The last year threw a lot at us!
We experienced tough moments and learned new skills. We were physically apart, yet more connected than ever. We suddenly found ourselves with more space to create. The whole advertising industry had to push the boundaries of creativity and the results are truly remarkable.

In spite of all of the challenges, the Austin creative community still produced local, regional, national and even global work that impacts our clients’ business daily. Through the help of some well-respected judges, this year’s American Advertising Awards will honor the best and most innovative work that has made us laugh, think, or even cry. I hope you join me in thanking the sponsors, chairs, board, event planners and numerous volunteers for sacrificing hours of their free time to make this a reality.

I would also like to thank our members for supporting AAF Austin throughout the year. Finally, congratulations to all the award winners! Many Austin American Advertising Awards winners go on to district and national competitions, and I know this year’s winners will continue that great tradition.

Thank you for celebrating with us tonight!

Ana Leen
AAF Austin President

INDEX OF AWARD CATEGORIES:

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>INDEX</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>SALES &amp; MARKETING</td>
<td>002</td>
<td>Packaging</td>
</tr>
<tr>
<td></td>
<td>007</td>
<td>Brochure</td>
</tr>
<tr>
<td></td>
<td>008</td>
<td>Publication Design</td>
</tr>
<tr>
<td></td>
<td>009</td>
<td>Special Event Material</td>
</tr>
<tr>
<td></td>
<td>010</td>
<td>Direct Mail</td>
</tr>
<tr>
<td></td>
<td>011</td>
<td>Specialty Advertising</td>
</tr>
<tr>
<td>OUT-OF-HOME &amp; AMBIENT MEDIA</td>
<td>20</td>
<td>Guerilla Marketing</td>
</tr>
<tr>
<td></td>
<td>021</td>
<td>Installations</td>
</tr>
<tr>
<td></td>
<td>022</td>
<td>Events</td>
</tr>
<tr>
<td></td>
<td>023</td>
<td>Poster</td>
</tr>
<tr>
<td>ONLINE/INTERACTIVE</td>
<td>031</td>
<td>Websites</td>
</tr>
<tr>
<td></td>
<td>032</td>
<td>Social Media</td>
</tr>
<tr>
<td></td>
<td>033</td>
<td>Apps, Games, and Virtual Reality</td>
</tr>
<tr>
<td></td>
<td>035</td>
<td>Advertising &amp; Promotion Campaign</td>
</tr>
<tr>
<td></td>
<td>039</td>
<td>Branded Content &amp; Entertainment for Online/Interactive</td>
</tr>
<tr>
<td></td>
<td>040</td>
<td>Advertising Industry Self-Promotion Online/Interactive</td>
</tr>
<tr>
<td>FILM, VIDEO &amp; SOUND</td>
<td>045</td>
<td>Television Advertising – Regional/National</td>
</tr>
<tr>
<td></td>
<td>048</td>
<td>Internet Commercial</td>
</tr>
<tr>
<td></td>
<td>050</td>
<td>Webisodes</td>
</tr>
<tr>
<td></td>
<td>051</td>
<td>Branded Content &amp; Entertainment For Online Film, Video &amp; Sound</td>
</tr>
<tr>
<td></td>
<td>053</td>
<td>Branded Content &amp; Entertainment – Non-Broadcast</td>
</tr>
<tr>
<td></td>
<td>054</td>
<td>Branded Content &amp; Entertainment Campaign</td>
</tr>
<tr>
<td></td>
<td>058</td>
<td>Music Video</td>
</tr>
<tr>
<td></td>
<td>059</td>
<td>Advertising Industry Self-Promotion Film, Video &amp; Sound</td>
</tr>
<tr>
<td>CROSS PLATFORM</td>
<td>060</td>
<td>Integrated Advertising Campaign</td>
</tr>
<tr>
<td></td>
<td>061</td>
<td>Integrated Brand Identity Campaign - Local or Regional/National</td>
</tr>
<tr>
<td></td>
<td>063</td>
<td>Online/Interactive Campaign</td>
</tr>
<tr>
<td></td>
<td>065</td>
<td>Integrated Media Pro Bono Campaign</td>
</tr>
<tr>
<td>ELEMENTS OF ADVERTISING</td>
<td>068</td>
<td>Copywriting</td>
</tr>
<tr>
<td></td>
<td>069</td>
<td>Logo Design</td>
</tr>
<tr>
<td></td>
<td>071</td>
<td>Illustration</td>
</tr>
<tr>
<td></td>
<td>072</td>
<td>Still Photography</td>
</tr>
<tr>
<td></td>
<td>073</td>
<td>Art Direction</td>
</tr>
<tr>
<td></td>
<td>074</td>
<td>Cinematography</td>
</tr>
<tr>
<td></td>
<td>075</td>
<td>Animation, Special Effects or Motion Graphics/CGI</td>
</tr>
<tr>
<td></td>
<td>076</td>
<td>Video Editing</td>
</tr>
<tr>
<td></td>
<td>078</td>
<td>Voiceover Talent</td>
</tr>
<tr>
<td></td>
<td>079</td>
<td>Sound Design</td>
</tr>
<tr>
<td>PUBLIC SERVICE</td>
<td>089</td>
<td>Corporate Social Responsibility Marketing &amp; Specialty Advertising</td>
</tr>
<tr>
<td></td>
<td>094</td>
<td>Corporate Social Responsibility Out-Of-Home</td>
</tr>
<tr>
<td></td>
<td>095</td>
<td>Corporate Social Responsibility Ambient Media</td>
</tr>
<tr>
<td></td>
<td>098</td>
<td>Corporate Social Responsibility Online/Interactive</td>
</tr>
<tr>
<td></td>
<td>099</td>
<td>Pro Bono Online/Interactive</td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>Corporate Social Responsibility Television</td>
</tr>
<tr>
<td></td>
<td>102</td>
<td>Corporate Social Responsibility Film, Video &amp; Sound</td>
</tr>
<tr>
<td>POLITICAL ADVERTISING</td>
<td>117</td>
<td>Political Campaign</td>
</tr>
<tr>
<td>STUDENT CATEGORIES</td>
<td>S01</td>
<td>Product or Service Sales Promotion</td>
</tr>
<tr>
<td></td>
<td>S05</td>
<td>Publication Design</td>
</tr>
<tr>
<td>PRINT ADVERTISING</td>
<td>S07</td>
<td>Magazine Advertising</td>
</tr>
<tr>
<td>OUT-OF-HOME &amp; AMBIENT MEDIA</td>
<td>S10</td>
<td>Outdoor &amp; Transit Advertising</td>
</tr>
<tr>
<td></td>
<td>S11</td>
<td>Guerilla Marketing, Installations and Events</td>
</tr>
<tr>
<td>ONLINE/INTERACTIVE</td>
<td>S13</td>
<td>Social Media</td>
</tr>
<tr>
<td></td>
<td>S14</td>
<td>App (Mobile or Web-Based)</td>
</tr>
<tr>
<td></td>
<td>S17</td>
<td>Digital Publications</td>
</tr>
<tr>
<td>FILM, VIDEO &amp; SOUND</td>
<td>S19</td>
<td>Television Advertising</td>
</tr>
<tr>
<td>CROSS PLATFORM</td>
<td>S21</td>
<td>Consumer Campaign</td>
</tr>
<tr>
<td></td>
<td>S22</td>
<td>Integrated Brand Identity Campaign</td>
</tr>
<tr>
<td>ELEMENTS OF ADVERTISING</td>
<td>S23</td>
<td>Copywriting</td>
</tr>
<tr>
<td></td>
<td>S24</td>
<td>Logo Design</td>
</tr>
<tr>
<td></td>
<td>S25</td>
<td>Illustration</td>
</tr>
<tr>
<td></td>
<td>S26</td>
<td>Still Photography</td>
</tr>
<tr>
<td></td>
<td>S27</td>
<td>Art Direction</td>
</tr>
<tr>
<td></td>
<td>S28</td>
<td>Cinematography</td>
</tr>
<tr>
<td></td>
<td>S29</td>
<td>Animation or Special Effects</td>
</tr>
</tbody>
</table>
A special thanks to all of our volunteers, vendors and sponsors who make the Austin American Advertising Awards possible every year. We appreciate all of your contributions to honor and support our community during a truly isolating year.
BEST OF SHOW ADVERTISING

117 - Political Campaign
Advertiser: Steve Kuzmich Campaign

Elizabeth Mims, Director; Stefan Allen, Cinematographer/Editor

BEST OF SHOW ADVERTISING – THE NORMAL GUY, KC STRATEGIES ★

ELECT STEVE KUZMICH
THE NORMAL GUY FOR CONGRESS.
The oak doors creaking shut, you linger, struck by a familiar scent. It’s distant but unmistakable: a mixture of coffee and pulp and promise. You breathe in. It’ll do for a while as you wind between bookcases, unsure you don’t know what you’re looking for yet. You never do.

Passing the children’s section, a nook adorned with cut-outs — Piglet, Matilda, The Little Prince — you pause. Like the miniature seats, you’ve long outgrown the rapture of being sprawled on this carpet for hours, engrossed in a new story, your mother waiting patiently nearby. But the memory’s reassuring. You’ll find a worthy book in this labyrinth... eventually. Our shelves will hold onto it until you do.

Opening for the umpteenth time, you find yourself drifting, pulled away by the prior notes you scribbled in the margins, stray coffee stains. What were you trying to tell yourself with every underline? If anything, they’re tick marks on a roadmap, leading you back to that long-closed cafe or how torn you felt after your first heartbreak. We could never sell a book worth this much. Still, whenever you’re yearning to try on a different life, you escape here, plucking a fresh read from our shelves. You know this book may someday become as worn as your other beloveds — but only if it’s lucky.

Every book holds two stories

You’re not going to read this

You’re not likely to read this, nor are you probably going to pigeonhole it in the section that matches your life stage. With the world’s stories, you’re mannerless. You envision so much. You don’t bother with the rules. You don’t worry if your version is “correct.”

