CONTROL OF CONTROL OF

2.0.2.4 AMERICAN ADVERTISING ANVARDS

### student competition

# student competition

03 **black hills**  04

### central mn

06

madison

07

### north dakota

AMERICAN ADVERTISING FEDERATION DISTRICT 8

### minnesota

80

### 05 **fox river**

# black hills

ADDY<sup>®</sup> level

entry title

student name

GOLD

Simply Orange

Ashley Beguin

AMERICAN ADVERTISING FEDERATION DISTRICT 8

school

category

Black Hills State University Still Photography > Color - Single

### central minnesota

ADDY <sup>®</sup> level	entry title	student name
SILVER	HiBar Famous Art Campaign	Julie Haldenwanger
SILVER	The Harmonica Project	Megan Jensen

AMERICAN ADVERTISING FEDERATION DISTRICT 8

#### school

category

Alexandria Technical & Community College

Alexandria Technical & Community College Print Advertising > Magazine Campaign

Integrated Brand Identity > Single

### fox river

ADDY<sup>®</sup> level

entry title

student name

SILVER

Lazy Fietser Dutch Pale Ale **April Greider** 

AMERICAN ADVERTISING FEDERATION DISTRICT 8

school

#### category

University of Wisconsin – Stevens Point Product/Service Sales Promotion > Packaging

### madison

ADDY <sup>®</sup> level	entry title	student name
GOLD	Edinger Surgical Options Rebrand	Meghan Silbernagel
GOLD	Endiablada / Devilish Craft Soda	Gisselle Dominguez
SILVER	Type-Driven Ad Series	Meghan Silbernagel
SILVER	Milwaukee Tools Billboard	Shilo Hinrichs

school	category
Madison College	Integrated Brand Identity Campaign
University of Wisconsin – Milwaukee	Product/Service Sales Promotion > Packaging
Madison College	Print Advertising > Magazine Campaign
Madison College	Out of Home/Ambient Media > Outdoor/Transit Advertising

# north dakota

ADDY <sup>®</sup> level	entry title	student name
SILVER	Tiny Race	Dylan Anderson
SILVER	Ebisu Suishi	Ethan Gorder

#### school

#### category

Bismarck State College

Still Photography > Color - Single

Minnesota State Community and Technical College – Moorhead Integrated Brand Identity Campaign

# minnesota

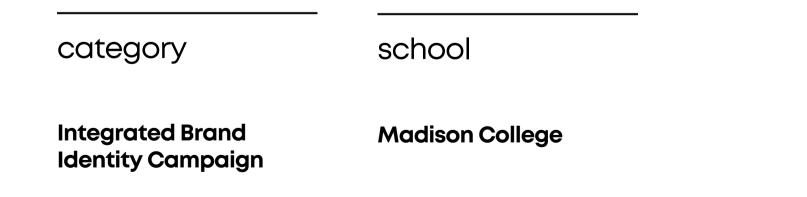
ADDY <sup>®</sup> level	entry title	student name
GOLD	Hello Goodbye Magazine Campaign	Evan Pope
GOLD	Mid Century Modern Illustration	Niamh Sass
SILVER	Just Get There - Spirit Airlines	Leo Kellogg
SILVER	hello goodbye advertising campaign	Evan Pope
SILVER	Play-Doh Advertising Campaign	Kylie Ganther
SILVER	Surely Advertising Campaign	Mercy Berglund

school	category
University of	Print Advertising
Wisconsin–Stout	> Magazine Campaign
University of	Online/Interactive
Wisconsin–Stout	> Website
Brainco	Integrated Advertising Campaign > Consumer
University of	Integrated Advertising
Wisconsin–Stout	Campaign > Consumer
University of	Integrated Advertising
Wisconsin–Stout	Campaign > Consumer
University of	Integrated Advertising
Wisconsin–Stout	Campaign > Consumer

### best of show

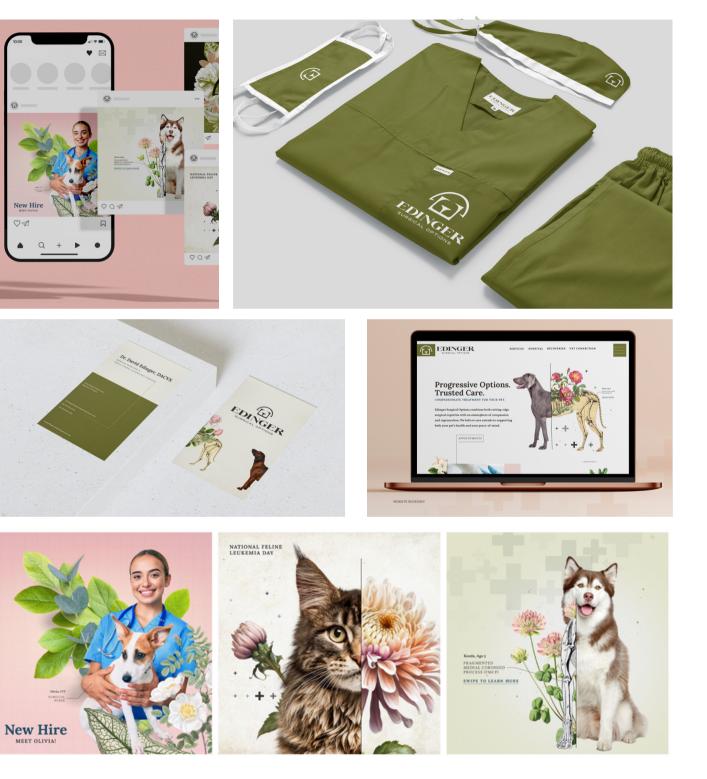
Edinger Surgical Options Rebrand by Meghan Silbernagel





AMERICAN ADVERTISING FEDERATION DISTRICT 8





### judge's choice: natalie

HiBar Famous Art Campaign by Julie Haldenwanger





HAIR SO SOFT AND SHINY YOU'LL WANT TO SHOW IT OFF



Our hydration dream team this is the place to start. Sr ingredients combined with extra hydration and nouris good for the environment. Go ahead, show it off.

category	school
Print Advertising	Alexandria Technical &
> Magazine Campaign	Community College

AMERICAN ADVERTISING FEDERATION DISTRICT 8



#### CURLS SO LUXURIOUS YOU WON'T WANT TO HIDE THEM



Our formula for improved curl and wave health for textured hair types 3 and 4. Salon-quality, all-natural, plant-based ingredients combined with Babassu Butter and Pracaxi Butte to add definition and seal in moisture. Good for your hair an good for the environment.

> HIBAR hellohighbar.com



#### HAIR SO VOLUMINOUS IT WILL MAKE YOU SMILE



For thin, fine, or lifeless hair, this is the solid shampoo and conditioner set for you. Salon-quality, all-natural, plant-basngredients combined with African dates and B5 for frizz control and added definition to waves and curls. Good for rour hair and good for the environment.

HIBAK

### judge's choice: armand

Simply Orange by Ashley Beguin



category

school

Still Photography > Color - Single

Black Hills State University

AMERICAN ADVERTISING FEDERATION DISTRICT 8



# judge's choice: tyler

Play-Doh Advertising Campaign by Kylie Ganther



category	school
Integrated Advertising	University of
Campaign > Consumer	Wisconsin–Stout

AMERICAN ADVERTISING FEDERATION DISTRICT 8

