

aaf[®]
american
advertising
federation
district 8

2·0·2·6
AMERICAN
ADVERTISING
AWARDS

professional competition

professional competition

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black hills

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north dakota

05

south dakota

06

minnesota

12

best of show

13

judge's choice

black hills

ADDY® level

company

entry title

category

GOLD

Jackalope

Black Hills Ammo 2026 Video

Elements of Advertising > Film & Video - Video Editing

GOLD

Jackalope

Black Hills Ammo 2026 Video

Elements of Advertising > Film & Video > Animation, Special Effects or Motion Graphics

SILVER

Jackalope

Black Hills Ammo 2026 Video

Film, Video, & Sound > Sales Promotion > Audio/Visual Sales Presentation

SILVER

Jackalope

Black Hills Ammo 2026 Video

Elements of Advertising > Sound Design—Single

SILVER

Jackalope

Black Hills Ammo 2026 Brand

Elements of Advertising > Visual > Art Direction—Campaign

SILVER

Jackalope

Black Hills Ammo 2026 Catalog

Elements of Advertising > Visual > Art Direction—Single

SILVER

Jackalope

Black Hills Ammo 2026 Brand

Elements of Advertising > Visual > Still Photography > Black & White/Color/ Digitally Enhanced—Campaign

north dakota

ADDY® level

company

entry title

category

SILVER

North Dakota State University

It's Designed

Online/Interactive > Social Media - Campaign

SILVER

North Dakota State University

It's Designed

Cross Platform > Online/Interactive Campaign

SILVER

Threefold

The Lily Initiative

Elements of Advertising > Sound Design—Single

south dakota

ADDY® level

company

entry title

category

SILVER

Lawrence & Schiller

Three Heroes

**Film, Video, & Sound > Branded
Content & Entertainment – Non-
Broadcast**

minnesota

ADDY® level

company

entry title

category

GOLD

BBDO Minneapolis

Planters “Peanut Programming”

**Elements of Advertising
> Computer Generated Imagery**

SILVER

BBDO Minneapolis

Planters “Peanut Programming”

**Elements of Advertising
> Cinematography Single**

GOLD

Betty

Heckova Trade Show

**Ambient Media
> Single Installation**

GOLD

Betty

Heckova Trade Show

**Film, Video, & Sound
> Audio/Visual Sales Presentation**

GOLD

Betty

CLR Strip Tease Single Spot

Elements of Advertising > Music With Lyrics—Single

GOLD

Betty

North 5

Elements of Advertising > Music With Lyrics—Single

SILVER

Betty

Natrol Ever in Motion

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

ADDY® level	company	entry title	category
SILVER	Betty	Natrol Ever in Motion	Elements of Advertising > Video Editing
SILVER	Betty	CLR Strip Tease Single Spot	Elements of Advertising > Visual > Art Direction—Single
SILVER	Betty	Heckova Trade Show	Elements of Advertising > Sound > Voiceover Talent
GOLD	Capture	Public Domain	Elements of Advertising > Film & Video > Cinematography Single
GOLD	Capture	Dismal River	Elements of Advertising > Film & Video > Cinematography Single
GOLD	Carmichael Lynch	Xfinity Brings Frankenstein Alive	Online/Interactive > Social Media > 022 - Social Media > 022B - Campaign
GOLD	Carmichael Lynch	Xfinity Brings Frankenstein Alive	Online/Interactive > Branded Content & Entertainment for Online/Interactive
GOLD	Carmichael Lynch	Ascent “Accidents Impact Lives”	Elements of Advertising > Film & Video > Animation, Special Effects or Motion Graphics

ADDY® level	company	entry title	category
SILVER	Carmichael Lynch	Xfinity/Lil Dicky: Boom, Boom, Boom	Online/Interactive > Social Media > Single Execution
SILVER	Carmichael Lynch	MY26 Outback “Everyone you Love”	Film, Video, & Sound > Television Advertising – Regional/National Single Spot – Up to 2:00
SILVER	Carmichael Lynch	Subaru Share the Love “Prom”	Film, Video, & Sound > Television Advertising – Regional/National Single Spot – Up to 2:00
SILVER	Carmichael Lynch	Bush’s Baked Beans Make it a Meal	Cross Platform > Integrated Advertising Campaigns > Consumer Campaign-Regional/National
SILVER	Carmichael Lynch	Forester Hybrid “Going too Far” :30	Film, Video, & Sound > Television Advertising – Regional/National Single Spot – Up to 2:00
GOLD	Colle McVoy	La-Z-Boy Rebrand	Visual > Logo Design
GOLD	Colle McVoy	La-Z-Boy Rebrand	Elements of Advertising > Visual > Art Direction—Campaign
GOLD	Colle McVoy	Winging It	Online/Interactive > Social Media Campaign