The problem is you’re probably not even going to read this. That’s okay. You’re human. Or at least you are if you’re reading this. Maybe you’re not, and you’re skipping to the back of this book in search of the back of your reading. We just sell the books.

Student Best of Show Advertising — Barnes & Noble - Respect the Read

523 - Copywriting
The University of Texas at Austin
Kateri David, Copywriter; Ryan Romero, Assistant Professor of Practice
BEST OF SHOW DESIGN

- Packaging Campaign
  Advertiser: Whole Foods Market
  Whole Foods Market Creative Department
STUDENT BEST OF SHOW DESIGN – WINNIES HONEY ⭐

SOIA - Packaging
Job Propulsion Lab

Kayleigh Jennings, Designer; Bart Cleveland, Instructor
BEST OF SHOW DIGITAL

MILLION PIECE PUZZLE, GSD&M ★

039 - Branded Content & Entertainment for Online/Interactive
Advertiser: U.S. Air Force

Jay Russell, Jeff Maki, Travis Waid, Maria D’Amato, Alex Lang, Lauren Doerr, Donnine Canamar, Hannah Dobbs,
Creative; Bo Bradbury, Norah Rudyk, Adrienne Strange, Liv Anderson, Account Leadership; Amanda Talmadge,
Linda Jackson, Ashley Davidson, Production; Luke Dreyer, Krystal Hawkins, Strategy; Lisa Valencia, Lucas Fiser,
Project Management; Lindsay Wakabayashi, Karen Gatewood, Bus. Affairs; Todd Black, Senior Developer;
Shane Faulkner, Site Reliability Engineer; Denny House, Danyile Salinas-McCord, Diana Farias, Marcela Masso,
Quality Assurance; Nicole Deliart, Jennifer Siegel, Social Media; Natalia Perez, Sara Holl, Tien Nguyen, Media;
Jay Takle, Analytics
SALES & MARKETING

GOLD - KARBACH HORSESHOE BEER
GUERILLA SUIT
002A - Single Unit
Advertiser: Karbach Brewing Co.
Mike Tabie, Art Director; Julie Warenoff, Producer; Chad Wadsworth, Photographer

GOLD - AMERICAN JACKPOT AMERICAN GIRLS CD
BACKSTAGE DESIGN STUDIO
002A - Single Unit
Advertiser: Reckless Kelly
Shauna Dodds, Art Direction/Illustration/Design; Sarah Dodds, Art Direction/Illustration/Design

GOLD - 365 SPARKLING WATER
WHOLE FOODS MARKET
002A - Single Unit
Advertiser: Whole Foods Market
Whole Foods Market Creative Department

SILVER - AMERICAN JACKPOT AMERICAN GIRLS VINYL
BACKSTAGE DESIGN STUDIO
002A - Single Unit
Advertiser: Reckless Kelly
Shauna Dodds, Art Direction/Illustration/Design; Sarah Dodds, Art Direction/Illustration/Design

GOLD - 365 REDESIGN
WHOLE FOODS MARKET
002B - Packaging Campaign
Advertiser: Whole Foods Market
Whole Foods Market Creative Department

SILVER - FAMILY BUSINESS BEER CO.
GUERILLA SUIT
002B - Packaging Campaign
Advertiser: Family Business Beer Co.
Ryan Thompson, Art Director; Mike Tabie, Senior Designer; Hannah Young, Producer
SALES & MARKETING

SILVER - FRANKLIN BARBECUE PITS USER MANUAL
GUERILLA SUIT
007A - Single Unit
Advertiser: Franklin Barbecue Pits
Mike Tabie, Art Director; Julie Warenoff, Producer

SILVER - BALLET AUSTIN 2020 SEASON BROCHURE
EYE LIKE DESIGN
007A - Single Unit
Advertiser: Ballet Austin
Sarah Presson, Owner of Eye Like Design

BRONZE - THE JUNGLE BOOK
LOOKTHINKMAKE
008A - Cover
Advertiser: The Crossvine
lookthinkmake

SILVER - WALNUT CREEK WARD - LDS CHURCH
BEN HARMAN DESIGN
009A - Card, Invitation, Announcement - Single Unit
Advertiser: Walnut Creek Ward - LDS Church
Ben Harman, Designer

BRONZE - BLUE YONDER - MISSION FOR MARS
MIGHTY & TRUE
010B - Direct Mail-Flat Campaign
Advertiser: Blue Yonder
Michael Freberg, Creative Director; Paul Carrubba, Senior Copywriter/Content Strategist; Alyssa Nodorft, Designer

JUDGE’S CHOICE - MOHAWK VANS SHOES
GUERILLA SUIT
011A - Specialty Advertising - Apparel
Advertiser: Mohawk Austin
Luigi Maldonado, AD; Connor Claver, Designer; Hannah Young, Producer
SALES & MARKETING

SILVER - AUSTIN MUSIC AWARDS - TROPHY
ARTS + LABOR
SALES & MARKETING
SILVER - AUSTIN MUSIC AWARDS - TROPHY
ARTS + LABOR
011B - Other Merchandise
Advertiser: The Society for the Preservation of Texas Music
Jesus Acosta, Designer/Art Director; Alie Jackson, Creative Director;
Printterror, 3D Printer; Scott Hamilton, Producer; Cody Ground,
Executive Creative Director; Alan Berg, Executive Producer; Kristin
Johansen-Berg, Executive Producer

BRONZE - PIZZA HUT TASTEMAKER CALENDAR
GSD&M
011B - Other Merchandise
Advertiser: Pizza Hut
AK Sanford, Senior Art Director; Kayla Nixdorf, Senior Writer; Dale
Austin, Creative Director/AD; Brandon Curl, Creative Director/Writer;
Tom Hamling, Senior VP/Group Creative Director; David Matathia, SVP/
Strategy Director; Lacey Bobo, Account Supervisor; Morgan Spencer,
Account Manager; Kelly Grant, VP/Senior Print Producer; Marilyn Rose,
Senior Art Producer; Daniel Rodriguez, Digital Retoucher; Brittany Du
Pont, Project Manager

BRONZE - TRAVELOCITY SOCIAL DISTANCE BLANKET
PROOF ADVERTISING
011B - Other Merchandise
Advertiser: Travelocity
Craig Mikes, Executive Creative Director; Claire Jordan, Copywriter;
CamLock Films, Production Company; Kate Chartier, Producer; Dionne
Estabrook, Group Account Director; Blair Williams, Account Supervisor;
Lily Carr, Account Executive

OUT-OF-HOME & AMBIENT MEDIA

SILVER - RECLINE-TO-DINE
T3
020 - Guerilla Marketing
Advertiser: Auntie Anne’s
Bonnie Rohan, Creative Director; Kerrie Heckel, Senior Art Director;
Zoe Nelson, Copywriter; Chris McInroy, Video Director; Jenny Komuta,
Account Director; Jane Lowe, Account Manager; Elise Vinnik, Senior
Digital Strategist; Stephanie Rizza, Senior Media Strategist; Brandon
Gredler, Executive Director Innovation; Carlton Rice, Innovation Engineer;
Manoj Thomas, Senior Developer; Michael Bucklin, Associate Technical
Architect

SILVER - RECLINE-TO-DINE
T3
02A - Single Installation
Advertiser: Auntie Anne’s
Bonnie Rohan, Creative Director; Kerrie Heckel, Senior Art Director;
Zoe Nelson, Copywriter; Chris McInroy, Video Director; Jenny Komuta,
Account Director; Jane Lowe, Account Manager; Elise Vinnik, Senior
Digital Strategist; Stephanie Rizza, Senior Media Strategist; Manoj
Thomas, Senior Developer; Brandon Gredler, Executive Director
Innovation; Carlton Rice, Innovation Engineer; Michael Bucklin, Associate
Technical Architect
OUT-OF-HOME & AMBIENT MEDIA

GOLD - WHATAWEDDING
MC GARRAH JESSEE
022A - Single Event
Advertiser: Whataburger
McGarrah Jessee, Brand Agency; Whataburger, Brand; Nathan Tamburello, Art Director; Patrick Girts, Copywriter; Michael Anderson & Kevin Dunleavy, Creative Directors; Craig Crutchfield, Design Director; Heather Miller, Group Account Director; Tess Cullers, Account Supervisor; Hannah Wheeless, Project Manager; Lindsey Wilson, Producer; Keri Bender, Media Director; Charli Sowrey, Associate Media Director

GOLD - AUSTIN MUSIC AWARDS 2020 EVENT
ARTS + LABOR
022A - Single Event
Advertiser: The Society for the Preservation of Texas Music
Alie Jackson, Creative Director; Jesus Acosta, Art Director; Beth Araya, Social Media Producer; Scott Hamilton, Producer; Cody Ground, Executive Creative Director; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

SILVER - DRIVE-THRU GRADUATION
T3
022A - Single Event
Advertiser: Church’s Chicken
Amy Rodriguez, Group Account Director; Liz Matijasic, Senior Program Manager; Jen Smith, Creative Director; Chris Wooster, Executive Creative Director; Sean Leonard, Associate Creative Director; Leo Martinez, Associate Art Director; Kayla Shay Roeback, Visual Designer; Megan Leinfelder, Senior Copywriter; Chris McInroy, Video Director; Caitlin Williamsion, Director, Connections; Candice Garcia, Senior Connections Strategist; Markyle Rondon, Social Media Coordinator/Community Manager

SILVER - AUSTIN MUSIC AWARDS 2020 POSTER
ARTS + LABOR
023A - Poster - Single Unit
Advertiser: The Society for the Preservation of Texas Music
Billie Buck, Designer & Illustrator; Alie Jackson, Creative Director; Scott Hamilton, Producer; Cody Ground, Executive Creative Director; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer
ONLINE/INTERACTIVE

SILVER — CHIPOTLE FARMERS MARKET
HUNT, GATHER
03JA - Consumer
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Samantha Ortiz, Art Director; Josephine Branscomb, Copywriter; Alexis Dorenter, Account Director; Shelley Sheppard, Brand Creative Director, Chipotle; Mary Cook, Assistant Brand Manager, Chipotle; Michael Kotsik, Director, Brand Marketing/Product Innovation, Chipotle; Stephanie Perdue, VP of Marketing, Chipotle

