

aaf[®]
american
advertising
federation
district 8

2·0·2·4
AMERICAN
ADVERTISING
AWARDS

professional competition

professional competition

03

black hills

05

central mn

06

madison

07

north dakota

08

south dakota

09

minnesota

black hills

ADDY® level

company

entry title

category

GOLD

Golden West
Telecommunications

2023 GW 3 South Dakota
Magazine Ads

Print Advertising
> Magazine Campaign

GOLD

Jackalope

Black Hills Ammunition
Brand Video

Elements of Advertising
> Cinematography - Single

SILVER

Jackalope

Black Hills Ammunition
Campaign

Print Advertising
> Magazine Campaign

SILVER

Jackalope

Monument Health "Balance"
Campaign

Elements of Advertising
> Cinematography - Campaign

SILVER

Jackalope

Monument Health "Balance"
Campaign

Elements of Advertising
> Art Direction - Campaign

SILVER

Jackalope

BH Ammunition Brand
Photography

Elements of Advertising > Photography
> B&W/Digitally Enhanced - Campaign

SILVER

Jackalope

Black Hills Ammunition
Brand Video

Film, Video & Sound
> Audio/Visual Sales Presentation

ADDY® level	company	entry title	category
SILVER	Jackalope	Black Hills Ammo Brand Campaign	Integrated Advertising Campaign > Regional/National - Consumer
SILVER	Jackalope	Black Hills Ammo Brand Campaign	Elements of Advertising > Art Direction - Campaign
SILVER	Jackalope	Black Hills Ammo Brand Video	Elements of Advertising > Music w/o Lyrics - Single
SILVER	Jackalope	Black Hills Ammo Brand Video	Elements of Advertising > Copywriting
SILVER	Jackalope	Black Hills Ammo Brand Video	Elements of Advertising > Video Editing
SILVER	Jackalope	Black Hills Ammo Brand Video	Elements of Advertising > Voiceover Talent
SILVER	Visit Rapid City	Visit Rapid City New Brand	Self Promotion Collateral > Brand Elements

