; Eric Archer, Production Designer; Melissa Smith, Business Affairs; Corey Watier, Director of Photography; Bill Sallans, Still photographer; Singing Serpent, Original Music

BRONZE - 1801 E 6TH BRAND IDENTITY CAMPAIGN
73 — Integrated Brand Identity - Local or Regional/National
Agency: lookthinkmake
lookthinkmake, Concept/Design/Copywriting/Art Direction/Digital Development; Riverside Resources, Logo design

BRONZE - LONGHORN GAMING REBRAND
73 — Integrated Brand Identity - Local or Regional/National
Agency: Drumroll
Lyle Jenks, CD; Mike Mitra, Associate CD; Stephen Boidock, Director of Marketing

BRONZE - FOOD LION - OUTSMART THE SEASON
74 — Integrated Branded Content Campaign, Local or Regional/National
Agency: GSD&M
Jay Russell, CCO; Bryan Edwards, Group CD/AD; Nicole Davis, CD/Writer; Michelle Grant, AD; Nicholas Pessara, Jr. Writer; Jack Epstein, Director of Integrated Production; Lee Nichnowitz, Associate Producer; Lara Drew, Assoc Director of Business Affairs; Nancy Ryan, SVP/Account Leadership; Shannon Logos, Account Director; Elizabeth Brown, Account Supervisor; Erin Shepherd, Account Manager; Julia Elizondo, Project Manager; Henry Mason, Director/B-Reel; Sy Turnbull, Directory of Photography/B-Reel; Michael McQuhae, Executive Producer/B-Reel; Larry Gold, Line Producer/B-Reel; Jack Waldrip, Editor/CHARLIEUNIFORMTANGO; Evan Linton, Assistant Editor/CHARLIEUNIFORMTANGO; Keith Munlay, Sr. Producer/CHARLIEUNIFORMTANGO
ELEMENTS OF ADVERTISING

GOLD - CAVENDER’S: BEYOND THE CLOTHES
83D — Still Photography Campaign
Agency: Tilted Chair Creative, Inc.
Scott Van Oxbo, Photographer; Bailey Toksoz, Photographer; Hua Liu, Photographer; Savannah Clements, Producer; Kelsey Bacon, Acct. Sup.; Jamie Rodriguez, Creative; Erik Hernandez, Creative

GOLD - INGREDIENTS REIGN
84B — Art Direction, Campaign
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Grp. CD; Ryan Carroll, Grp. CD; Matt Barker, Assoc. CD/AD; Phil Davies, Assoc. CD/CW; Ryan Warner, AD; Chase Stevens, CW; Jack Epstein, SVP Production; Becky Carrel, Sr. Prod.; Coley Platt, VP; Acct. Dir.; House Special, Prod. Co.

GOLD - INGREDIENTS REIGN
86A — Animation, Special Effects or Motion Graphics
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Grp. CD; Ryan Carroll, Grp. CD; Matt Barker, Assoc. CD/AD; Phil Davies, Assoc. CD/CW; Ryan Warner, AD; Chase Stevens, CW; Jack Epstein, SVP Production; Becky Carrel, Sr. Prod.; Coley Platt, VP; Acct. Dir.; House Special, Prod. Co.

GOLD - TRUMP AND DUMP
98 — Innovative Use of Interactive / Technology
Agency: T3
Ben Gaddis, Proj. Dir.; Chris Wooster, Chief CW/CD; Reid Hildebrand, Lead Editor; Adam Kneisler, Lead Engineer; Dan Mills, Concept Strategist; Jay Suhr, CD; Nolan Schwartz, Tech. Dir.; Brandon Greddler, Innovation Dir.; Madison Hamilton, Proj. Coord.; Brianne Boland, AD; Hunter Monk, Tech. Architect; Josh Brewer, Tech. Architect; Jon Copp, Sr. CW; Chris McInroy, Director; Lauren Picarello, PR Liaison; Angela Yang, Connections Dir.; Katie Kahler, Connections Strategist; Sarah Hoffman, Connections Strategist

SILVER - HELL YES POSTER
79 — Copywriting
Agency: Proof Advertising
Craig Mikes, Executive Creative Director; Drew Hammond, Associate Creative Director; George Ellis, Creative Director/Copywriter