BRONZE - NADAMOO! WEBSITE REDESIGN
HUNT, GATHER
03JA - Consumer
Advertiser: NadaMoo!
Lynna Bartosh, Creative Director; Kathy Horn, Creative Director; Emily Bertram, Art Director; Cal Shattuck, Copywriter; Josephine Branscomb, Copywriter; Alexis Dorenter, Account Director; Jason Burks, Development Director; Lawrence Whiteside, Developer

BRONZE - HOPDODDY BURGER BAR
HUNT, GATHER
03JA - Consumer
Advertiser: Hopdoddy
Alexis Dorenter, Account Director; Shannon Knight, Project Manager; Lynna Bartosh, Creative Director; Andrea Hamann, Senior Art Director; Samantha Ortiz, Senior Art Director & Developer; Terri Bonnet, Art Director; Jason Burks, Development Director; Tim Warren, Engineer

GOLD — HOW TO CONSTRUCT A SOCIAL VIDEO
BANDOLIER MEDIA
032A - Social Media Single Execution
Advertiser: Leatherman
Louis Montemayor, Creative Director; George Ellis, Editor; Daniel Stone, Account Director; 360 Studios, Production

SILVER - WANNA GET AWAY CAMPAIGN
GSD&M
03JA - Social Media Single Execution
Advertiser: Southwest Airlines
Jay Russell, Chief Creative Officer; Ryan Carroll, Group Creative Director; Bryan Edwards, Group Creative Director; Barrett Michael, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Ryan Warner (Spot Me), Associate Creative Director; Justin Han (Spot Me), Associate Creative Director; Tori Ciniglio (Spot Me), Copywriter; Harper Blewen (Spot Me), Art Director; Jack Epsteen, Director of Production; Janna Marin, Associate Producer

SILVER - LINT
BANDOLIER MEDIA
032A - Social Media Single Execution
Advertiser: Duct Tape
George Ellis, Director; Louis Montemayor, Creative Director; Daniel Stone, Account Director; Morgan Bond, Producer/CamLock Films; Nick Grisham, DP/CamLock Films; Angie Dominguez, Editor, Union Editorial
SILVER - WILL IT ESPRESSO: CHILI PEPPERS
BANDOLIER MEDIA
032A - Social Media Single Execution
Advertiser: Cuvee Coffee
Louis Montemayor, CD/Editor; George Ellis, Creative Director; Daniel Stone, Account Director; Mike McKim, Client & Talent!

SILVER - STEELERS YELLOW HAT
PROOF ADVERTISING
032A - Social Media Single Execution
Advertiser: Subway
Craig Mikes, Executive Creative Director/Art Director/Editor; The Watt Family, Copywriters; Ly Tran, Chief Media Officer/Associate Partner

BRONZE - CAPITAL ONE SHOPPING - PILLOW
GSD&M
032A - Social Media Single Execution
Advertiser: Capital One
Jay Russell, Chief Creative Officer; Ryan Carroll & Scott Brewer, EVP/Group Creative Directors; Leigh Browne & Jon Williamson, Creative Directors; TJ Vining, Art Director; Will Aebi, Junior Writer; Jack Epsteen, SVP Production; Jon Ellis, Executive Producer; Kelly Grant, VP/Senior Prod Producer; Ryan McKlos, Senior Digital Producer; Rolando Romero, Producer; Nancy Ryan, Jodi Bucciarelli & Alissa Pineda, Account Team; Jim Firestone, Lillian Brown, Valerie Furgerson, Mikhail Greenleaf, Randy Romero & Charlie Joslin, Strategy Team

BRONZE - CAMP SMOKEHOUSE FINDERS KEEPERS
T3
032A - Social Media Single Execution
Advertiser: Church’s Chicken
Amy Rodriguez, Group Account Director; Liz Matijasic, Senior Program Manager; Chris Wooster, Executive Creative Director; Jen Smith, Creative Director; Sean Leonard, Associate Creative Director; Megan Leinfelder, Senior Copywriter; Kayla Shay Roebuck, Visual Designer; Leo Martinez, Associate Art Director; Caitlin Williamson, Director/Connections; Candice Garcia, Senior Connections Strategist; Chris McInroy, Video Director; Markyle Rondon, Social Media Coordinator/Community Manager

BRONZE - GARAGE CLASSROOM
BANDOLIER MEDIA
032A - Social Media Single Execution
Advertiser: Duct Tape & Classic Dad
Louis Montemayor, Creative Director; Daniel Stone, Account Director; George Ellis, Creative Director; Tim Merrifield, Copywriter

BRONZE - TITO’S AMERICAN MULE
BANDOLIER MEDIA
032A - Social Media Single Execution
Advertiser: Tito’s Handmade Vodka
George Ellis, CD/Director; Louis Montemayor, Creative Director; Daniel Stone, Account Director; Morgan Bond, Producer; CamLock Films; Nick Grisham, DP, CamLock Films; Angie Dominguez, Editor, Union Editorial Dezso, Strategy Director; Julian Castillo, Junior Copy Writer; Ivy Phan, Jr. AD
BRONZE - GOLDEN KEG/SUN SHOVEL  
BEEF & PIE PRODUCTIONS
032A - Social Media Single Execution
Advertiser: Austin Beerworks
Mike Woolf, Director; Michele Crosby, Producer; Christian Helms, Writer/Designer; Zach Weiland, Designer; Landon Peterson, Editor, Motion Graphics, Effects; Michael Graham, Writer; Will Golden, Writer; Michael McGovern, Writer; Adam DeBower, Writer; Mike Woolf, Writer; David Blue Garcia, Director of Photography

BRONZE - TEN GALLON HAT/SAUSAGEGRAM
BEEF & PIE PRODUCTIONS
032A - Social Media Single Execution
Advertiser: Kiolbassa Smoked Meats
Mike Woolf, Director, Writer; Michelle Crosby, Producer; Christian Helms, Writer/Designer; Zach Weiland, Designer; Landon Peterson, Editor, Motion Graphics; David Blue Garcia, Director of Photography

GOLD - GROBANVITATIONS
GSD&M
032B - Social Media Campaign
Advertiser: Capital One
Jay Russell, Chief Creative Officer; Ryan Carroll & Scott Brewer, Group Creative Directors; Matt Barker & Phil Davies, Associate Creative Directors; TJ Vinning, Art Director; Matt Werner & Alyssa Whiteside, Account Leadership; Matt Cervantes, Adam Bailey & Lauren Sanders, Production; Alex Hofstiner & Tess McCarthy, Project Management; Gracen Cohen & Jessica Lee, Strategy Studio; Linda Nahn, Business Affairs

SILVER - SMALL BUSINESSMAN, BIG HEART
T3
032B - Social Media Campaign
Advertiser: UPS
Caitlin Allen, Producer; Bailey Werderich, Account Manager; Lyndsey Reding, Account Director; Aaron Calaci, Group Creative Director; Howard Hill, Creative Director; Hans Zimmerman, Sr. Art Director; Charlotte Lichtenheld, Copywriter; Sarah Hoffman, Group Connections Director; Miro Cassetta, Sr. Social Strategist; Lucas Lee, Analytics Manager; Allison McDaniel, Motion Graphics

SILVER - TITO’S EMPLOYEE COCKTAILS
BANDOLIER MEDIA
032B - Social Media Campaign
Advertiser: Tito’s Handmade Vodka
George Ellis, CD/Director; Louis Montemayor, Creative Director; Daniel Stone, Account Director; Morgan Bond, Producer, CamLock Films; Nick Grisham, DP, CamLock Films; Angie Dominguez, Editor, Union Editorial

SILVER AND JUDGE’S CHOICE - WILL IT ESPRESSO?
BANDOLIER MEDIA
032B - Social Media Campaign
Advertiser: Cuvee Coffee
Louis Montemayor, CD/Editor; George Ellis, Creative Director; Daniel Stone, Account Director; Mike McKim, Client & Talent!
SILVER - TIKTOK DRILL SPIN
BANDOLIER MEDIA
032B - Social Media Campaign
Advertiser: Lowe’s & Kobalt
Louis Montemayor, Creative Director; George Ellis, Creative Director; Daniel Stone, Account Director

BRONZE - WANNA GET AWAY CAMPAIGN
GS&D
032B - Social Media Campaign
Advertiser: Southwest Airlines
Jay Russell, Chief Creative Officer; Ryan Carroll, Group Creative Director; Bryan Edwards, Group Creative Director; Barrett Michael, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Ryan Warner (Spot Me), Associate Creative Director; Justin Han (Spot Me), Associate Creative Director; Tori Cinglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epstein, Director of Production; Janna Marin, Associate Producer

GOLD - MILLION PIECE PUZZLE
GS&D
033C - Online/Interactive Games
Advertiser: U.S Air Force
Jay Russell, Jeff Maki, Travis Waid, Maria D’Arnato, Alex Lang, Lauren Doerr, Donnine Canamar, Hannah Dobbs, Creative; Bo Bradbury, Norah Rudyk, Adrienne Strange, Liv Anderson, Account Leadership; Amanda Talmadge, Linda Jackson, Ashley Davidson, Production; Luke Dreyer, Krystal Hawkins, Strategy; Lisa Valencia, Lucas Fiser, Project Management; Lindsay Wakabayashi, Karen Gatewood, Business Affairs; Todd Black, Senior Developer; Shane Faulkner, Site Reliability Engineer; Denny House, Danylle Salinas-McCord, Diana Farias, Marcelia Masso, Quality Assurance; Nicole Deliert, Jennifer Siegel, Social Media; Natalie Perez, Sara Holl, Tien Nguyen, Media; Jay Takle, Analytics

