

**Best of Show****Carmichael Lynch**

Ad Fed Minnesota

*"The Long, Lonely Road"*

Television Advertising - Single Spot - Up to 2:00

**Judge's Choice Awards**

JUDGE: Cheryl Oz - Owner/Designer - Oz Design (Michigan)

**klongino, llc**

AAF-Madison

*"Danner Boots Go There 22"*

Branded Content &amp; Entertainment Campaign

**Judge's Choice Awards**

JUDGE: Greg Garrod - Senior Writer - Bader Rudder (Chicago)

**Carmichael Lynch**

Ad Fed Minnesota

*"Feel the Wait" - Subaru*

Social Media - Single Execution

**Judge's Choice Awards**

JUDGE: Matthew Sharp Fera - Creative Director - Eversana/InTouch (Kansas)

**Lemonly**

AAF-South Dakota

*"2021 Lemonly Annual Report"*

Online/Interactive Self-Promotion

**Gold Winners**

| Entrant             | AAF Local Club   | Name of Entry                                  | Category  |
|---------------------|------------------|--|---|
| Excel Studio        | AAF-Fox River    | Trek - Madone SLR                              | Computer Generated Imagery (CGI)                |
| klongino, llc       | AAF-Madison      | Danner Boots Go There 22                       | Branded Content & Entertainment Campaign        |
| Cereal              | AAF-North Dakota | Theatre B Season 20 Poster Series              | Poster - Campaign                               |
| Tellwell            | AAF-North Dakota | Craftwell Impact Film                          | Cinematography—Single                           |
| Fresh Produce LLC   | AAF-South Dakota | Delight in Creativity                          | Integrated Media Campaign                       |
| Lawrence & Schiller | AAF-South Dakota | South Dakota Tourism RFP                       | Direct Marketing & Specialty Advertising        |
| Lemonly             | AAF-South Dakota | 2021 Lemonly Annual Report                     | Advertising Self-Promotion                      |
| Carmichael Lynch    | Ad Fed Minnesota | The Long, Lonely Road                          | Television Advertising - Single Spot            |
| Carmichael Lynch    | Ad Fed Minnesota | The Loneliest Road                             | Social Media Campaign                           |
| Carmichael Lynch    | Ad Fed Minnesota | The Loneliest Road                             | Integrated Campaigns                            |
| Carmichael Lynch    | Ad Fed Minnesota | The Loneliest Road                             | Corporate Social Responsibility Campaign        |
| Carmichael Lynch    | Ad Fed Minnesota | National Make A Dog's Day 2022 - Feel the Wait | Social Media - Single Execution                 |
| Fallon              | Ad Fed Minnesota | Arby's x Old Spice                             | Internet Commercial - Single Spot               |
| Fallon              | Ad Fed Minnesota | Case of the Mondays                            | Internet Commercial - Campaign                  |
| Fallon              | Ad Fed Minnesota | Spicy Fish                                     | Music With Lyrics—Single                        |
| Fallon              | Ad Fed Minnesota | Spicy Fish                                     | Social Media - Single Execution                 |
| Hunt Adkins         | Ad Fed Minnesota | Verist Limited-Edition Packaging               | Packaging Campaign                              |
| Mono                | Ad Fed Minnesota | American Red Cross Drop For Drop               | Multiple Events                                 |
| Periscope           | Ad Fed Minnesota | Beer We Go Twins                               | Sound Design - Single                           |
| SixSpeed            | Ad Fed Minnesota | Lake Louie Brand ID and Packaging              | Illustration - Single                           |
| SixSpeed            | Ad Fed Minnesota | Lake Louie Brand ID and Packaging              | Packaging Campaign                              |
| SixSpeed            | Ad Fed Minnesota | Lake Louie Brand ID and Packaging              | Logo Design                                     |
| Superhuman          | Ad Fed Minnesota | Uncle Franky's Brand Refresh                   | Integrated Brand Identity Campaign              |
| Wunderman Thompson  | Ad Fed Minnesota | Speaking In Color                              | Digital Creative Technology - Data Driven Media |
| Wunderman Thompson  | Ad Fed Minnesota | Speaking In Color                              | Digital Creative Technology - User Experience   |
| Wunderman Thompson  | Ad Fed Minnesota | Speaking In Color                              | Innovative Use of Interactive / Technology      |

