We Survived
The Gauntlet
What is the American Advertising Awards competition?

The American Advertising Awards Program is the advertising industry's largest and most representative creative competition, recognizing creative excellence in the art of advertising.

Sponsored by the AAF, the American Advertising Awards competition represents the broadest creative spirit of advertising by recognizing all forms of advertising; in all varieties of media; created by all sizes and types of entrants; and from all over the country. More than 40,000 total entries are entered and judged annually.

The Student American Advertising Award Competition

The American Advertising Awards student competition is held concurrently with the professional competition and is the largest student advertising competition of its kind. Although there are fewer categories, the student competition mirrors the three-tier structure of the professional competition.

Three-Tier Competition

The American Advertising Awards are unique among advertising creative competitions. It is the only competition that includes three arduous levels of competition.

Entries are first judged at the local level through competitions organized by nearly 200 ad clubs affiliated with the AAF. Winners from the local level advance to the second level of judging and participate in one of 15 district competitions. After district winners are selected, they advance to the third level of judging – the national finals.

Award winners truly represent the best of the best. With the American Advertising Awards, it is the size of the idea that matters most, not the size of the organization that created the work, nor the size of the budget behind it. This distinction elevates the American Advertising Awards above virtually every other advertising competition.

More information on the national awards can be found on the National AAA's website.
We Survived

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Sales And Marketing

Overjoy Ice Cream
BY: Meyocks
CLIENT: Hy-Vee
CREDITS: The Hy-Vee Team

Drake Undergraduate Viewbook
BY: Two Rivers Marketing
CLIENT: Drake University
CREDITS: Two Rivers Marketing - Drake University team
As we reflect on this story, we also embrace what’s success stories go — it’s “one of the greatest ever told.”

Our founders Charles Hyde and David Vredenburg respected retailers in the country. This book to celebrate and commemorate Hy-Vee’s milestone with annual sales of more than $10 billion.

Over the past 88 years. Now, through the hard work and passion of this book.

HY-VEE HAS MADE ITS MARK

The first logo to include white letters and was produced in time, “Employee

The Meyocks Group

The Hy-Vee Team

BY 2000, WORDS LIKE “ORGANIC”

The return to red in Iowa and operates stores. As of 2018, acquiring in 1986, founded in 1873 and National Bank &

The Meyocks Group

The Hy-Vee Team

The Meyocks Group

The Hy-Vee Team

THE DECADE RUNNING. SEVENTEEN

Despite a U.S. economy that was in

David Vredenburg. And there was angst. In 1971, with the

But there was sadness. On August 16, 1970, co-

Ken Waller was a college student when he went

And even though inflation was hitting customers hard,

And even though inflation was hitting customers hard,

And even though inflation was hitting customers hard,

And even though inflation was hitting customers hard,

And even though inflation was hitting customers hard,

And even though inflation was hitting customers hard,

And even though inflation was hitting customers hard,

And even though inflation was hitting customers hard,

And even though inflation was hitting customers hard,
Iowa Craft Brew Festival

BY: BASEMINT
CLIENT: Iowa Brewers Guild
CREDITS: Andrew Maahs – Art Director
Kelly Bittner – Art Director
Magnify Video Direct Mail
BY: Meyocks
CLIENT: FCSAmerica
CREDITS: The FCSAmerica Team

Red Dot Holiday Glasses
BY: Red Dot Ad
CLIENT: Red Dot Ad
CREDITS: Red Dot Team – Creative
Bank iowa TIME Magazine Cover Wrap

BY: Lessing-Flynn
CLIENT: Bank iowa
CREDITS: Joe Winn – Creative Director
          Chris Hanson – Creative Director
          Jeff Caldwell – Content Marketing Manager
          Cassandra Pudenz – Account Manager
          Laura Plumb – Account Manager
          Shannon Hughes – Media Strategist

Warped Roots Mega Ad

BY: Meyocks
CLIENT: Hy-Vee
CREDITS: The Hy-Vee Team

OFF the beaten path, a wild crew of party animals waits for you. If you’re craving original craft beers and an awesomely good time, Warped Roots is calling your name. Discover what’s waiting at warpedrootsbeer.com

DO WHAT MAKES YOU HOPPY.
Out-Of-Home And Ambient Media

Iowa Food & Family @ The ISF
BY: IOWA SOYBEAN ASSOC
CLIENT: IOWA FOOD & FAMILY PROJECT
CREDITS: Iowa Soybean Marketing & Communications Teams

Iowa Craft Brew Festival Poster
BY: BASEMINT
CLIENT: Iowa Brewers Guild
CREDITS: Andrew Maahs – Art Director
Kelly Bittner – Art Director
Out-Of-Home And Ambient Media

PM Chili Cookoff/Potluck
BY: Performance Marketing
CLIENT: Performance Marketing
CREDITS: Paul Richards – Art Director