GOLD - CHIPOTLE CARNE ASADA
HUNT, GATHER
035 - Campaign
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Samantha Ortiz, Art Director & Development; Alex Lang, Senior Art Director; Andrea Hamann, Senior Art Director; Josephine Branscomb, Copywriter; Kathy Horn, Copywriter; Jason Burks, Development Director; Tim Warren, Development Director; Alexis Dorenter, Account Director; Michael Kotick, Director/Brand Marketing & Product Innovation, Chipotle; Matthew Furman, Brand Marketing Manager, Chipotle; Shelley Sheppard, Brand CD, Chipotle

SILVER - CHIPOTLE TRACTOR BEVERAGES
HUNT, GATHER
035 - Campaign
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Emily Bertram, Art Director; Samantha Ortiz, Art Director/Developer; Josephine Branscomb, Copywriter; Alexis Dorenter, Account Director; Michael Kotick, Brand Marketing & Product Innovation, Chipotle; Mary Cook, Assistant Brand Manager, Chipotle; Matthew Furman, Brand Marketing Manager, Chipotle; Shelley Sheppard, Brand Creative Director, Chipotle; Stephanie Perdue, VP of Marketing, Chipotle
ONLINE/INTERACTIVE

SILVER - CHIPOTLE LIFESTYLE BOWLS A
HUNT, GATHER
035 - Campaign
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Terri Bonnet, Art Director; Emily Bertram, Art Director; Catherine Shattuck, Copywriter; Shelley Sheppard, Brand Creative Director; Chipotle; Mary Cook, Assistant Brand Manager, Chipotle; Michael Kotick, Director, Brand Marketing & Product Innovation, Chipotle; Stephanie Perdue, VP of Marketing, Chipotle; Irene Adbi, Brand Marketing, Chipotle

GOLD - MILLION PIECE PUZZLE B
GSD&M
039 - Branded Content & Entertainment for Online/Interactive
Advertiser: U.S Air Force
Jay Russell, Jeff Maki, Travis Waid, Maria D’Amato, Alex Lang, Lauren Doer, Donnine Canamar, Hannah Dobb, Creative; Bo Bradbury, Norah Rudy, Adrienne Strange, Liv Anderson, Account Leadership; Amanda Talmadge, Linda Jackson, Ashley Davidson, Production; Luke Dreyer, Kristal Hawkins, Strategy; Lisa Valencia, Lucas Fiser, Project Management; Lindsay Wakabayashi, Karen Gatewood, Business Affairs; Todd Black, Senior Developer; Shane Faulkner, Site Reliability Engineer; Denny House, Danylle Salinas-McCord, Diana Farias, Marcela Masso, Quality Assurance; Nicole Delert, Jennifer Siegel, Social Media; Natalia Perez, Sara Holi, Tien Nguyen, Media; Jay Takle, Analytics

GOLD - WHATABURGER "JOY TO YOUR WORLD" C
MCGARRAH JESSEE
039 - Branded Content & Entertainment for Online/Interactive
Advertiser: Whataburger
McGarrah Jessee, Brand Agency; Whataburger, Brand; Sarah Wallace & Nathan Tamburello, Art Directors; Brian Marcolini, Copywriter; Michael Anderson & Kevin Dunleavy, Creative Directors; Craig Grutchfield, Design Director; Heather Miller, Group Account Director; Tess Collers, Account Supervisor; Hannah Wheeless, Project Manager; Lindsey Wilson, Producer; Keni Bender, Media Director; Chari Sowrey, Associate Media Director

BRONZE - BUSINESSES WE LOVE CAMPAIGN D
DELL TECHNOLOGIES / DELL BLUE
039 - Branded Content & Entertainment for Online/Interactive
Advertiser: Dell Technologies
Seth Perisho, Executive Creative Director; Paige Gregory, Creative Director; Joe Webbes, Associate Creative Director; Alicia Gardner, Sr. Writer; Max Dominguez, Art Director; Megan Murray, Head of Production; Brandon Smith, Account Manager; Erica McCarley, Producer; Yuta Yamaguchi, Videographer/Editor; Matt Chauncey, Director; Marty Lester, Everywhere Audio

BRONZE - 12 DAYS BREWING E
HUNT, GATHER
040 - Advertising Industry Self-Promotion Online/Interactive
Advertiser: Hunt, Gather
Lynna Bartosh, Creative Director; Samantha Ortiz, Senior Art Director & Developer; Andrea Hamann, Senior Art Director; Terri Bonnet, Art Director; Jenna Cindrusse, Art Director; Cambrea Bordner, Designer; Jason Burks, Development Director; Alexis Dorenter, Account Director
FILM, VIDEO, & SOUND

SILVER & JUDGES CHOICE - CAPITAL ONE SHOPPING - LATE NIGHT
GSD&M
045A - Single Spot – Up to 2:00, Regional/National
Advertiser: Capital One
Jay Russell, Chief Creative Officer; Ryan Carroll, SVP/Group Creative Director; Scott Brewer, SVP/Group Creative Director; Leigh Browne, Creative Director; Jon Williamson, Creative Director; Jack Epsteen, SVP Production; Jon Ellis, Executive Producer; Nancy Ryan, SVP/Managing Account Director; Jodi Bucciarelli, VP/Account Director; Alissa Pineda, Account Supervisor; Jim Firestone, SVP/Strategy Studio Lead; Lillian Brown, Strategist

SILVER - JACK LINK’S - BUBBLY
GSD&M
045A - Single Spot – Up to 2:00, Regional/National
Advertiser: Links Snacks, Inc
Jay Russell/Bryan Edwards/Nicole Davis/Bill Bayne, CCO/Group Creative Directors; Tiff McKee, CD/AD; Rusty Broome, ACD/Writer; Jack Epsteen, SVP Production; Erika McKay, Executive Producer; Coley Platt/Monte Hawkins/Brian Barney/Abbie Scheider, Account Leadership; Luke Dreyer, Strategy Director; Lindsay Wakabayashi, Director Business Affairs; Carol Bartos, Project Manager; Park Pictures, Production; Terri Timely, Director; Cut + Run, Offline Editorial

BRONZE - WANNA GET AWAY CAMPAIGN
GSD&M
045A - Single Spot – Up to 2:00, Regional/National
Advertiser: Southwest Airlines
Jay Russell, Chief Creative Officer; Ryan Carroll & Bryan Edwards, Group Creative Directors; Barrett Michael, Greg Wyatt & Joel Williams, Creative Directors; Ryan Warner (Spot Me) & Justin Han (Spot Me), Associate Creative Directors; Tori Cingillo (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epsteen, Director of Production; Janna Marin, Associate Producer

BRONZE - JACK LINK’S - DRONE
GSD&M
045A - Single Spot – Up to 2:00, Regional/National
Advertiser: Links Snacks, Inc
Jay Russell/Bryan Edwards/Nicole Davis/Bill Bayne, CCO/Group Creative Directors; Kendal Coker, Art Director; Josh Perry, Writer; Jack Epsteen, SVP Production; Erika McKay, Executive Producer; Coley Platt/Monte Hawkins/Brian Barney/Abbie Scheider, Account Leadership; Luke Dreyer, Strategy Director; Lindsay Wakabayashi, Director Bus. Affairs; Carol Bartos, Project Manager; Park Pictures, Production; Terri Timely, Director; Cut + Run, Offline Editorial

SILVER - JACK LINK’S - MESSIN WITH SASQUATCH
GSD&M
045B - Television-National Campaign
Advertiser: Links Snacks, Inc
Jay Russell/Bryan Edwards/Nicole Davis/Bill Bayne, CCO/Group Creative Directors; Tiff McKee, CD/AD; Rusty Broome, ACD/Writer; Kendal Coker, Art Director; Josh Perry, Writer; Jack Epsteen/Erika McKay, SVP Production/Executive Producer; Coley Platt/Monte Hawkins/Brian Barney/Abbie Scheider, Account Leadership; Luke Dreyer, Strategy Director; Lindsay Wakabayashi, Director Bus. Affairs; Carol Bartos, Project Manager; Park Pictures, Production; Terri Timely, Director
FILM, VIDEO, & SOUND

BRONZE - GREAT MOMENTS
INDEED
045B - Television-National Campaign
Advertiser: Indeed
Russell Lambrecht, Executive Creative Director; Tiffani Lundeen, Associate Creative Director; Amanda Millwee, Associate Creative Director; Khrisana Edwards, Executive Producer; Misha St. Clair, Producer

BRONZE - CAPITAL ONE SHOPPING - TV CAMPAIGN
GSD&M
045B - Television-National Campaign
Advertiser: Capital One
Jay Russell, Chief Creative Officer; Ryan Carroll & Scott Brewer, SVP/Group Creative Directors; Leigh Browne & Jon Williamson, Creative Directors; Jack Epsteen, SVP Production; Jon Ellis, Executive Producer; Nancy Ryan, SVP/Managing Account Director; Jodi Bucciarelli, VP/Account Director; Alissa Pineda, Account Supervisor; Jim Firestone, SVP/Strategy Studio Lead; Lillian Brown, Strategist

BRONZE - WANNA GET AWAY CAMPAIGN
GSD&M
045B - Television-National Campaign
Advertiser: Southwest Airlines
Cody Ground, Director | Editor; Alie Jackson, Animator | AD; Rachael Trigg, Jay Russell, Chief Creative Officer; Ryan Carroll, Group Creative Director; Bryan Edwards & Barrett Michael, Creative Directors; Greg Wyatt & Joel Williams, Creative Directors; Ryan Warner (Spot Me), ACD; Justin Han (Spot Me), ACD; Tori Ciniglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epsteen, Director of Production; Janna Marin, Associate Producer

BRONZE - TRAVELOCITY - WISH YOU WERE HERE
PROOF ADVERTISING
045B - Television-National Campaign
Advertiser: Travelocity
Craig Mikes, ECD; Claire Jordan, CD/Copywriter; Lane Jordan, Digital Creative Director; Sean Thomson, Director; Einar, Editor/Union Editorial; Amy Hurt, Agency Producer; Wondros, Production Company; Dionne Estabrook, Group Account Director; Blair Williams, Account Supervisor; Nick Smith, Colorist/Finland Finish