## Silver Winners

| Entrant   | AAF Local Club   | Name of Entry                       | Category  |
|---|------------------|-------------------------------------|---|
| Jackalope   | AAF-Black Hills  | Black Hills Ammo Brand Video        | Voiceover Talent  |
| Jackalope   | AAF-Black Hills  | BHA Brand Video                     | Audio/Visual Sales Presentation                                 |
| Jackalope   | AAF-Black Hills  | Black Hills Ammo Brand Video        | Cinematography—Single   |
| Regional Health                                   | AAF-Black Hills  | Doc Talk                            | Logo Design   |
| Regional Health                                   | AAF-Black Hills  | Monument Health Monsters            | Integrated Advertising Campaigns - Consumer Campaign            |
| Signs Now Rapid City                              | AAF-Black Hills  | Lakota Tech bus wrap                | Guerrilla Marketing   |
| Ariens Co.  | AAF-Fox River    | Ariens Snow catalog                 | Brochure  |
| Excel Studio                                      | AAF-Fox River    | Mystic Powerboats Website           | Websites - Consumer   |
| Excel Studio                                      | AAF-Fox River    | Trek - Domane+                      | Computer Generated Imagery (CGI)                                |
| Excel Studio                                      | AAF-Fox River    | Excel Studio 2022 Reel              | Advertising Industry Self-Promotion Film, Video & Sound         |
| Graham Images                                     | AAF-Fox River    | Namekagon General Store             | Still Photography - Color                                       |
| Graham Images                                     | AAF-Fox River    | Namekagon General Store             | Still Photography - Campaign                                    |
| Backflip  | AAF-Madison      | Bare Metal                          | Corporate Social Responsibility Non-Broadcast Audio/Visual      |
| Backflip  | AAF-Madison      | Backflip Whodunnit                  | Self-Promotion Campaigns  |
| Chris Hynes Photography, LLC                      | AAF-Madison      | Flip Whip Dip                       | Still Photography - Color - Single                              |
| InfoSec Institute                                 | AAF-Madison      | Hacked for the Holidays 2022        | Poster - Campaign   |
| Kennedy Communications                            | AAF-Madison      | Chamber Annual Dinner Program       | Card, Invitation, Announcement - Single Unit                    |
| Suttle-Straus, Inc.                               | AAF-Madison      | Wisconsin Slang Postcards           | Direct Marketing & Specialty Advertising                        |
| Suttle-Straus, Inc.                               | AAF-Madison      | AAF Awards Interactive Invite       | Self-promotion - Ad Chapter or Marketing Chapter                |
| Thysse  | AAF-Madison      | Thysse 2022 Holiday Card            | Branded Content & Entertainment                                 |
| z2  | AAF-Madison      | Rain Bird Tree Health Mailer        | Direct Mail - 3D / Mixed  |
| z2  | AAF-Madison      | Tree Stories Webisode Series        | Webisode(s) - Series  |
| AdShark Marketing                                 | AAF-North Dakota | F5 Project Website Redesign         | Websites - Consumer   |
| Foley   | AAF-North Dakota | Drekkerfest Limited Edition Boxset  | Specialty Advertising - Campaign                                |
| Foley   | AAF-North Dakota | Drekkerfest 8                       | Art Direction - Campaign  |
| Foley   | AAF-North Dakota | Frames by Ryan James                | Integrated Brand Identity Campaign                              |
| H2M   | AAF-North Dakota | Beer Stories Flip Cards             | Copywriting   |
| NDSU Publications Services                        | AAF-North Dakota | NDSU Theatre 2022-23 Season Posters | Out-Of-Home Campaign  |
| Office Sign Company                               | AAF-North Dakota | Electrical Box Wraps                | Multiple Installations  |
| Tellwell  | AAF-North Dakota | Craftwell Impact Film               | Video Editing   |
| The Good Kids                                     | AAF-North Dakota | Walrus Brand Campaign               | Integrated Brand Identity Campaign                              |
| The Good Kids                                     | AAF-North Dakota | The Good Times Newspaper            | Newspaper Self-Promotion - Single Unit                          |
| The Good Kids                                     | AAF-North Dakota | Frontier Village Brand Campaign     | Integrated Brand Identity Campaign - Local or Regional/National |
| 605 Magazine                                      | AAF-South Dakota | 605 Poster                          | Specialty Advertising - Other Merchandise                       |
| Aaron C Packard Photography/<br>Packard Group LLC | AAF-South Dakota | SDSF - Actor Portraits              | Still Photography - Campaign                                    |
| Caliber   | AAF-South Dakota | World's Greatest County Fair        | Integrated Consumer Campaign - Local                            |
| Epicosity   | AAF-South Dakota | Awaken Champions                    | Advertising Industry Self-Promotion Ambient Media               |
| Fresh Produce LLC                                 | AAF-South Dakota | Great at Doohen Real Estate         | Integrated Brand Identity Campaign                              |
| Fresh Produce LLC                                 | AAF-South Dakota | 2022 Tangies                        | Collateral - Brand Elements                                     |
| Fresh Produce LLC                                 | AAF-South Dakota | Great Morning Get Together          | Events - Single Event   |