ADDY® level	company	entry title	category
GOLD	Colle McVoy	La-Z-Boy Rebrand	Cross Platform > Integrated Brand Identity Campaign - Local or Regional/National
GOLD	Colle McVoy	Paris Hilton Big Game Glam Up	Online/Interactive > Social Media Campaign
SILVER	Colle McVoy	Paris Hilton Big Game Glam Up	Cross Platform > Online/Interactive Campaign
SILVER	Colle McVoy	Winging It	Cross Platform > Online/Interactive Campaign
SILVER	Dan Armstrong Inc	Choose Dan Armstrong for Writer	Advertising/Media Industry Self-Promotion > Campaigns > Single-Medium Campaign
SILVER	Drive Thru Productions & Editorial	Subaru Dogs TV Campaign	Film, Video, & Sound > Television Advertising – Regional/National Campaign
SILVER	Fallon	All Princesses Make Magic	Film, Video, & Sound > Television Advertising – Regional/National Single Spot – Up to 2:00
SILVER	Mono	2025 Holiday Gift Guide	Elements of Advertising > Visual > Art Direction—Campaign

ADDY® level	company	entry title	category
SILVER	Mono	Mother's Day + Father's Day	Elements of Advertising > Visual > Art Direction—Campaign
GOLD	Preston Spire	Gun Lock Stand	Public Service > Out-of-Home & Ambient Media > Single Occurrence
SILVER	Preston Spire	Project Lockdown: Gun Lock Stand	Public Service > Public Service Online Film, Video & Sound
SILVER	Preston Spire	Project Lockdown	Public Service > Film, Video & Sound > Integrated Media Public Service Campaign
SILVER	Preston Spire	Project Lockdown	Public Service > Film, Video & Sound > Public Service Campaign
GOLD	Rise and Shine and Partners	Žanis Lipke Memorial VR Experience	Elements of Advertising > Digital Creative Technology > Innovative Use of Interactive / Technology
GOLD	Rise and Shine and Partners	Žanis Lipke Memorial VR Experience	Out-of-Home & Ambient Media > Ambient Media > Single Installation

ADDY® level	company	entry title	category
GOLD	Rise and Shine and Partners	Žanis Lipke Memorial VR Experience	Online/Interactive > Apps, Games, Virtual Reality > Virtual Reality - Single
GOLD	Rise and Shine and Partners	RSP No Night Integrated Campaign	Cross Platform > Integrated Branded Content Campaign – Local or Regional/National
GOLD	Rise and Shine and Partners	RSP Drone Fly-Thru Cinematography	Elements of Advertising > Film & Video > Cinematography—Single
SILVER	Rise and Shine and Partners	Louisiana Hot Sauce Brand Launch	Elements of Advertising > Video Editing
SILVER	Rise and Shine and Partners	Louisiana Hot Sauce Cinematography	Elements of Advertising > Film & Video > Cinematography—Single
SILVER	The Social Lights	Totino's: Unhinged + Unmatched	Online/Interactive > Social Media Campaign