GOLD - POPEYES CRAVE OFF
98 — Innovative Use of Interactive / Technology
Agency: GSD&M
SILVER - FARNHAAN COPYWRITING
79 — Copywriting
Agency: Greatest Common Factory
John Trahar, ECD/Director; Zach Rener, CD/Writer; Tyler Crelia, Editor/Writer; Karen Jacobs, Director of Production; Joel Pettit, Content Producer; Sue Crain, Executive Producer; Nick Smith, Post Production/Finish; Dave Bewley/Pony Sound, Sound and Mix; Eric Archer, Production Designer; Melissa Smith, Business Affairs; Corey Walter, Director of Photography; Bill Sallans, Still Photography; Singing Serpent Original Music

SILVER - FLORIDA KEYS HURRICANE CUP
80 — Logo Design
Agency: McGarrah Jessee
David Kampa, Creative Director; Stu Taylor, Designer

SILVER - HOLIDAY TREE
82A — Illustration - Single Illustration
Agency: Drumroll
Caleb Kucera, Senior Interactive Designer

SILVER - DRUMROLL PLAYLIST
82B — Illustration Series
Agency: Drumroll
Nate James, Designer

SILVER - SHEILA IN BLACK AND DENIM
83B — Still Photography - Color, Single
Agency: Wonder Twin Productions
Ashley Park, Photographer/Director; Jared Deer, Producer; Eliza Desch, Hair and Makeup; Cristina Facundo, Stylist/Wardrobe

SILVER - TEAM VALVOLINE PRAYER CANDLES
84A — Art Direction - Single
Agency: TKO Advertising
Raul Garza, Creative Director; Noe Perez, Designer; Raul Garza, Copywriter; Marisa Limon, Account Manager
ELEMENTS OF ADVERTISING

SILVER - PERSEVERANCE - CINEMATOGRAPHY
85 — Cinematography
Agency: Cut to Black
Lee Honrfine, Executive Producer/Post Production; Jim Flores, Executive Producer/Director of Photography; Mark Bristol, Writer/Director; Ken Robinson, Producer; Jon Wroblewski, Producer; David Levy, Composer; Cabel Adkins, Sound Mix/Design

SILVER - THE GEOMETRIC SERIES
85 — Cinematography
Agency: Beef and Pie
Mike Woolf, Director/Producer; Andrew Yates, Director of Photograpy; Landon Peterson, Editor

SILVER - LAUNCH DAY
87 — Video Editing
Agency: Arts+Labor
Amos David McKay, ECD/Writer/Director; Craig Parks, Executive Producer; Scott Hamilton, Producer; Kyle Cockayne, Director of Photography; Cody Ground, Editor; Joe Malina, Colorist; Dylan Varello, Assistant Editor

SILVER - HEART OF TRAVEL
97 — Data Driven Media, 98 — Innovative Use of Interactive/Technology
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, GCD; Ryan Carroll, GCD; Mark Snow, CD; Maria D’Amato, ACD; Rusty Broome, CD/Writer; James Hoke, CD/Art Director; Kristina Shumway, Digital Producer; Marianne Newton, Executive Producer; Karla Macias, Producer; Shawn Mackoff, Group Acct Director; Amy Lyon, VP/ Acct Director; Marie Graw, Acct Supervisor; Russell Debes, Acct Manager; Desiree Townsend, Business Affairs; Elizabeth Stelling, Project Mgt

BRONZE - ZILKER PARK ANNIVERSARY LOGO
80 — Logo Design
Agency: GSD&M
Marc Ferrino, Design Director; Ben Harman, Designer; David Rockwood, Account Leadership

BRONZE - AMPERSAND AGENCY IDENTITY
80 — Logo Design
Agency: Ampersand Agency
April Dai, Senior Designer;

BRONZE - HOT LUCK
80 — Logo Design
Agency: Guerilla Suit
Drew Lakin, Senior Designer

BRONZE - BRAND LOVE LINGUISTICS POSTCARDS
82B — Illustration - Series
Agency: Drumroll
Tim Praetzel, Senior AD
ELEMENTS OF ADVERTISING

BRONZE - LTC - CAMPAIGN
84B — Art Direction - Campaign
Agency: Ampersand Agency
Erika Gilbrech, CD, Writer; Jose Canales, CD, Designer; Samantha Hinrichs, Associate CD, Designer; Doug Irving, Senior Writer; Gabe Guerra, CW; Cindy Montgomery, Strategy; Jeff Montgomery, Strategy; Mario Solis, Account Director; Alexandra Hagan Barba, Senior Account Executive; David Pickering, Project Manager