SILVER - DODGE - FAMILY MOTTO
GSD&M
048A - Internet Commercial Single Spot – Any Length
Advertiser: FCA US LLC
Jay Russell, Chief Creative Officer; Tom Hamling, Group Creative Director; Barrett Michael, Greg Wyatt & Joel Williams, Creative Directors; Kevin Lane, Associate Creative Director; Jack Epsteen, Director of Production; Dylan Heimbrock, Senior Producer; Coley Platt, Account Director; Retta Cioppa, Account Supervisor; Chris Bailey, Product Specialist; JJ Gaines, Senior Business Affairs Manager
FILM, VIDEO, & SOUND

BRONZE - ALFA - UNIQUE CUSTOMER
GSD&M
048A - Internet Commercial Single Spot – Any Length
Advertiser: FCA US LLC
Jay Russell, Chief Creative Officer; Tom Hamling, Group Creative Director; Barrett Michael, Creative Director & Greg Wyatt, Creative Directors; Jack Epsteen, Director of Production; Dylan Heimbrock, Senior Producer; Coley Platt, Account Director; Jacqueline Salliotte, Account Director; Retha Cioppa, Account Supervisor; Chris Bailey, Product Specialist; JJ Gaines, Senior Business Affairs Manager; Christie Lyons, Program Supervisor

BRONZE - LUCK HAPPENS: “STORE”
THIRD EAR
048A - Internet Commercial Single Spot – Any Length
Advertiser: Texas Lottery Commission
Serge Flores, Executive Creative Director; Luis “Guigo” Sanchez, Creative Director; Valerie Ortiz, Producer; Keith Etter, Associate Creative Director; Jacqueline Byrne, Art Director; Rakish, Production Company; Noah Marshall, Director; Cut+Run, Editorial Company; Gary Knight, Editor; Lee Bacak, Assistant Editor; Bebe Baldwin, Executive Producer; Megan Trumeter, Account Supervisor

BRONZE - KEEP THE BALL ROLLING
DELL BLUE
048A - Internet Commercial Single Spot – Any Length
Advertiser: Dell UltraSharp Monitors
Joel Davis, Executive Creative Director; Lula Mckenna, Creative Director; Emily Grube, Senior Copywriter; Jacqueline Byrne, Senior Art Director; Jennifer Kasprzyk, Account Director; Sarah Wethington, Project Manager; Brent Holt, Head of Production; Marshall Lewis, Producer; Robert Owens, Moving Picture Company

SILVER - WANNA GET AWAY CAMPAIGN
GSD&M
048B - Internet Commercial Campaign
Advertiser: Southwest Airlines
Jay Russell, Chief Creative Officer; Ryan Carroll & Bryan Edwards, Group Creative Directors; Barrett Michael, Greg Wyatt & Joel Williams, Creative Directors; Ryan Warner (Spot Me) & Justin Han (Spot Me), Associate Creative Directors; Tori Ciniglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epsteen, Director of Production; Janna Marin, Associate Producer

GOLD - GET MY JOB
indeed
050B - Webisode Series
Advertiser: Indeed
James Hoke, Associate Creative Director; Greta Mantoth, Creative Director; Alyia Ali, Producer; Russell Lambrecht, Executive Creative Director; Marcin Markiewicz, Copywriter

BRONZE - ENGINEERING BIG IDEAS
PROOF ADVERTISING
050B - Webisode Series
Advertiser: Mouser
Craig Mikes, Executive Creative Director; Lane Jordan, Digital Creative Director; Claire Jordan, Creative Director; Matthew Morris, Editing; Jenalis Trevino, Account Director
FILM, VIDEO, & SOUND

GOLD - WISHES DELIVERED 2020 FREE MOM HUGS

T3
051B - Single entry – more than :60 seconds
Advertiser: UPS
Bailey Werderich, Account Manager; Lyndsey Reding, Account Director; Caitlin Allen, Producer; Hans Zimmerman, Senior AD; Howard Hill, Creative Director; Charlotte Lichtenheld, Copywriter; Aaron Cacali, Group Creative Director; Sarah Hoffman, Group Connections Director; Miro Cassetta, Sr. Social Strategist; Allison McDaniel, Motion Graphics; Lucas Lee, Analytics Manager

SILVER - THREE GENERATIONS
BEEF AND PIE PRODUCTIONS
051B - Single entry – more than :60 seconds
Advertiser: Kiolbassa Smoked Meats
Mike Woolf, Director/Writer; Michelle Crosby, Producer; Christian Helms, Writer/Designer; Zach Weiland, Designer; Landon Peterson, Editor, Motion Graphics; David Blue Garcia, Director of Photography

BRONZE - DUCK TAPE FAMILY
BANDOLIER MEDIA
051B - Single entry – more than :60 seconds
Advertiser: Duck Tape
George Ellis, Creative Director/Director; Louis Montemayor, Creative Director; Daniel Stone, Account Director; Morgan Bond, Producer/ CamLock Films; Nick Grisham, DP/CamLock Films; Angie Dominguez, Editor/Union Editorial; Kevin Schneider, Music Composer

GOLD - WILLIE NELSON “ON THE ROAD AGAIN”
ARTS + LABOR
053 - Branded Content & Entertainment – Non-Broadcast
Advertiser: Texas Monthly
Matt Taylor, Director & Animator; Cody Ground, Creative Director; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

SILVER - WISHES DELIVERED 2020
T3
054 - Branded Content & Entertainment Campaign
Advertiser: UPS
Bailey Werderich, Account Manager; Lyndsey Reding, Account Director; Caitlin Allen, Producer; Aaron Cacali, Group Creative Director; Howard Hill, Creative Director; Hans Zimmerman, Sr. Art Director; Charlotte Lichtenheld, Copywriter; Sarah Hoffman, Group Connections Director; Miro Cassetta, Sr. Social Strategist; Lucas Lee, Analytics Manager; Allison McDaniel, Motion Graphics

GOLD - WILLIE NELSON “ON THE ROAD AGAIN”
ARTS + LABOR
058 - Music Video
Advertiser: Texas Monthly
Matt Taylor, Director & Animator; Cody Ground, Creative Director; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer
GOLD - GROBAN VITATIONS
GSD&M
058 - Music Video
Advertiser: Capital One
Jay Russell, CCO; Ryan Carroll & Scott Brewer, GCD; Matt Barker & Phil Davies, Associate Creative Director; Tj Vinning, Art Director; Matt Werner & Alyssa Whiteside, Account Leadership; Matt Cervantes, Adam Bailey & Lauren Sanders, Production; Alex Hoefner & Tess McCarthy, Project Management; Gracen Cohen & Jessica Lee, Strategy Studio; Linda Nahn, Business Affairs

SILVER - ARTS + LABOR - MACHINE
ARTS + LABOR
059 - Advertising Industry Self-Promotion Film, Video & Sound
Advertiser: Arts + Labor
Alie Jackson, Director/Animator; Cody Ground, Creative Director & Sound Design; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

BRONZE - ARTS + LABOR - ARMADILLO BAT
ARTS + LABOR
059 - Advertising Industry Self-Promotion Film, Video & Sound
Advertiser: Arts + Labor
Alie Jackson, Director/Animator; Cody Ground, Creative Director & Sound Design; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

CROSS PLATFORM

BRONZE - THE UNIFORM FOR AUSTIN CAMPAIGN
AUSTIN FC
060C - Consumer Integrated Campaign-Local
Advertiser: Austin FC
James Ruth, Senior VP of Marketing; Philip Edsel, Creative Director and Photographer; Megan Lindon, Senior Manager, Marketing; Raquel Garcia, Vice President of Marketing; Alfredo Naim, Senior Manager of Grassroots Marketing

BRONZE - KARBACH SOUTHERN WHEAT GUERILLA SUIT
060D - Consumer Integrated Campaign-Regional/National
Advertiser: Karbach Brewing Co.
Connor Claver, Designer; Terra Henderson, Animator; Cabel Adkins, Sound Designer & Mixer; Julie Warenoff, Producer

BRONZE - WANNA GET AWAY CAMPAIGN
GSD&M
060D - Consumer Integrated Campaign-Regional/National
Advertiser: Southwest Airlines
Jay Russell, Chief Creative Officer; Ryan Carroll & Bryan Edwards, Group Creative Directors; Barrett Michael, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Ryan Warner (Spot Me) & Justin Han (Spot Me), Associate Creative Directors; Toni Ciniglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Creative Director; Jack Epsteen, Director of Production; Janna Marin, Associate Producer
CROSS PLATFORM

SILVER - ZANZIBAR GUERILLA SUIT
061 - Integrated Brand Identity Campaign - Local or Regional/National
Advertiser: Austin Marriott Downtown
Stephanie White, Designer; Mike Tabie, Senior Designer; Hannah Young, Producer

BRONZE - MEANWHILE BREWING CO. GUERILLA SUIT
061 - Integrated Brand Identity Campaign - Local or Regional/National
Advertiser: Meanwhile Brewing Co.
Ryan Thompson, Art Director; Connor Claver, Designer; Stephanie White, Designer; Hannah Young, Producer; Julie Warenoff, Producer

BRONZE - WANNA GET AWAY CAMPAIGN
GSD&M
063 - Online/Interactive Campaign
Advertiser: Southwest Airlines
Jay Russell, Chief Creative Officer; Ryan Carroll & Bryan Edwards, Group Creative Directors; Barrett Michael, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Ryan Warner (Spot Me), Associate Creative Director; Justin Han (Spot Me), Associate Creative Director; Tony Cingllo (Spot Me), Copywriter; Harper Blewen (Spot Me), Art Director; Jack Epsteen, Director of Production; Janna Marin, Associate Producer

JUDGE’S CHOICE - WARDROBE MIGHTY CITIZEN
065 - Integrated Media Pro Bono Campaign
Advertiser: Humanity & Inclusion
Gardiner Rhoderick, CD/Copywriter/Designer; Caroline Fothergill, Strategist/Copywriter