central minnesota

ADDY® level

company

entry title

category

GOLD

Moxie Creative

Third Street Sell Sheets

**Product/Service Sales Promotion
> Sales Kit/Information Sheets**

SILVER

Rubinski Visual

Rubinski Works | Manitobah

**Film, Video & Sound
> Internet Commercial**

SILVER

Switchboard

tupa.art

**Online/Interactive
> Consumer Website**

SILVER

Vye

**PURIS Website Design &
Development**

**Online/Interactive
> Consumer Website**

madison

ADDY® level

company

entry title

category

SILVER

Kennedy Communications

KennedyC Holiday Party Invite

**Self Promotion Collateral
> Special Event Material/s**

north dakota

ADDY® level

company

entry title

category

SILVER

Abovo

Kokada Brand Guidelines

**Sales & Marketing Collateral
> Brochure - Single Unit**

SILVER

H2M

Beer Stories

**Elements of Advertising
> Copywriting**

SILVER

Off Color Media

You Just Have to Look

**Elements of Advertising
> Cinematography - Single**

SILVER

Threefold

Threefold Studio Reel

**Elements of Advertising
> Video Editing**

SILVER

Threefold

Threefold Studio Reel

**Self Promotion Collateral
> Film, Video & Sound**

south dakota

ADDY® level

company

entry title

category

SILVER

Epicosity

**TLS Museum & Badlands
Campaign**

**Public Service Film, Video & Sound
> Integrated Public Service Campaign**

SILVER

Lawrence & Schiller

**"Notes to Self"
Integrated Campaign**

**Public Service Film, Video & Sound
> Integrated Public Service Campaign**

minnesota

ADDY® level

company

entry title

category

SILVER

Agency Squid

Harken Wine GCKTW

Elements of Advertising
> Illustration Series

SILVER

BBDO Minneapolis

IT

Elements of Advertising
> Computer Generated Imagery

SILVER

BBDO Minneapolis

Yuleogy Log

Self Promotion Collateral
> Brand Elements

SILVER

Best Buy

Tagnado

Out of Home/Ambient Media
> Multiple Installations

SILVER

Bold Orange

Pollinator Strong

Out of Home/Ambient Media
> Integrated Media/Social Responsibility

GOLD

Carmichael Lynch

Peyton Canning

Direct Marketing > Specialty
Advertising > Other Merchandise

GOLD

Carmichael Lynch

Beautiful Silence :60

Film, Video & Sound
> TV Commercial - Regional/National

ADDY® level	company	entry title	category
GOLD	Carmichael Lynch	Beautiful Silence :60	Elements of Advertising > Sound Design - Single
GOLD	Carmichael Lynch	Dog Tested. Dog Approved.	Film, Video & Sound > TV Commercial - Regional/National Campaign
GOLD	Carmichael Lynch	Beautiful Silence :60	Elements of Advertising > Cinematography - Single
GOLD	Carmichael Lynch	Treasure Cave Brand Campaign	Cross Platform > Integrated Brand Identity Campaign
GOLD	Carmichael Lynch	Greetings from Greenport Harbor	Elements of Advertising > Copywriting
SILVER	Carmichael Lynch	Penumbra: Brand Identity Redesign	Elements of Advertising > Art Direction - Campaign
SILVER	Carmichael Lynch	Peyton Canning	Direct Marketing > Specialty Advertising - Campaign
SILVER	Carmichael Lynch	Treasure Cave: Cave Dwellers :60	Elements of Advertising > Music w/o Lyrics - Single

ADDY® level	company	entry title	category
SILVER	Carmichael Lynch	Greetings from Greenport Harbor	Out of Home/Ambient Media > Poster Campaign
GOLD	Colle McVoy	Chix Mix: Chicken Feed. Human Snack	Direct Marketing > Specialty Advertising - Other Merchandise
GOLD	Colle McVoy	RBFF: Find Your Best Self Campaign	Cross Platform > Integrated Ad Campaign - Consumer (Regional/National)
GOLD	Colle McVoy	Fendt: The Spraying Billboard	Out of Home/Ambient Media > Outdoor Board - Single
GOLD	Colle McVoy	Chix Mix: Chicken Feed. Human Snack	Cross Platform > Integrated Ad Campaign - Consumer (Regional/National)
SILVER	Colle McVoy	Cub Ultima: Ultimate Mowing Shoe	Cross Platform > Integrated Ad Campaign - Consumer (Regional/National)
SILVER	Colle McVoy	Cub Ultima: Ultimate Mowing Shoe	Direct Marketing > Specialty Advertising - Other Merchandise
SILVER	Colle McVoy	La-Z-Boy: The Decliner	Cross Platform > Integrated Ad Campaign - Consumer (Regional/National)

ADDY® level

company

entry title

category

SILVER

Colle McVoy

La-Z-Boy: The Decliner

Direct Marketing > Specialty Advertising - Other Merchandise

SILVER

Drive Thru

Lake City Bank

**Film, Video & Sound
> TV Commercial - Local Campaign**

SILVER

Duke Cannon Supply Co.

Behind the Curtain

**Film, Video & Sound
> TV Commercial - Regional/National**

SILVER

Duke Cannon Supply Co.

Big Ass Brick of Soap Campaign

**Film, Video & Sound
> TV Commercial - Regional/National**

GOLD

Fallon

TaxAct 'Let's Get Them Over With'

**Cross Platform > Integrated Ad Campaign
- Consumer (Regional/National)**

GOLD

Fallon

Open The Frontdoor 2023

**Film, Video & Sound
> TV Commercial - Regional/National**

GOLD

Fallon

TaxAct 'Let's Get Them Over With'