BRONZE - FESTIVAL ROYALE - MUSIC
88B — Music With Lyrics
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Group CD; Ryan Carroll, Group CD; Matt Barker, Associate CD/AD; Phil Davies, Associate CD/Writer
Ryan Warner/AD; Chase Stevens, Writer; Jack Epsteen, SVP Production; Becky Carrel, Sr. Producer; Coley Platt, VP/Account Director

BRONZE - ROYAL UNION - MUSIC
88B — Music With Lyrics
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Group CD; Ryan Carroll, Group CD; Matt Barker, Associate CD/AD; Phil Davies, Associate CD/Writer; Ryan Warner/AD; Chase Stevens, Writer; Jack Epsteen, SVP Production; Becky Carrel, Sr. Producer; Coley Platt, VP/Account Director

BRONZE - SCREAM BOOTH VOICE ACTIVATION
91 — Interface & Navigation, 96 — User Experience
Agency: Proof Advertising
Craig Mikes, Executive CD; Lane Jordan, Digital CD; Matthew Morris, Senior Interactive Designer/AD; Jenna Lindstrom, CW; Juan Roque, Digital Designer/AD; Vicki Russell, Exec Broadcast Producer; Janie Thomas, Print Production Mgr; Gina Grande, Producer/Director; Thousand Ships, Production
Sparky Witte, Suit

BRONZE - #175 STORIES HUB
91 — Interface & Navigation
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Group CD; Ryan Carroll, Group CD; Mark Snow, CD; Maria D’Amato, ACD/AD; Alex Lang, AD; Jefferson Bumuss, VP/Executive Producer; Cee Ng, Sr. Digital Producer; Derek DoiIahite, Director of Experience; Kim Faulkner, Lead Developer; David Zwickerhill, Associate Director, Analytics”; Karla Macias, Associate Producer; Shawn Mackoff, Group Acct Director; Amy Lyon, VP/Account Director; Audrey Henderson, Account Manager; Meredith Nagel, Assistant Account Manager; Superhero Cheesecake, Digital Production/Animation; Whitney Wofford, Senior Digital Strategist
ELEMENTS OF ADVERTISING

BRONZE - HEART OF TRAVEL
91 — Interface, Navigation, 92 — Responsive Design, 96 — User Experience
Agency: GSD&M
Jay Russell, CCO; Scott Brewer, Group CD; Ryan Carroll, Group CD; Mark Snow, CD; Maria D’Amato, Associate CD; Rusty Broome, CD/Writer; James Hoke, CD/AD; Kristina Shumway, Digital Producer; Marianne Newton, Executive Producer; Karla Macias, Producer; Shawn Mackoff, Group Account Director; Amy Lyon, VP/Account Director; Marie Graw, Account Supervisor; Rusty Debes, Account Manager; Desiree Townsend, Business Affairs; Elizabeth Stelling, Project Management

BRONZE - ASK STUBB ALEXA SKILL TECHNOLOGY
98 — Innovative Use of Interactive / Technology
Agency: Proof Advertising
Craig Mikes, Exec CD; Lane Jordan, Interactive CD; Matt Morris, Interactive AD; Joy Barnett, CW; J Hausmann, Digital; C.B. Stubblefield and Alexa, Voice Talents

BRONZE - ASK STUBB ALEXA SKILL
98 — Innovative Use of Interactive / Technology
Agency: Proof Advertising
Craig Mikes, Executive CD; Lane Jordan, Digital CD; Joy Barnett, CW; J Hausmann, Manager of Interactive Development; Brad Converse, Writer

BRONZE - BRAND LOVE SCORE
98 — Innovative Use of Interactive / Technology
Agency: Drumroll
David Vo, Director of Development; Michelle Harvey, Senior Web/App Developer; Robert Nabbe, Front-End Developer; Tim Praetzel, Senior AD; Lyle Jenkins, CD; Ashley Formanek, Senior Producer; Stephen Boidock, Director of Marketing; Kirk Drummond, CCO; Kenny Attal, Quality Assurance Specialist; Angela Huynh, CW
STUDENT WORK