ELEMENTS OF ADVERTISING

SILVER - CAPITAL ONE SHOPPING - LATE NIGHT
GSD&M
068 - Copywriting
Advertiser: Capital One
Jay Russell, Chief Creative Officer; Ryan Carroll, SVP/Group Creative Director; Scott Brewer, SVP/Group Creative Director; Leigh Browne, Creative Director; Jon Williamson, Creative Director; Jack Epsteen, SVP Production; Jon Ellis, Executive Producer; Nancy Ryan, SVP/Managing Account Director; Jodi Buccarelli, VP/Account Director; Alissa Pireda, Account Supervisor; Jim Firestone, SVP/Strategy Studio Lead; Lillian Brown, Strategist

SILVER - DODGE - FAMILY MOTTO
GSD&M
068 - Copywriting
Advertiser: FCA US LLC
Jay Russell, Chief Creative Officer; Tom Hamling, Group Creative Director; Barrett Michael, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Kevin Lane, Associate Creative Director; Jack Epsteen, Director of Production; Dylan Heimbrock, Senior Producer; Coley Piatt, Account Director- GSD&M; Retha Cioppa, Account Supervisor- GSD&M; Chris Bailey, Product Specialist; JJ Gaines, Senior Business Affairs Manager
ELEMENTS OF ADVERTISING

SILVER - TRAVELOCITY ROAMING GNOME STORYBOOK

PROOF ADVERTISING
068 - Copywriting
Advertiser: Travelocity
Craig Mikes, Executive Creative Director; Dan Crumine, Associate Creative Director; Andrew Leigh, Art Director; Mallory Beck, Copywriter; Tim Hicks, Director of Studio Services; Brad Converse, Proofreader; Dione Estabrook, Group Account Director; Blair Williams, Account Supervisor; Blake Marouzi, Account Manager; Lily Carr, Account Executive

SILVER - GROBANVITATIONS

GSD&M
068 - Copywriting
Advertiser: Capital One
Jay Russell, CCO; Ryan Carroll, Scott Brewer, GCD; Matt Barker, Phil Davies, Associate Creative Director; TJ Vinning, Art Director; Matt Werner, Alyssa Whiteside, Account Leadership; Matt Cervantes, Adam Bailey, Lauren Sanders, Production; Alex Hoefner, Tess McCarthy, Project Management; Gracen Cohen, Jessica Lee, Strategy Studio; Linda Nahn, Business Affairs

BRONZE - “THE TEXAS OF HIGHWAYS” CAMPAIGN

LOOKTHINKMAKE
068 - Copywriting
Advertiser: SH 130 Concession Company

BRONZE - ALIENWARE LIQUID METAL HEAD INTRO

DELL TECHNOLOGIES
069 - Logo Design
Advertiser: Dell Technologies
Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Casey Anderson, Associate Creative Director; Makenzie Rachal, Account Manager; Shrutik Desai, Sr. Account Manager; Lily Kowalski, Art Director; Sydney Stewart, Art Director; Kip Farrar, Animator/VFX; Hannah Radcliff, Animator/VFX; DIGITAL IMAGING GROUP

GOLD - SXSW 2021 KEY ART

GUERILLA SUIT
078 - Illustration - Series
Advertiser: SXSW
Ryan Thompson, Art Director; Terra Henderson, Animator; Hannah Young, Producer; Julie Warenoff, Producer

SILVER - COVID HEROES ILLUSTRATIONS

SHERRY MATTHEWS GROUP
078 - Illustration - Series
Advertiser: New York City Department of Health and Mental Hygiene
Gabriel Escobar, Illustration; Caroline Wallace, Account Director; Gwen Rice, Print Production Manager; Chris Welhausen, Traffic Manager; Charles Webre, Executive Creative Director
ELEMEbTS OF ADVERTISING

BRONZE - TRAVELOCITY MEMBERSHIP ICONS
07B8 - Illustration - Series
Advertiser: Travelocity
Craig Mikes, Executive Creative Director; Chris Matthews, Sr. Graphic Designer; Dionne Estabrook, Group Account Director

BRONZE - CITI BIKE - RIDE UP CAMPAIGN
MCGARRAH JESSEE
07B8 - Illustration - Series
Advertiser: Citi Bike.
Claire Whigham, Chief Creative Officer; Corel Thurna, Executive Creative Director; Colin Lapin, Creative Director; Howard Shows, Design Director; Colin Mumbach, Designer; Page Kastner, Designer; Chelsea Oz, Art Director; Brittany Sarrett, Copywriter; Brian Marcolini, Copywriter; Xaviera Altena, Illustrator; Donovan Triplett, Strategist; Lauren Heffern, Account Director

GOLD - TRAVEL TEXAS COWBOY
PROOF ADVERTISING
072A - Still Photography, Black & White, Single
Advertiser: Travel Texas
Nick Simonite, Photographer; Craig Mikes, Executive Creative Director; Dionne Estabrook, Group Account Director

GOLD - TRAVEL TEXAS DEVIL'S RIVER
PROOF ADVERTISING
072B - Still Photography, Color, Single
Advertiser: Travel Texas
Nick Simonite, Photographer; Craig Mikes, Executive Creative Director; Dionne Estabrook, Group Account Director

GOLD - TRAVEL TEXAS LET'S TEXAS CAMPAIGN
PROOF ADVERTISING
072D - Still Photography, Black & White/Color/Digitally Enhanced—Campaign
Advertiser: Travel Texas
Nick Simonite, Photographer; Craig Mikes, Executive Creative Director; Dionne Estabrook, Group Account Director

BRONZE - THE UNIFORM FOR AUSTIN CAMPAIGN
AUSTIN FC
072D - Still Photography, Black & White/Color/Digitally Enhanced—Campaign
Advertiser: Austin FC
James Ruth, Senior VP of Marketing; Philip Edsel, Creative Director/Photographer; Megan Lindon, Senior Manager, Marketing; David Zuccarelli, Video Content Producer/Editor; Pie Inciarte, Video Content Producer/Editor; Raquel Garcia, VP of Marketing; Alfredo Naim, Manager of Community Marketing

GOLD - CAPITAL ONE SHOPPING - LATE NIGHT
GSD&M
073A - Art Direction—Single
Advertiser: Capital One
Jay Russell, Chief Creative Officer; Ryan Carroll, SVP/Group Creative Director; Scott Brewer, SVP/Group Creative Director; Leigh Browne, Creative Director; Jon Williamson, Creative Director; Jack Epstein, SVP Production; Jon Ellis, Executive Producer; Nancy Ryan, SVP/Managing Account Director; Jodi Bucciarelli, VP/Account Director; Alissa Pineda, Account Supervisor; Jim Firestone, SVP/Strategy Studio Lead; Lillian Brown, Strategist
BRONZE - ALIENWARE “FUSION” CAMPAIGN  
DELL TECHNOLOGIES  
073B - Art Direction—Campaign  
Advertiser: Dell Technologies  
Credits: Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Mackenzie Rachal, Account Manager; Lily Kowalski, Art Director; Sydney Stewart, Art Director; Savannah Clements, Sr. Writer; Hannah Radcliff, Editor; Kip Farrar, FX Artist; ECHOLAB; MOVING PICTURE COMPANY (MPC), CGI/VFX/Animation

BRONZE - BASK BANK  
R/GA  
073B - Art Direction—Campaign  
Advertiser: Texas Capital Bank  
Candice Hahn, SVP, Managing Director; Murray Wyse, Group Creative Director, Visual; Christina Hirsch, Associate Strategy Director; Alejandro Larramendi, Senior Designer; Erica Wilson, Group Account Director

BRONZE - WELCOME BACK  
PROOF ADVERTISING  
074A - Cinematography—Single  
Advertiser: Travel Texas  
Craig Mikes, Executive Creative Director; Dan Crumrine, Associate Creative Director/Copywriter; Josh McGonigle, Senior Art Director; Kate Charter, Producer; The Delivery Men + Side Label, Production Company; Joe Simon, Director/DP; Drew DeGennaro, Executive Producer; Lauren Wilkins, Producer; Andrea Mendoza Editor/TBD POST; Brandon Thomas, Color/TBD POST; The Black Pumas, Music

BRONZE - HAND MADE IN MEXICO  
BEEF AND PIE PRODUCTIONS  
074A - Cinematography—Single  
Advertiser: Clay Imports  
Mike Woolf, Director/Writer/Camera; Michelle Crosby, Producer; Julio Quintana, Director of Photography; Nick Barrerio, Drone Operator; Landon Peterson, Editor

GOLD - WILLIE NELSON “ON THE ROAD AGAIN”  
ARTS + LABOR  
075A - Animation, Special Effects or Motion Graphics  
Advertiser: Texas Monthly  
Matt Taylor, Director & Animator; Cody Ground, Creative Director; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

BRONZE - ALIENWARE “FUSION” CAMPAIGN  
DELL TECHNOLOGIES  
075A - Animation, Special Effects or Motion Graphics  
Advertiser: Dell Technologies  
Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Mackenzie Rachal, Account Manager; Lily Kowalski, Art Director; Sydney Stewart, Art Director; Savannah Clements, Sr. Writer; Hannah Radcliff, Editor; Kip Farrar, FX Artist; ECHOLAB; MOVING PICTURE COMPANY (MPC), CGI/VFX/Animation

27
ELElEMENTS OF ADVERTISING

BRONZE - ROUND ROCK EXPRESS - THE TRAIN
ARTS + LABOR
075A - Animation, Special Effects or Motion Graphics
Advertisers: Round Rock Express
Alie Jackson, Director & Animator; Matt Taylor, Animator; Cody Ground, Creative Director; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

SILVER - WORK AT FULL SPEED CGI
DELL BLUE
073B - Computer Generated Imagery (CGI)
Advertisers: Dell Technologies
Joel Davis, Executive Creative Director; Shane McGuire, Associate Creative Director; Emily Grube, Sr. Copywriter; Santa Hernandez Garcia, Sr. Art Director; Jordan, Robles; Jennifer Kasprzyk, Account Director; Paulette Woodfin, Project Manager; Brent Holt, Head of Production; Matthew Kuhles, Sr. Producer; Video Production, The Mill; Music, “I’ll Be Your Mirror” by The Velvet Underground