Values Poster Series
BY: Eight Seven Central
CLIENT: Eight Seven Central
CREDITS: 87C Team – Design, Illustration, & Screenprint
Out-Of-Home And Ambient Media

**Integer Bikes**

**BY:** The Integer Group  
**CLIENT:** The Integer Group  
**CREDITS:**  
Steve Gammel – Vice President, Creative  
Lisa Braden – Creative Director  
Katie Dondale – Art Director/Illustrator  
Scott Watson – Copywriter  
Don Burton – Director of Print and Experience Solutions
Marc Kris Website
BY: Red Dot Ad
CLIENT: Marc Kris Modern Homes
CREDITS: Red Dot Team – Creative & Development
Sam Fatahah – Cinematographer

Red Dot Website
BY: Red Dot Ad
CLIENT: Red Dot Ad
CREDITS: Red Dot Team – Creative & Development
Millermatic 220 Social Campaign
BY: Two Rivers Marketing
CLIENT: Miller Electric Mfg. LLC,
CREDITS: Two Rivers Marketing - Miller team

Adventure By You
BY: ZLR Ignition
CLIENT: Iowa State University
CREDITS: Bob Delsol – Creative Director
Phil Schriver – Associate Creative Director
Liv Hunt – Junior Art Director
Shae Olson – Senior Copywriter
Allison Theulen – Content Specialist
Jason Boucher – Vice President of Client Service
One Step Campaign

BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief Marketing Officer, Chief Customer Officer, Hy-Vee Inc.
Wendy Hiatt – Creative Director, The Motion Refinery
Karl Baldus – Creative Director/Editor, The Motion Refinery
Toby Phillips – DP/Cinematographer, XXL Pictures

Neutrogena Interactive

BY: The Integer Group
CLIENT: Neutrogena
CREDITS: Steve Gammel – Vice President, Creative
Mike Shelley – Assoc. Creative Director
Erica Cleveland – Art Director
Amanda Godwin – Designer
Kelsea Graham – Designer
Jenna Boures – Designer
Ben Kennedy – Group Director, Mobile Marketing
Scott Watson – Copywriter
Kathy Bowermaster – Sr. Editor
Nicole Vance – Account Director
Amanda Phillips – CRM Director
Sheila Lincoln – Project Manager
Julie Chappell – Developer
The Girl Who Walked Through A War

BY: United Way of Central Iowa
CLIENT: United Way of Central Iowa
CREDITS: Rachel Vogel Quinn – Writer, Producer
Derek Lippincott – Photographer, Videographer
Mujo Ramic – Web Designer

Two Rivers Holiday e-Card Game

BY: Two Rivers Marketing
CLIENT: Two Rivers Marketing
CREDITS: Two Rivers Marketing
Trilix Company Website

BY: Trilix
CLIENT: Trilix
CREDITS: Trilix – Trilix Team
Employee Pride
BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief Marketing Officer, Chief Customer Officer, Hy-Vee Inc.
Wendy Hiatt – Creative Director, The Motion Refinery
Karl Baldus – Creative Director/Editor, The Motion Refinery
Toby Phillips – DP/Cinematographer, XXL Pictures

The America We Deserve
BY: Sam Fathallah Creative
CLIENT: Ilhan Omar for Congress
CREDITS: Sam Fathallah – Director
Cleanest Man on the Jobsite
BY: Lessing-Flynn
CLIENT: Sage Oil Vac
CREDITS: Shannon Hughes – Media Strategist
Joe Winn – Creative Director
Gerardo Duron – Video Producer
Taylor Rookaird – Project Manager

SO FRESH, SO CLEAN

The Beard Behind The Bar
BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief Marketing Officer, Chief Customer Officer, Hy-Vee Inc.
HSTV Team
The Motion Refinery
Lost Angels WE BUILD video
BY: Two Rivers Marketing
CLIENT: Miller Electric Mfg., LLC
CREDITS: Two Rivers Marketing - Miller team

NCAA 2018 CWS: Hope You Remember
BY: Trilix
CLIENT: NCAA 2018 College World Series
CREDITS: Trilix – Trilix Team
Feel the Beat
BY: Strategic America
CLIENT: Count the Kicks
CREDITS: Strategic America

Lucy's Workshop - Zoe's Fall
BY: ZLR Ignition
CLIENT: Iowa Department of Public Health
CREDITS: Phil Schriver – Associate Creative Director
Bob Delsol – Creative Director
Lou Laurent – Account Manager
Shae Olson – Senior Copywriter
The Braided Apron
BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief Marketing Officer, Chief Customer Officer, Hy-Vee Inc.
HSTV Team
The Motion Refinery
Civic Music Association

BY: Eight Seven Central
CLIENT: Civic Music Association
CREDITS: Adam Ferry – Design & Direction
Uciel Medina – Design

Golden ratio framework for CMA symbol development.

Binary tone captured from Golden ratio shown in the musical note C position located on staff.