SILVER - TREASURY WINE ESTATES – ART SERIES PACKAGING
S01A — Packaging
School: Job Propulsion Lab
Paul Young IV, Designer; David Kampa, Advisor; Bart Cleveland, Instructor

GOLD - TEXAS CREATIVE FINAL CRITIQUE
S04 — Special Event Materials
School: The University of Texas
Sophia Kollaja, Art Director; Hannah Dobbs, Lead Designer; Sally Franckowiak, Designer; Sean LaBounty, Instructor

BRONZE - ROOMIEMATCH.COM – ROOMIE PLUNGER
S06 — Direct Marketing
Instructor School: The University of Texas
Chelsea Tijerina, Art Director; Hannah Ward, Copywriter; Sean LaBounty, Instructor

GOLD - AIRBNB “BELONG”
S07 — Magazine Advertising, Single Page or Less
School: Job Propulsion Lab
Zac Lawrence, Art Director; Lauren Pruitt, Copywriter; Bart Cleveland, Instructor

GOLD - CATHEDRAL, PIMENTEL & SONS GUITARMAKERS
S07 — Magazine Advertising, Single
School: Job Propulsion Lab
Zac Lawrence, Art Director; Wesley Andrews, Copywriter; Bart Cleveland

GOLD - TALKSPACE - MOBILE THERAPY
S07B — Magazine Advertising Campaign
School: The University of Texas
Sabrina Lau, Art Director/Copywriter; Ryan Romero, Instructor

GOLD - POLAROID POP - HOLD ONTO NOW
S07 — Magazine Advertising, Campaign
School: The University of Texas
Emily Wu, Art Director; Moira Allen, Copywriter; Sean LaBounty, Instructor

House Warming Plunger
Roomie Match Renters will receive a plunger with 2 handles. When they have issues with the toilet, it won’t be all that bad because they have each other to help.
GOLD - A PEA IN THE POD: BE YOU, PREGNANT
507 — Magazine Advertising, Campaign
School: The University of Texas
Chelsea Tijerina, Art Director; Carlyn Hinojosa, Copywriter; Tony Redmer, Photographer; Sean LaBounty

GOLD - ADA FLOSSING PSA
507B — Magazine Advertising, Campaign
School: The University of Texas
Ernest Chan, Art Director; Carlyn Hinojosa, Copywriter; Sean LaBounty, Instructor
School: The University of Texas

GOLD - TIME WELL-TRAVELED
507B — Magazine Advertising, Campaign
School: The University of Texas
Grace Liu, Art Director; Sivim Ly, Copywriter; Chad Rea, Instructor

GOLD - AEROPRESS - READY BEFORE YOU ARE
507B — Magazine Advertising Campaign
School: The University of Texas
Sara Gomez, Art Director; Brennen Pierce Cooke, Copywriter; Ryan Romero

SILVER - BABYBEL
507B — Magazine Advertising, Campaign
School: The University of Texas
Hannah Ward, Copywriter; Moira Allen, Copywriter/Art Director; Sean LaBounty, Instructor

GOLD - TEDTALKS - DIVE IN
507B — Magazine Advertising, Campaign
School: The University of Texas
Emily Wu, Art Director; Melody He, Art Director; Sean LaBounty

GOLD - PATAGONIA — COMFORT ZONE CAMPAIGN
507B — Magazine Advertising, Campaign
School: Job Propulsion Lab
Chris Ganz, Art Director; Jake Webber, Copywriter; Bart Cleveland

SILVER - AMAZON FIRE STICK
507B — Magazine Advertising, Campaign
School: Austin Creative Department
Brett Morris; Copywriter/Art Director; Eric Knittel, Instructor
THE ONLY VEGETABLES YOU'LL GET TODAY WILL BE THE PEAS IN YOUR INSTANT RAMEN
SILVER - DRYBAR
507B — Magazine Advertising, Campaign
School: The University of Texas
Melody He, Art Director; Sivim Ly, Art Director; Sean LaBounty, Instructor

BRONZE - AIRBNB
507A — Magazine Advertising, Single (Full Page or Less)
School: Job Propulsion Lab
Zac Lawrence, Designer; Lauren Pruitt, Copywriter; Bart Cleveland, Instructor