BRONZE - ALIENWARE “FUSION” CAMPAIGN
DELL BLUE
073B - Computer Generated Imagery (CGI)
Advertisers: Dell Technologies
Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Mackenzie Rachal, Account Manager; Lily Kowalski, Art Director; Sydney Steward, Art Director; Savannah Clements, Sr. Writer; Hannah Radcliff, Editor; Kip Farrar, FX Artist; MOVING PICTURE COMPANY (MPC), CGI/VFX/Animation

BRONZE - ALIENWARE “FUSION” - STATIC 1
DELL BLUE
073B - Computer Generated Imagery (CGI)
Advertisers: Alienware
Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Mackenzie Rachal, Account Manager; Lily Kowalski, Art Director; Sydney Steward, Junior Art Director; Savannah Clements, Senior Art Director; Morten Vinther, Director/CD, MOVING PICTURE COMPANY; Karen Anderson, Exec. Producer/MOVING PICTURE COMPANY; Julian Fitzpatrick, CG Supervisor/MOVING PICTURE COMPANY; Pascual Rubio, Head of Character Development/MOVING PICTURE COMPANY

BRONZE - DOES YOUR PC KNOW YOU?
DELL BLUE
076- Video Editing
Advertisers: Dell Technologies
Joel Davis, Executive Creative Director; John Miller, Associate Creative Director; Jon Miller, Senior Copywriter; Shelby Peckett, Art Director; Jennifer Kasprzyk, Account Director; Carolina Sandoval, Project Manager; Brent Holt, Head of Production; Matthew Kuhles, Senior Producer; Jason Uson, Senior Editor; Video Production, Supply & Demand; Mac Premo, Video Director; Joe Aguirre, Video DP
ELEMENTS OF ADVERTISING

BRONZE - TRAVELOCITY HOLIDAY HITS ALBUM
PROOF ADVERTISING
078 - Voiceover Talent
Advertiser: Travelocity
Harry Enfield, Voice Talent; Craig Mikes, Executive Creative Director; Claire Jordan, CD/Copywriter; Andrew Leigh, Art Director; Mallory Beck, Copywriter; Jordan Lackey, Animation; Kate Charlier, Producer; Dione Estabrook, Group Account Director; Blair Williams, Account Supervisor

BRONZE - BAN RUBBER BULLETS
WUNDERMAN THOMPSON AUSTIN
079A - Sound Design—Single
Advertiser: Free Streets Now
Wunderman Thompson Austin, Agency; Royale Film Co., Production Company; TBD Post, Post Production; Tom Miller, CD/Writer; Gene Blakeney, CD/Art Director; Steve Miller, Chief Creative Officer; David Blue Garcia, Director of Photography; Dusty Albertz and Brad Englinking, Sound Design

PUBLIC SERVICE

SILVER - THE GREAT TEXAS BEER RUN
GUERILLA SUIT
089B - Corporate Social Responsibility Advertising Campaign
Advertiser: Texas Craft Brewers Guild
Mike Tabie, Art Director; Connor Claver, Designer; Hannah Young, Producer

BRONZE - COVID HEROES
SHERRY MATTHEWS GROUP
094C - Corporate Social Responsibility Out-Of-Home Campaign
Advertiser: New York City Department of Health and Mental Hygiene
Gabriel Escobar, Illustration; Caroline Wallace, Account Director; Gwen Rice, Print Production Manager; Chris Welhausen, Traffic Manager; Charles Webre, Executive Creative Director

SILVER - VAPES DOWN
SHERRY MATTHEWS GROUP
095B - Corporate Social Responsibility Ambient Media Campaign
Advertiser: Texas Department of State Health Services
Tom Grodek, Art Director, Illustration; Destiny Dohre, Account Supervisor; Dianna Howell, Sr. Account Director; Gwen Rice, Print Production Manager; Chris Welhausen, Traffic Manager; Charles Webre, Executive Creative Director

SILVER - CHIPOTLE REAL FOODPRINT
HUNT, GATHER
098A - Corporate Social Responsibility Online/Interactive
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Kathy Horn, Creative Director, Copywriter; Samantha Ortiz, Art Director/Developer; Andrea Hamann, Senior Art Director; Jason Burks, Development Director; Tim Warren, Developer; Alexis Dorenter, Account Director; Shelby Sheppard, Brand Creative Director/Chipotle; Mary Cook, Assistant Brand Manager/Chipotle; Michael Kotick, Director, Brand Marketing & Product Innovation/Chipotle; Stephanie Perdue, VP of Marketing/Chipotle
PUBLIC SERVICE

BRONZE - CHIPOTLE BURRITOS FOR HEROES
HUNT, GATHER
098B - Corporate Social Responsibility Online/Interactive Campaign
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Samantha Ortiz, Art Director; Alexis Dorenter, Account Director; Shelley Sheppard, Brand Creative Director/Chipotle; Tressie Lieberman, VP, Digital and Off-Premise/Chipotle; Candice Beck, Senior Manager, Social and Digital/Chipotle; Jonathan Zacks, Director, Brand Activation/Chipotle; Stephanie Perdue, VP of Marketing/Chipotle

BRONZE - TRUST HER
HUNT, GATHER
099A - Pro Bono Online/Interactive
Advertiser: Child Poverty Action Lab
Lynna Bartosh, Creative Director; Brandy Cohen, Designer; Samantha Ortiz, Art Director; Catherine Shattuck, Content Strategist & Copywriter; Jason Burks, Development Director; Lawrence Whiteside, Developer; Alexis Dorenter, Account Director

SILVER - VAPES DOWN: TEST SUBJECT
SHERRY MATTHEWS GROUP
100 - Corporate Social Responsibility Television
Advertiser: Texas Department of State Health Services
Rich Terry, Creative Director/Copywriter; Matt Mowat, Creative Director; Gabriel Escobar, Art Director; José Marrero, Strategy/Creative Director; Angie Nelson, Sr. Producer; Terry Rietta, Director; At Swim Production Co.; Bill Marmor, Editor; TBD Post, Color; Dusty Albertz, Audio/TBD Post; Dianna Howell, Sr. Account Director; Charles Webre, Executive Creative Director

GOLD - VAPES DOWN: MANGO
SHERRY MATTHEWS GROUP
102 - Corporate Social Responsibility Film, Video & Sound
Advertiser: Texas Department of State Health Services
Rich Terry, Creative Director/Copywriter; Matt Mowat, Creative Director; Gabriel Escobar, Art Director; José Marrero, Strategy/Creative Director; Angie Nelson, Sr. Producer; Terry Rietta, Director; At Swim Production Co.; Bill Marmor, Editor; TBD Post, Color; Dusty Albertz, Audio/TBD Post; Dianna Howell, Sr. Account Director; Charles Webre, Executive Creative Director

BRONZE - CHIPOTLE SAFETY FIRST VIDEO
HUNT, GATHER
102 - Corporate Social Responsibility Film, Video & Sound
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Kath Horn, Creative Director; Samantha Ortiz, Art Director/Illustrator; Shelley Sheppard, Brand Creative Director/Chipotle; Stephanie Perdue, VP of Marketing/Chipotle
POLITICAL ADVERTISING

GOLD - THE NORMAL GUY
KC STRATEGIES

Advertiser: Steve Kuzmich Campaign
Elizabeth Mims, Director; Stefan Allen, Cinematographer/Editor

SILVER - MOVE TEXAS VOTER REGISTRATION
MCGARRAH JESSEE

Advertiser: MOVE Texas
Clare Whigham, Chief Creative Officer; Colin Lapin, Creative Director; Sarah Wallace, Art Director; Brian Marcolini, Copywriter; Page Kastner, Designer; Amelia Bowie, Account Director; Jon Buss, Digital Producer; Lexy Garcia, UX/UI Designer; Elizabeth Easterly, Project Manager; Meredith Malhoud, Strategist; Liston Pitman, Senior Planner; Andrew McCluskey, Media Supervisor
A sip is like biting into a perfect strawberry. Except instead of a good bite, you get the sum total of all the best strawberry bites ever taken. Because we made a promise. We did the research. We crunched numbers and cans, picked countless berries and farmers’ brains. We sipped, we swished, and checked every single flavor note box like some kind of strawberry sommelier. So go ahead, have a sip, and see if you can stop at just one. You’ll want to dip the can in chocolate.
STUDENT WORK

SILVER - MAGIC SPOON - DON'T LOSE THE FUN
507B - Magazine Advertising Campaign
The University of Texas at Austin
Joy Lu, Art Director; Jane Choi, Art Director; Sean LaBounty, Assistant Professor of Practice

SILVER - WELCH'S - SIP IN THE MOMENT
507B - Magazine Advertising Campaign
The University of Texas at Austin
Erin McTaggart, Art Director; Cate Salony, Copywriter; Lea Ladera, Assistant Professor of Practice

BRONZE - SPOTIFY - MIX IT UP
507B - Magazine Advertising Campaign
The University of Texas at Austin
June Chen, Art Director; Ryan Romero, Assistant Professor of Practice; Sean LaBounty, Assistant Professor of Practice

BRONZE - WILD THE TAME - RUFFWEAR
507B - Magazine Advertising Campaign
The University of Texas at Austin
Maria Villapudua, Art Director; Ryan Romero, Assistant Professor of Practice; Sean LaBounty, Assistant Professor of Practice

SILVER - ARF - PASSIONS MAKE YOU, YOU
S10D - Outdoor & Transit Advertising Campaign
The University of Texas at Austin- University of Texas at Austin
Danah Fakhreddine, Art Director & Copywriter; Ro Rao, Assistant Professor of Practice

SILVER - BARNES & NOBLE - RESPECT THE READ
S10D - Outdoor & Transit Advertising Campaign
The University of Texas at Austin
Carlos Villapudua, Art Director; Katen David, Copywriter; Ryan Romero, Assistant Professor of Practice