**Elements of Advertising
> Copywriting**

GOLD

Fallon

Arby's Hike Thru

**Out of Home/Ambient Media
> Single Event**

ADDY® level

company

entry title

category

SILVER

Fallon

The Last Of Us

**Online/Interactive
> Social Media - Single Execution**

SILVER

Fallon

Arbtober

**Online/Interactive
> Social Media - Campaign**

SILVER

Fast Horse

Pie Lovers Unite

**Cross Platform > Integrated Ad Campaign
- Consumer (Regional/National)**

SILVER

**Hurley Hurley Hurley
Worldwide**

Fur Ever

**Film, Video & Sound
> Internet Commercial**

SILVER

**Hurley Hurley Hurley
Worldwide**

Fur Ever

**Elements of Advertising
> Music w/ Lyrics - Single**

GOLD

KNOCK

**MN Orchestra: Be Moved
by the Music**

**Cross Platform > Integrated Brand
Identity Campaign**

SILVER

Little & Company

Dream Creamery

**Sales Promotion
> Packaging Campaign**

SILVER

Mammoth Creative

Tattersall 5 Year Rye Whiskey

**Sales Promotion
> Packaging - Single Unit**

ADDY® level	company	entry title	category
SILVER	Mono	L'OR: A Masterpiece in Taste	Elements of Advertising > Cinematography - Campaign
SILVER	Mono	L'OR: Macaroon	Elements of Advertising > Cinematography - Single
SILVER	Mono	L'OR: Artist	Elements of Advertising > Cinematography - Single
SILVER	Noble LLC	Unpacking the Impact	Elements of Advertising > Animation/ Special Effects/Motion Graphics
SILVER	Padilla	Grab a Boost of Blue	Film, Video & Sound > Internet Commercial Campaign
GOLD	Periscope	Heckova Website	Online/Interactive > Consumer Website
SILVER	Periscope	Heckova Website	Elements of Advertising > Creative Tech - Interface & Navigation
SILVER	Periscope	Heckova Website	Elements of Advertising > Creative Tech - User Experience

ADDY® level

company

entry title

category

GOLD

Pixel Farm

Acorns - 10 Foot Pole

**Elements of Advertising
> Computer Generated Imagery**

GOLD

Pixel Farm

**Planters - Surrender to the
Cashew**

**Elements of Advertising
> Computer Generated Imagery**

SILVER

Preston Spire

Just As Real

**Film, Video & Sound
> Public Service Television**

SILVER

Preston Spire

The New Life Vest

**Film, Video & Sound
> Public Service Online Film, Video & Sound**

GOLD

**Rise and Shine and
Partners**

Supercuts Real Smart Hair

**Cross Platform > Integrated Ad Campaign
- Consumer (Regional/National)**

GOLD

Solve

**Two Hearted IPA "Never
Trend"**

**Out of Home/Ambient Media
> Out of Home Campaign**

GOLD

Solve

The Impossible NIL Deal

**Online/Interactive
> Social Media Campaign**

SILVER

Solve

Two Hearted IPA "Never Trend"

**Cross Platform > Integrated Ad Campaign
- Consumer (Regional/National)**

ADDY® level

company

entry title

category

SILVER

Superhuman

Reach International Outfitters

**Sales Promotion
> Packaging Campaign**

SILVER

X-FCTR

Legends of Indy

**Elements of Advertising
> Creative Tech - Augmented Reality**

best of show

RBFF: Find Your Best Self Campaign by Colle McVoy



category

**Cross Platform > Integrated
Ad Campaign - Consumer
(Regional/National)**



judge's choice: natalie

The Impossible NIL Deal Social Media Campaign by Solve



category

Online/Interactive
> Social Media Campaign

THE IMPOSSIBLE NIL DEAL

A CAMPAIGN THAT TOOK ADVANTAGE OF AN ONGOING MISPRONUNCIATION, AND GOT HOMELAND SECURITY TO RECONSIDER THEIR OUTDATED LAWS.

SUNOCO → 100-YEAR-OLD GAS STATION BRAND
SANOGO → OFFICIAL FUEL OF NASCAR
→ 6'9" UCONN POWER FORWARD
→ FUTURE CHICAGO BULL

THE MOMENT
March Madness 2023. Charles Barkley, Kenny Smith and others were mispronouncing Adama Sanogo's last name as "Sunoco." An opportunity for our brand to get awareness beyond the track.

THE PROBLEM
International students like Sanogo face restrictive visa laws, which prohibit them from profiting under Name-Image-Likeness deals. And that prohibited Sunoco from brokering any kind of deal with him. But we had to do something. And fast. The countdown to the final was on.

THE WORKAROUND
To avoid any risk to Sanogo and UConn, we became Sanogo's "unofficial" superfan, cranking out tons of social content that continued to play up the slip-up and stoke the fire with fans.

THE AFTERMATH
UConn won the whole thing, and Sanogo was named Most Outstanding Player. At that point, we could finally make him our official paid partner. And the coolest move? Bipartisan senators proposed sweeping reform to NIL laws, allowing all international athletes to make that bank.

SOCIAL ENGAGEMENT ↗ 1,835%

PAID MEDIA SPENT ✕ \$0

judge's choice: armand

A Lot Can Go Wrong by Periscope



category

Film, Video & Sound
> TV Advertising -
Region/National Campaign



**A LOT CAN
GO WRONG
ANY TIME**

judge's choice: tyler

Supercuts Real Smart Hair
by Rise and Shine and Partners



category

**Cross Platform > Integrated Ad
Campaign - Consumer
(Regional/National)**