BRONZE - REBBL ELIXIRS - RISE ABOVE
507B — Magazine Advertising, Campaign (Full Page or Less)
School: The University of Texas
Camille Sudekum, Art Director; Chad Rea, Instructor

BRONZE - BUMBLE - WORK IT, LADIES
507B — Magazine Advertising, Campaign (Full Page or Less)
School: The University of Texas
Sivim Ly, Art Director; Lexi Acevedo, Art Director; Sean LaBounty, Instructor

BRONZE - NPR - REAL, INTERESTING
507B — Magazine Advertising, Campaign (Full Page or Less)
School: The University of Texas
Ernest Chan, Art Director; Katie Samuelsen, Copywriter; Chad Rea, Instructor

BRONZE - REYNOLD’S WRAP – LOVE, LEFTOVERS
507B — Magazine Advertising, Campaign (Full Page or Less)
Instructor School: The University of Texas
Reema Kakaday, Art Director; Samuel Hoffman, Copywriter; Sean LaBounty, Instructor
BRONZE - SWEETGREEN - GROW COMMUNITY  
S07B — Magazine Advertising, Campaign (Full Page or Less)  
School: The University of Texas  
Emily Wu, Art Director; Drew Butler, Art Director; Sean LaBounty, Instructor

BRONZE - THE HONEST COMPANY - BORN BOLD  
S07B — Magazine Advertising, Campaign (Full Page or Less)  
School: The University of Texas  
Hector De Leon, Art Director; Dani Lopez, Copywriter; Ryan Romero, Instructor

BRONZE - OVERTONE - REVIVE YOUR ROOTS  
S07B — Magazine Advertising, Campaign (Full Page or Less)  
School: The University of Texas  
Emily Wu, Art Director; Dylan Rivera, Art Director; Sean LaBounty, Instructor

BRONZE - 23ANDME - OVERANALYZE YOUR DNA  
S07B — Magazine Advertising, Campaign (Full Page or Less)  
Instructor School: The University of Texas  
Sally Franckowiak, Art Director; Elizabeth Rossio, Art Director; Sean LaBounty,

BRONZE - ROSETTA STONE  
S07B — Magazine Advertising, Campaign (Full Page or Less)  
Instructor School: The University of Texas  
Jennifer Diep, Copywriter; Chelsea Tijerina, Art Director; Sean LaBounty,

BRONZE - WIRED - CHOOSE WISELY  
S07B — Magazine Advertising, Campaign (Full Page or Less)  
Instructor School: The University of Texas  
Dylan Rivera, Art Director; Marisa Valente, Copywriter; Sean LaBounty,
STUDENT WORK

**BRONZE - ANNIE’S HOMEGROWN – MAC & CHEESE**
507B — Magazine Advertising, Campaign (Full Page or Less)
School: The University of Texas
Jesse Austin, Art Director; Chad Rea, Instructor

**BRONZE - FILSON — FIT FOR SURVIVAL**
507B — Magazine Advertising, Campaign (Full Page or Less)
School: The University of Texas
Alex Roper, Art Director; Lait Fitzpatrick, Copywriter; Sean LaBounty, Instructor

**BRONZE - NESPRESSO ESSENZA MINI – LIVE CNDNSD**
507B — Magazine Advertising, Campaign (Full Page or Less)
School: The University of Texas
Rena Li, Art Director; Bonnie Trigg, Copywriter; Chad Rea, Instructor

**SILVER - PATAGONIA – COMFORT ZONE SEASON SERIES**
509B — Out-Of-Home, Poster Campaign
School: Job Propulsion Lab
Chris Ganz, Art Director; Jake Webber, Copywriter; Bart Cleveland, Instructor

**BRONZE - PLANET FITNESS – NO LABELS NO LIMITS**
S13A — Social Media, Single Execution
School: The University of Texas
Chelsea Tijerina, Art Director; Avery Fazende, Copywriter; Chad Rea, Instructor

**GOLD - EVOLUTION - CURIOS FOR THE CURIOUS**
S10 — Outdoor & Transit Advertising
School: The University of Texas
Emily Wu, Art Director; Alexis Acevedo, Copywriter; Sean LaBounty, Instructor
### STUDENT WORK

**SILVER - SPOTIFY MUSIC MATCH**  
S12 — Website (Desktop or Mobile)  
School: The University of Texas  
Sara Lopez, Art Director; Sam Hoffman, Copywriter; Sean LaBounty, Instructor