BRONZE - WORLD WIDE FUND - AWARE OF RARE
S10D - Outdoor & Transit Advertising Campaign
The University of Texas at Austin
Yiling Cao, Art Director; Blair Krieger, Art Director; Sean LaBounty, Assistant Professor of Practice

BRONZE - CLOSER THAN YOU THINK
S11B - Guerilla Marketing, Installations and Events - Campaign
Texas State University
Ashlyn Cramblit, Art Director; Mason Joiner, Art Director; Gene Brenek, Professor

BRONZE - TWITCH: UNLEASH YOUR UGLY
STUDENT WORK

SILVER - SIGNAL - NOTHING TO HIDE
S14 - Apps (Mobile or Web-Based)
The University of Texas at Austin
James Dusek, Art Director; Alysse Mazakian, Art Director; Sean LaBounty, Assistant Professor of Practice

SILVER - REYNOLDS - UNROLL THE POSSIBILITIES
S17 - Digital Publications
The University of Texas at Austin
Alex Pinnell, Copywriter; Quyen Ngo, Art Director; Sean LaBounty, Assistant Professor of Practice

GOLD - COMMAND HOOKS - SEE THE HOLE TRUTH
S19B - Television Advertising Campaign
The University of Texas at Austin
Isaac Swedlow, Copywriter; Alysse Mazakian, Art Director; Sean LaBounty, Assistant Professor of Practice

BRONZE - ZOMBIES, RUN - DIE-HARD MOTIVATION
S19B - Television Advertising Campaign
The University of Texas at Austin
Taylor King, Copywriter; Cat Huang, Art Director; Ryan Romero, Assistant Professor of Practice

BRONZE - TWITCH: UNLEASH YOUR UGLY
S21 - Integrated Advertising Consumer Campaign
The University of Texas at Austin
Kelly Kim, Art Director; Joel Linkewer, Copywriter; Sean LaBounty, Assistant Professor of Practice

BRONZE & JUDGE’S CHOICE
MAGIC SPOON - DON’T LOSE THE FUN
S21 - Integrated Advertising Consumer Campaign
The University of Texas at Austin
Jane Choi, Art Director; Joy Lu, Art Director; Sean LaBounty, Assistant Professor of Practice

BRONZE - UFW: BUILD A LONGER TABLE
S21 - Integrated Advertising Consumer Campaign
The University of Texas at Austin
Fatema Dawoodbhoy, Art Director & Copywriter; Carlos Villapudua, Art Director & Copywriter; Sean LaBounty, Assistant Professor of Practice

JUDGE’S CHOICE
LIQUID I.V. - RIDICULOUSLY HYDRATING
S21 - Integrated Advertising Consumer Campaign
The University of Texas at Austin
Sophia DeRosa, Art Director; Jack Eltife, Copywriter; Ryan Romero, Assistant Professor of Practice
The oak doors creaking shut, you linger, struck by a familiar scent. It’s distant but unmistakable: a mixture of coffee and pulp and promise. You breathe in. It’ll do for a hello as you wind between bookcases, aware you don’t know what you’re looking for yet. You never do.

Passing the children’s section, a nook adorned with cut-outs—like the miniature seats, you’ve long outgrown the rapture of being sprawled on this carpet for hours, engrossed in a new story, your mother waiting patiently nearby. But the memory’s reassuring. You’ll find a worthy book in this labyrinth… eventually. Our shelves will hold onto it until you do.

RESPECT THE READ

A sip is like biting into a perfect strawberry. Except instead of a good bite, you get the sum total of all the best strawberry bites ever taken. Because we made a promise. We did the research. We crunched numbers and cans, picked countless berries and farmers’ brains. We sipped, we swished, and checked every single flavor-note-box like some kind of strawberry sommelier. So go ahead, have a sip, and see if you can stop at just one.

You’ll want to dip the can in chocolate. A sip is like biting into a perfect strawberry. Except instead of a good bite, you get the sum total of all the best strawberry bites ever taken. Because we made a promise. We did the research. We crunched numbers and cans, picked countless berries and farmers’ brains. We sipped, we swished, and checked every single flavor-note-box like some kind of strawberry sommelier. So go ahead, have a sip, and see if you can stop at just one.

Don’t think you’re gonna be escaping Voodoo Doughnut unscathed. Everywhere you turn is just another chance to get cursed.

IN-STORE EXPERIENCE

STUDENT WORK

BRONZE
VOODOO DOUGHNUT - TREATS OF TRIBULATION
S22B - Integrated Brand Identity Campaign - Campaign
The University of Texas at Austin
Erin Manale, Art Director; Jacob Shipley, Copywriter; Sean LaBounty, Assistant Professor of Practice

GOLD - TWITCH: UNLEASH YOUR UGLY
S23 - Copywriting
The University of Texas at Austin
Kelly Kim, Art Director; Joel Linkewer, Copywriter; Sean LaBounty, Assistant Professor of Practice

GOLD - BARNES & NOBLE - RESPECT THE READ
S23 - Copywriting
The University of Texas at Austin
Kateri David, Copywriter; Ryan Romero, Assistant Professor of Practice

GOLD - MERIDIAN HIVE - ILLUMINATING ELIXIR
S23 - Copywriting
The University of Texas at Austin
Taylor King, Copywriter; Maria Garza, Art Director; Sean LaBounty, Assistant Professor of Practice

SILVER - LIBBY’S PUMPKIN: #FALLYEARLONG
S23 - Copywriting
The University of Texas at Austin
Fatema Dawoodbhoy, Art Director; Alex Pinnell, Copywriter; Jeremiah Abdulrah, Audio/Video Production; Sean LaBounty, Assistant Professor of Practice

SILVER - PRINT AD: DIP THE CAN
S23 - Copywriting
The University of Texas at Austin
Kate Steinbach, Art Director; Mallory Bowen, Copywriter; Bart Cleveland, Instructor

SILVER
VOODOO DOUGHNUT - TREATS OF TRIBULATION
S23 - Copywriting
The University of Texas at Austin
Jacob Shipley, Copywriter; Erin Manale, Art Director; Sean LaBounty, Assistant Professor of Practice
STUDENT WORK

BRONZE - ZOMBIES, RUN - DIE-HARD MOTIVATION
S23 - Copywriting
The University of Texas at Austin
Taylor King, Copywriter; Cat Huang, Art Director; Ryan Romero, Assistant Professor of Practice

GOLD - WINNIES HONEY
S24 - Logo Design
Job Propulsion Lab
Kayleigh Jennings, Designer; Bart Cleveland, Instructor

GOLD - TWITCH: UNLEASH YOUR UGLY
S25B - Illustration - Campaign
The University of Texas at Austin
Kelly Kim, Art Director; Joel Linkewer, Copywriter; Sean LaBounty, Assistant Professor of Practice

GOLD - EMBER - MAINTAIN PERFECT
S25B - Illustration - Campaign
The University of Texas at Austin
June Chen, Art Director; Ryan Romero, Assistant Professor of Practice; Sean LaBounty, Assistant Professor of Practice

GOLD - BARNES & NOBLE - RESPECT THE READ
S25B - Illustration - Campaign
The University of Texas at Austin
Carlos Villapudua, Illustrator; Ryan Romero, Assistant Professor of Practice

GOLD - MAGIC SPOON - DON'T LOSE THE FUN
S25B - Illustration - Campaign
The University of Texas at Austin
Joy Lu, Art Director; Jane Choi, Art Director; Sean LaBounty, Assistant Professor of Practice

SILVER - VOODOO DOUGHNUT - TREATS OF TRIBULATION
S25B - Illustration - Campaign
The University of Texas at Austin
Erin Manale, Art Director; Jacob Shipley, Copywriter; Sean LaBounty, Assistant Professor of Practice

BRONZE - LOMOGRAPHY - PICTURE IMPERFECT
S26D - Still Photography - Campaign
The University of Texas at Austin
James Dusek, Art Director; Kateri David, Copywriter; Sean LaBounty, Assistant Professor of Practice

SILVER - UFW: BUILD A LONGER TABLE
S27B - Art Direction Campaign
The University of Texas at Austin
Fatema Dawoodbhoy, Art Director; Carlos Villapudua, Art Director; Sean LaBounty, Assistant Professor of Practice
STUDENT WORK

SILVER
VOODOO DOUGHNUT - TREATS OF TRIBULATION
S27B - Art Direction Campaign
The University of Texas at Austin
Erin Manale, Art Director; Jacob Shipley, Copywriter; Sean LaBounty, Assistant Professor of Practice

BRONZE - FORMULA 1 - RACING REBORN
S27B - Art Direction Campaign
The University of Texas at Austin
James Dusek, Art Director; Jacob Shipley, Copywriter; Sean LaBounty, Assistant Professor of Practice

BRONZE - 1-800-GOT-JUNK
S27B - Art Direction Campaign
The University of Texas at Austin
Reyden Weis, Art Director; Isaac Swedlow, Copywriter; Sean LaBounty, Assistant Professor of Practice

BRONZE - CONSCIOUS STEP - IMPRESSIVE SOCKS
S27B - Art Direction Campaign
The University of Texas at Austin
Erin Manale, Art Director; Jacob Shipley, Copywriter; Isaac Swedlow, Copywriter; Aaron Shipley, Videographer; Sean LaBounty, Assistant Professor of Practice

BRONZE - COMMAND HOOKS - SEE THE HOLE TRUTH
S28B - Cinematography Campaign
The University of Texas at Austin
Isaac Swedlow, Copywriter; Alysse Mazakian, Art Director; Sean LaBounty, Assistant Professor of Practice

BRONZE - 1-800-GOT-JUNK
S29 - Animation or Special Effects
The University of Texas at Austin
Reyden Weis, Art Director; Isaac Swedlow, Copywriter; Sean LaBounty, Assistant Professor of Practice

THE CURSED BOX
Order the most unholy doughnuts from the menu to receive the cursed box.

IN-STORE EXPERIENCE

MÉXICO IS IN EVERY SIP
The Paper People

All things paper & more.
Capabilities...
LED Offset Printing
Digital Printing
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If you’re going to spend the year at home, you might as well decorate your mantel.