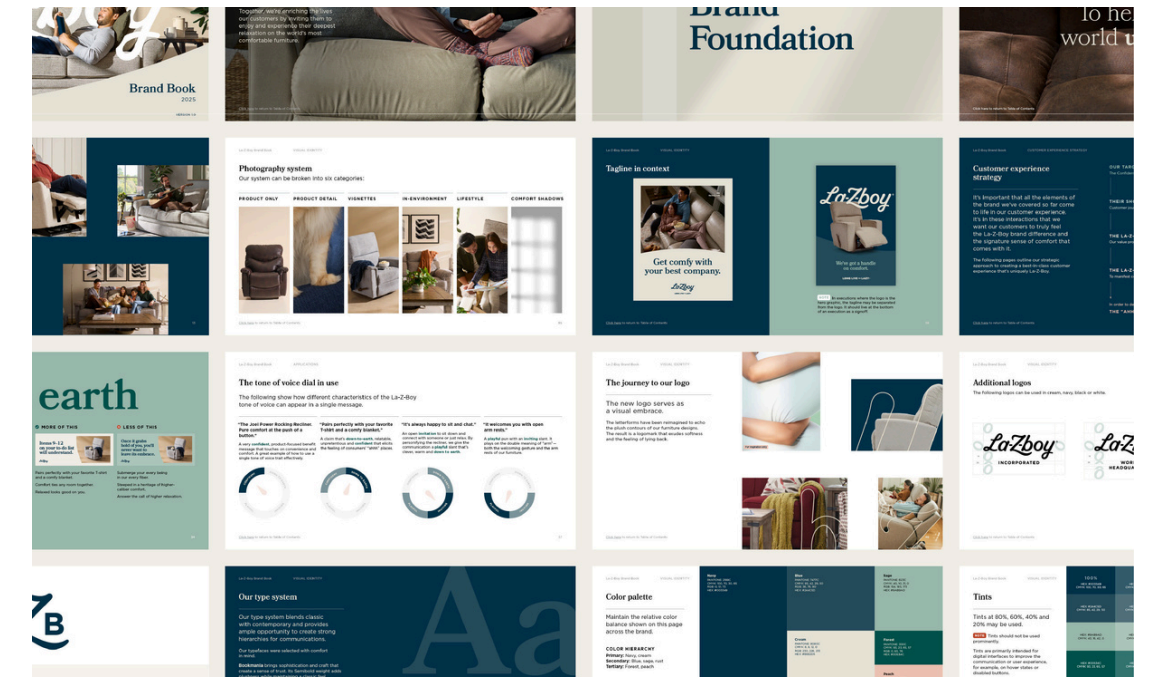
best of show

La-Z-Boy Rebrand by Colle McVoy



category

Cross Platform > Integrated
Brand Identity Campaign -
Local or Regional/National



judge's choice: armand

CLR Strip Tease Single Spot by Betty



category

Elements of Advertising > Visual >
Art Direction—Single



judge's choice: rebecca

Žanis Lipke Memorial VR Experience
by Rise and Shine and Partners



category

Online/Interactive > Apps,
Games, Virtual Reality > Virtual
Reality - Single

ŽANIS' STORY HIDDEN NO MORE

Opening in 2012, the Žanis Lipke Memorial honors hidden history of the Holocaust.

During the German occupation of Latvia, a dockworker—Žanis Lipke—helped more than 50 Jews escape the Riga Ghetto and concentration camps and hid them until the war's end. But due to its secluded location, the memorial was difficult to reach. This story of the often over-looked Latvian Holocaust was itself being over-looked.

To bring Žanis' story out of hiding, we made it a mobile immersive experience, using VR, 360° surround sound, and projections.

The experience was then brought to museums across Europe and the US, where it deeply affected and informed viewers of the once hidden courage and bravery in a time of unimaginable terror.



Poster for events, gallery exhibitions and museum installations



Brochure

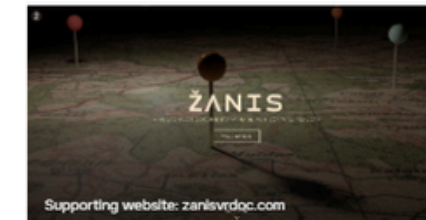


Design assets



Rolands, student, Riga 84th High School

"THIS WAS A GREAT OPPORTUNITY TO IMMERSE MYSELF IN THAT WORLD. IF SOMETHING LIKE THIS EXISTED FOR EVERY HISTORICAL SUBJECT, IT WOULD BE VERY HELPFUL FOR SCHOOLS."



Supporting website: zanisvrdoc.com



Supporting website: zanisvrdoc.com

"I GOT VERY EMOTIONAL, BECAUSE I COULD SENSE WHAT A PERSON MUST HAVE BEEN FEELING IN THAT SITUATION."

Loreta, student, Kārsava High School



Design sketch for 360° sound installation



Headset case for permanent museum installations made with 3D printing and salvaged wood.



VR Capture: Viewers experience the story of Žanis rescuing Hanna from the Kaiserwald Concentration Camp. Hand-drawn illustrations and animations were inspired by the art of people living in the Riga Ghetto.



VR Capture: Viewers journey through environments created by 3D scans and archival photography.



VR Capture: The authenticity of the experience is amplified by a musical arrangement of a song written by a composer from the Riga Ghetto and perished during the Holocaust.

judge's choice: sarah

Subaru Dogs TV Campaign
by Drive Thru Productions & Editorial
on behalf of Carmichael Lynch



category

**Film, Video, & Sound > Television
Advertising – Regional/National
> Campaign**



judge's choice: shane

Black Hills Ammo 2026 Video
by Jackalope



category

Elements of Advertising >
Film & Video > Animation, Special
Effects or Motion Graphics



**thank you to all entrants
and
congratulations to
all the winners**

2·0·2·6
AMERICAN
ADVERTISING
AWARDS

aaf[®]
american
advertising
federation
district 8