## Silver Winners (continued)

|                       |                  |                                     |   |
|-----------------------|------------------|-------------------------------------|---|
| Lawrence & Schiller   | AAF-South Dakota | "Jim Reaper" Video Campaign         | Public Service Campaign                                     |
| Lawrence & Schiller   | AAF-South Dakota | Foldout Poster Mailer               | Direct Mail - Single Unit                                   |
| Lawrence & Schiller   | AAF-South Dakota | Duluth Photography                  | Still Photography - Campaign                                |
| Lawrence & Schiller   | AAF-South Dakota | Duluth Website                      | Websites - Consumer   |
| Lawrence & Schiller   | AAF-South Dakota | "Time is Money"                     | Television Advertising - Regional/National Single Spot      |
| Lawrence & Schiller   | AAF-South Dakota | "Ben's Story"                       | Branded Content & Entertainment - Non-Broadcast             |
| Lawrence & Schiller   | AAF-South Dakota | Social Selects                      | Public Service Online/Interactive Campaign                  |
| Lemonly               | AAF-South Dakota | Port Royal Sound: Maritime Center   | Branded Content & Entertainment for Online/Interactive      |
| The Sampson House     | AAF-South Dakota | Ag Trivia Collateral                | Corporate Social Responsibility Ambient Media               |
| Adventure Advertising | Ad Fed Minnesota | True to Nature                      | Internet Commercial   |
| BBDO Minneapolis      | Ad Fed Minnesota | HORMEL Chili Cheese Campaign        | Consumer Campaign-Regional/National                         |
| BBDO Minneapolis      | Ad Fed Minnesota | BBDO MPLS Happy HolidAls            | Advertising Industry Self-Promotion Ambient Media           |
| BBDO Minneapolis      | Ad Fed Minnesota | Pawfect Home                        | Audio/Visual Sales Presentation                             |
| Best Buy              | Ad Fed Minnesota | The One/Steps/Peaceful              | Internet Commercial - Campaign                              |
| Carmichael Lynch      | Ad Fed Minnesota | Carmichael Lynch Website Redesign   | Advertising Industry Self-Promotion                         |
| Carmichael Lynch      | Ad Fed Minnesota | The All New Subaru.com              | Websites - Consumer   |
| Carmichael Lynch      | Ad Fed Minnesota | A Fair Shot                         | Corporate Social Responsibility Online/Interactive Campaign |
| Carmichael Lynch      | Ad Fed Minnesota | Carmichael Lynch 60th Anniversary   | Art Direction - Campaign                                    |
| Channel Z Edit        | Ad Fed Minnesota | Bumble - The New Rules Of The Game  | Video Editing   |
| Colle McVoy           | Ad Fed Minnesota | Leave Hibernation to the Animals    | Internet Commercial - Campaign                              |
| Colle McVoy           | Ad Fed Minnesota | Houston White x Target Brand System | Specialty Advertising - Campaign                            |
| Colle McVoy           | Ad Fed Minnesota | Jackson Hole Annual Report          | Annual Report (printed or digital)                          |
| Colle McVoy           | Ad Fed Minnesota | Target - Black Panther Campaign     | Point of Purchase Campaign                                  |
| Colle McVoy           | Ad Fed Minnesota | Boldly Grown "Bold Butter" Popcorn  | Packaging - Single Unit                                     |