**SILVER - PATAGONIA — COMFORT ZONE SEASON SERIES**  
S13B — Social Media, Campaign  
School: Job Propulsion Lab  
Chris Ganz, Art Director; Jake Webber, Copywriter; Bart Cleveland, Instructor

**GOLD - AMAZONSafe**  
S15B — Advertising Campaign  
School: The University of Texas  
Alex Roper, Art Director; Julian Castillo, Copywriter; Shoab Ali Qureshi, Videographer; Carlyn Hinojosa, Voice Over; Charlotte Friend, Female Actor; Sam Hoffman, Male Actor; Ryan Romero, Instructor

**BRONZE - FAVOR PRO**  
S15B — Social Media, Campaign  
School: Job Propulsion Lab  
Zac Lawrence, Art Director/Copywriter; Lauren Pruitt, Copywriter; Grace Jessee, Strategist; Bart Cleveland, Instructor

**GOLD - AIRBNB “WHICH WORLD?”**  
S19A — Television Advertising, Single  
School: Job Propulsion Lab  
Zac Lawrence, Art Director; Lauren Pruitt, Copywriter/Director; Bart Cleveland, Instructor

**GOLD - AIRBNB SWEDEN**  
S15B — Advertising & Promotion, Campaign  
School: Job Propulsion Lab  
Lauren Pruitt, Copywriter; Zac Lawrence, Art Director; Bart Cleveland, Instructor

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**Step 1**

**Airbnb Sweden:**

At Ikea stores, an Airbnb scan code is posted in front of certain room displays on an iPad. The iPad can be used to view the simulation and it also walks shoppers through the steps of downloading the app on their smartphones with the incentive of winning a trip to Sweden.
STUDENT WORK

GOLD - PATAGONIA - "WE CALL IT"
$19A - Television Advertising, Single
School: Job Propulsion Lab
Chris Ganz, Art Director; Jake Webber, Copywriter; Bart Cleveland, Instructor

SILVER - COFFEE BEAN & TEA LEAF - "FIRED"
$19A - Television Advertising, Single
School: Job Propulsion Lab
Hilary Shaw, Art Director; Lauren Pruitt, Copywriter/Director; Bart Cleveland, Instructor

SILVER - BLUE APRON - "FAVORITE RESTAURANT"
$19A - Television Advertising, Single
School: Job Propulsion Lab
Emily Olson, Art Director; Lauren Pruitt, Copywriter/Director; Bart Cleveland, Instructor

SILVER - APPLEGATE PRE-ROLL - "SIMPLE"
$19A - Television Advertising, Single
School: Job Propulsion Lab
Emily Olson, Art Director/Director; Wes Andrews, Copywriter; Bart Cleveland, Instructor

BRONZE - BLUE APRON - EMPTY STORES
$19A - Television Advertising, Single
School: Job Propulsion Lab
Emily Olson, Art Director; Lauren Pruitt, Copywriter/Director; Bart Cleveland, Instructor

BRONZE - DARN TOUGH - PRE-ROLL
$19B - Television Advertising, Campaign
School: Job Propulsion Lab
Chris Ganz, Art Director/Director; Wes Andrews, Copywriter; Bart Cleveland, Instructor

GOLD - REDISCOVER HISTORY
$21 - Integrated Advertising, Consumer Campaign
School: The University of Texas
Grace Liu, Art Director; Jacqueline Elliott, Art Director; Sean LaBounty, Instructor

GOLD - PATAGONIA COMFORT ZONE
$21 - Cross-Platform, Integrated Campaigns
School: Job Propulsion Lab
Jake Webber, Copywriter; Christopher Ganz, Art Director; Bart Cleveland, Instructor
STUDENT WORK

GOLD - TEXAS CREATIVE BRANDING
S22 — Integrated Brand Identity Campaign
School: The University of Texas
Sophia Kollaja, Art Director; Hannah Dobbs, Lead Designer; Jesus Acosta, Web Designer; Jacqueline Elliott, Art Director; Madeline Poirot, Designer; Sally Franckowiak, Designer; Sean LaBounty, Instructor

SILVER - IMPERFECT PRODUCE – EAT UGLY
S21 — Consumer Campaign
School: The University of Texas
Chelsea Tijerina, Art Director; Katie Samuelsen, Copywriter; Sean LaBounty, Instructor