Letter form crest and base overlapped with musical staff.

Generated playable music.

*** Please listen to audio file for judging process.***
Undergraduate Campaign

BY: Two Rivers Marketing
CLIENT: Drake University
CREDITS: Two Rivers Marketing - Drake University team

Addys 2018 Collateral

BY: Red Dot Ad
CLIENT: AAF of Des Moines
CREDITS: Red Dot Team – Creative, Ten25 – Website Development
Elements Of Adversing

Moto Roasters Logo
BY: Avidity Creative
CLIENT: Moto Roasters
CREDITS: Adam Feller – Art Director

Civic Music Association
BY: Eight Seven Central
CLIENT: Civic Music Association
CREDITS: Adam Ferry – Design & Direction, Uciel Medina – Design

NBA 25 Under 25
BY: BASEMINT
CLIENT: FanSided
CREDITS: Andrew Maahs – Illustrator, Kelly Bittner – Illustrator
Farmboy Client Coffee Gift Campaign
BY: Farmboy
CLIENT: Farmboy
CREDITS: Zachary Kern – Art Director
Jason McArtor – Art Director

AgVenture: Not Just Farmer Campaign
BY: OBI Creative
CLIENT: AgVenture
CREDITS: Kathleen Durkin, Matt Noa, Erica Rowe, Linda Bartling,
Tiffani Brendeland, David Radler – David Radler Studios,
Justin Limoges – David Radler Studios
One Step Water
BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief Marketing Officer, Chief Customer Officer, Hy-Vee Inc.
Wendy Hiatt – Creative Director, The Motion Refinery
Karl Baldus – Creative Director/Editor, The Motion Refinery
Toby Phillips – DP/Cinematographer, XXL Pictures

One Step Cereal
BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief Marketing Officer, Chief Customer Officer, Hy-Vee Inc.
Wendy Hiatt – Creative Director, The Motion Refinery
Karl Baldus – Creative Director/Editor, The Motion Refinery
Toby Phillips – DP/Cinematographer, XXL Pictures
One Step Campaign
BY: Hy-Vee
CLIENT: Hy-Vee, Inc.
CREDITS: Donna Tweeten – Executive Vice President, Chief Marketing Officer, Chief Customer Officer, Hy-Vee Inc.
Wendy Hiatt – Creative Director, The Motion Refinery
Karl Baldus – Creative Director/Editor, The Motion Refinery
Toby Phillips – DP/Cinematographer, XXL Pictures

What can you do with a dot?
BY: Red Dot Ad
CLIENT: Red Dot Ad
CREDITS: Red Dot Team – Art Direction & Creative
Red Dot Team – Animation
Student Awards  Sales And Marketing

Sweet Spot Donut Shop
BY: Drake University
CREDITS: Josie Carrabine – Student
       Lily Risken – Student
       Sandy Henry – Advisor

The Winner Ingredient
BY: Drake University
CREDITS: Paula Aguirre Gurruchaga
       Sandy Henry – Advisor

World Wildlife Fund
BY: Iowa State University
CREDITS: Kaari Devens – Student
       Michael Wigton – Advisor

VULNERABLE //
Population: (decreasing) 22,000-31,000
Because of the steep decline in numbers, polar bears were
listed as a threatened species under the Endangered
Species Act in May 2008. Illegal hunting, spilled oil and
climate change all contribute to their dwindling numbers.

ENDANGERED //
Population: ~3,890
Tigers face many challenges in today’s society.
Poaching, illegal wildlife trade, and continual human
population expansion all contribute to the low
number of tigers left in the wild.

ENDANGERED //
Population: 300-350 (North Atlantic right whales)
Fishing nets, warming waters and boat sonar all contribute to
the loss of this magnificent creature. The sonar from boats
interfere with their frequency, disturbing their ability to find
each other and food.
Student Awards  Film, Video And Sound

**Patagonia TV**
BY: Iowa State University  
CREDITS: Britney Walters – Student  
Michael Wigton – Advisor

**UTZ Television**
BY: Iowa State University  
CREDITS: Garret Lamp – Student  
Katie Brake – Student  
Michael Wigton – Advisor

**Ticonderoga TV**
BY: Iowa State University  
CREDITS: Jordyn Harrison – Student  
Michael Wigton – Advisor
Amy's Ice Cream Truck Branding

BY: Drake University

CREDITS: Josie Carrabine – Designer and Art Director
Sandy Henry – Advisor

Congrats to those who never settled for anything less.
Congratulations to the 2019 American Advertising Awards winners.

CREATIVITY IN A CAN

Confluence cares about the creativity and craftsmanship that goes into making excellent, locally brewed beer.

CONFLUENCEBREWING.COM
WE’RE LOOKING FOR PEOPLE WHO CAN WRITE, ART DIRECT, DESIGN, STRATEGIZE AND MARKET THEIR WAY OUT OF A PAPER BAG.

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Well Done!

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