| Colle McVoy           | Ad Fed Minnesota | Houston White x 3M VICTORY          | Integrated Brand Identity Campaign                          |
| Don't Blink           | Ad Fed Minnesota | Jostens - Braves World Series Ring  | Animation, Special Effects or Motion Graphics               |
| Drive Thru            | Ad Fed Minnesota | Infinite Canvas: Art meets VR       | Video Editing   |
| Drive Thru            | Ad Fed Minnesota | Infinite Canvas: Art meets VR       | Cinematography--Single                                      |
| Fallon                | Ad Fed Minnesota | Diablo Dare                         | Social Media - Campaign                                     |
| Fallon                | Ad Fed Minnesota | Spicy Fish                          | Internet Commercial - Single Spot                           |
| Fallon                | Ad Fed Minnesota | Rib Roast                           | Music Video   |
| Fallon                | Ad Fed Minnesota | Little Bites                        | Internet Commercial - Campaign                              |
| Fallon                | Ad Fed Minnesota | Rib Roast                           | Integrated Branded Content Campaign                         |
| Fallon                | Ad Fed Minnesota | Rib Roast                           | Specialty Advertising - Apparel                             |
| Fallon                | Ad Fed Minnesota | Every Country in America            | Television Advertising - Single Spot                        |
| Gasket Studios        | Ad Fed Minnesota | Seal It! Campaign                   | Computer Generated Imagery (CGI)                            |
| Hunt Adkins           | Ad Fed Minnesota | Less is Better Video Game           | Ambient Media - Installations                               |
| Mammoth Creative      | Ad Fed Minnesota | Tattersall Rye Whiskey Label        | Packaging - Single Unit                                     |
| Mammoth Creative      | Ad Fed Minnesota | Tattersall Bourbon Labels           | Packaging - Single Unit                                     |
| Mammoth Creative      | Ad Fed Minnesota | Tattersall Canned Cocktails         | Packaging - Campaign  |
| Mono                  | Ad Fed Minnesota | The New Rules of the Game           | Internet Commercial - Campaign                              |
| Periscope             | Ad Fed Minnesota | More Than A Marathon                | Branded Content & Entertainment Campaign                    |
| Periscope             | Ad Fed Minnesota | Periscope See Beyond Brand          | Self-promotion - Brand Elements                             |

### Silver Winners (continued)

|            |                  |                             |                                     |
|------------|------------------|-----------------------------|-------------------------------------|
| Periscope  | Ad Fed Minnesota | Sascratch Lottery Ticket    | Illustration - Series               |
| Periscope  | Ad Fed Minnesota | Get Out and Play "Summer"   | Video Editing                       |
| Periscope  | Ad Fed Minnesota | Summit Ratskeller           | Poster - Campaign                   |
| Periscope  | Ad Fed Minnesota | Periscope See Beyond Brand  | Advertising Industry Self-Promotion |
| Periscope  | Ad Fed Minnesota | Holiday Gift Wrap Newspaper | Newspaper Advertising - Single Unit |
| Pixel Farm | Ad Fed Minnesota | Twosday                     | Computer Generated Imagery (CGI)    |
| X-FCTR     | Ad Fed Minnesota | SNF canVS: Super Bowl LVI   | Ambient Media - Single Event        |