SILVER - ROSETTA STONE – MORE THAN WORDS
S21 — Consumer Campaign
School: The University of Texas
Chelsea Tijerina, Art Director; Jennifer Diep, Copywriter; Sean LaBounty, Instructor

SILVER - REYNOLD’S WRAP – LOVE, LEFTOVERS
S21 — Consumer Campaign
School: The University of Texas
Reema Kakaday, Art Director; Samuel Hoffman, Copywriter; Sean LaBounty, Instructor

SILVER - TEDTALKS - DIVE IN
S21 — Consumer Campaign
School: The University of Texas
Emily Wu, Art Director; Melody He, Art Director; Sean LaBounty, Instructor

SILVER - FERN + SPRUCE
S22 — Integrated Brand Identity Campaign
School: Texas State University
Angela Rhys, Art Director; Callie Gabbert, Art Director; Courtney Whitehouse, Art Director; Randy Gaytan, Art Director; Holly Sterling, Instructor

Know what it means past the meaning.
Once there was an orchard unlike the others.
This orchard was angry
and the Apples were bad.

STUDENT WORK

BRONZE - MEATLESS MONDAY – ‘MEAT LOVE’
S21 — Consumer Campaign
School: The University of Texas
Emily Ward, Art Director; Garrett Mireles, Copywriter; Ryan Romero, Instructor

BRONZE - AIRBNB – DON’T BE A STRANGER
S21 — Integrated Advertising Campaign
School: Job Propulsion Lab
Shane Matula, Art Director; Sydney Bonner, Copywriter; Bart Cleveland, Instructor

BRONZE - ANGRY ORCHARD
S21 — Integrated Advertising Campaign
School: The University of Texas
David Powers, Art Director; Sam Hoffman, Copywriter; Cortney Carter, Illustrator; Sean LaBounty, Instructor

BRONZE - NPR- REAL, INTERESTING
S21 — Integrated Advertising Campaign
School: The University of Texas
Ernest Chan, Art Director; Katie Samuelsen, Copywriter; Chad Rea, Instructor

BRONZE - UNDER ARTISTIC INFLUENCE
S21 — Integrated Advertising Campaign
School: The University of Texas
Jacqueline Elliott, Art Director; Jennifer Diep, Copywriter; Sean LaBounty, Instructor

BRONZE - COMPLEMENT YOUR PERIOD
S21 — Integrated Advertising Campaign
School: The University of Texas
Grace Liu, Art Director; Carlyn Hinojosa, Copywriter; Sean LaBounty, Instructor
BRONZE - NEVER FAR FROM HOME
S25B — Illustration-Campaign
School: The University of Texas
Jacqueline Elliott, Illustrator; Sean LaBounty, Instructor

BRONZE - SHARK WEEK – LOVE
S21 — Consumer Campaign
School: The University of Texas
Hector De Leon, Art Director; Angela Dai, Art Director; Ryan Romero, Instructor

BRONZE - HALF PRICE BOOKS
S21 — Integrated Advertising Campaign
School: The University of Texas
Madeline Poirot, Art Director; Meredith Groom, Art Director; Sean LaBounty, Instructor

BRONZE - PBS KIDS - PRESERVE CHILDHOOD
S21 — Integrated Advertising Campaign
School: The University of Texas
Bolora Munkhbold, Art Director; Moira Allen, Copywriter; Sean LaBounty, Instructor

BRONZE - SHU UEMURA – TIMELESS ARTISTRY
S22 — Integrated Brand Identity Campaign
School: The University of Texas
Ernest Chan, Art Director; Charlotte Friend, Art Director; Sean LaBounty, Instructor

BRONZE - HARRY’S
S21 — Integrated Advertising Campaign
School: The University of Texas
Madeline Poirot, Art Director; Angela Dai, Art Director; Vanessa Zielinski, Strategist; Jonny Mat, Strategist; Sean LaBounty, Instructor
STUDENT WORK

GOLD - OVERTONE - REVIVE YOUR ROOTS  
S27B — Art Direction, Campaign  
School: The University of Texas  
Emily Wu, Art Director; Dylan Rivera, Art Director; Sean LaBounty, Instructor

GOLD - DYSON: BREAKING NEW GROUNDS  
S25B — Illustration – Campaign  
School: The University of Texas  
Dylan Rivera, Illustrator/Designer; Sean LaBounty, Instructor

GOLD - NASA  
S25B — Illustration – Campaign  
School: The University of Texas  
Angela Dai, Illustrator; Sean LaBounty, Instructor

SILVER - ARTHOP!  
S24 — Logo Design  
School: Texas State University  
Lauren Godwin, Designer; Tanya Freach, Instructor
The logo for Newk’s Eatery is a simple, handwritten N, to represent Newk’s original, freshly made recipes. A circle icon symbolizing the plate of an honored guest. The color red – the color of passion and love – emphasizes Newk’s passion for the food it serves, and the guests it welcomes each day.

WORN WEAR IDENTITY

Patagonia’s clothing recycling program, Worn Wear, needed an identity more compatible with the outfitter’s brand while demonstrating what the program was all about.

APPROACH:
Graphically reflect the ease Patagonia customers have to reduce discarded clothing by recycling used garments through the company’s refurbishment service.

STUDENT WORK

SILVER - VANS
S24D — Photography Campaign
School: The University of Texas
Ernest Chan, Art Director; Charlotte Friend, Art Director; Sean LaBounty, Instructor

SILVER - NEVER FAR FROM HOME
S27B — Art Direction, Advertising Campaign
School: The University of Texas
Jacqueline Elliott, Art Director; Eric Nichols, Art Director; Sean LaBounty, Instructor

GOLD - TEXAS CREATIVE LOGO
S24 — Logo Design
School: The University of Texas
Hannah Dobbs, Designer; Sophia Kolilaja, Art Director; Sean LaBounty, Instructor

SILVER - TREASURY WINE ESTATES – ARTIST SERIES SEAL
S24 — Logo Design
School: Job Propulsion Lab
Paul Young IV, Designer; David Kampa, Advisor; Bart Cleveland, Instructor

SILVER - NEWK’S EATERY – STYLE GUIDE
S27A — Art Direction, Single
School: Job Propulsion Lab
Paul Young IV, Designer; Thomas Upchurch, Copywriter; Bart Cleveland, Instructor

BRONZE - WORN WEAR LOGO
S24 — Logo Design
School: Job Propulsion Lab
Gabriel Kachinsky, Art Director; Bart Cleveland, Instructor
STUDENT WORK

BRONZE - TRELLO CAMPAIGN 
S27B — Art Direction, Campaign
School: The University of Texas
Jake Leber, Art Director; Celia Hardick, Copywriter; Ryan Romero, Instructor

BRONZE - SHU UEMURA — PHOTOGRAPHY CAMPAIGN
S26D — Photography, Campaign
School: The University of Texas
Ernest Chan, Art Director; Charlotte Friend, Art Director; Sean LaBounty, Instructor

BRONZE - DYSON: BREAKING NEW GROUNDS
S27B — Art Direction, Campaign
School: The University of Texas
Dylan Rivera, Art Director/Copywriter; Sean LaBounty, Instructor

BRONZE - FRESH2DESIGN AUSTIN LOGO
S24 — Logo Design
School: Texas State University
Christina Rodriguez, Art Director/Illustrator; Sheridan Broderick, Illustrator
Holly Sterling, Instructor

BRONZE - SPOTIFY MUSIC MATCH
Elements Of Advertising, Digital Creative Technology
S31 — Digital Creative Technology
School: The University of Texas
Sara Lopez, Art Director; Sam Hoffman, Copywriter; Sean LaBounty, Instructor
Guilt is temporary. Fake gold is forever.
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CREATIVE KIDS
SEE THEIR FUTURE

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ENDLESS

PAPERBILITIES

#CLAMPITTPAPERBILITIES
B2C MARKETERS
SAY IT’S HARDER TO REACH
NEW CUSTOMERS THAN IT IS
TO RETAIN EXISTING ONES.¹

GlobalWide Media is revolutionizing how
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Source: A commissioned study conducted by Forrester Consulting on behalf of GlobalWide Media, August 2017
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SOMEONE CAN’T WAIT TO SEE WHAT YOU BRING HOME.
We all congratulate you. After all your work, now you can finally take your “a” home.
ANOTHER NIGHT WITHOUT YOUR FAMILY? 
TAKE WHAT YOU NEED.
The path to shame
is paved with
80 hr work weeks

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