

# VIVA LA LUCHA!

THE AMERICAN ADVERTISING AWARDS

2021 WINNERS





## MEET THE JUDGES

2



### Paul Sparks

Paul is the founder and creative force behind Violet Sparks, an award-winning design firm located in Portland, Oregon. Paul's role ranges from creative strategist and design lead to production coordinator. His areas of expertise include creative conceiving, user interface design strategy, identity design and art direction.

Paul's leadership and work have earned him over 60 awards in the last decade alone, to include numerous national and regional ADDYs for online branding, identity development, collateral and promotional material. Paul's award-winning creative for national brands includes engagements with: GoPro, Las Vegas Raiders, Dell Computer, The University of Texas System, Marriott International, and HEB.



### Matt Wegerer

Matt Wegerer is owner and creative director of Whiskey Design, a design group that specializes in crafting unrivaled creative for unmistakable brands. In the past 5 years, Whiskey's client roster included Kansas City Chiefs, Kansas City Royals, Twang Beer Salt, Boulevard Brewing Co., Pizza Hut and MAPP Aerospace.

Matt has a bachelor of Fine Arts from the University of Kansas.

He has won several National Gold ADDY Awards and has also received numerous judges citations and "Best Of" awards from AIGA and AAA throughout his career. His work has also been featured in PRINT, Communication Arts, HOW and Deline.

When not working, you will find Matt chasing his two young children or annoying people with quotes from Top Gun.



### Anne Telford

Anne Telford is a freelance writer, editor and photographer. The former managing editor, and present editor-at-large of Communication Arts, she lives in La Jolla, California with her husband, three terriers and a leopard gecko. A collector of art and photography she is an avid embroidery artist and has had local exhibitions of her embroidered portraits.



### Moses Robles

Moses has a long and successful run in the digital marketing space through companies such as MediaCom, GroupM, Grey Worldwide and Lopez Negrete Communications. He currently manages all Agency operations and is responsible for building the necessary infrastructure, allowing for efficient digital planning and execution within: creative, media, reporting and analysis.

At his first agency, Beyond Interactive, Moses helped the agency of 5 grow to over 450 team members and was pivotal in launching the company's first international operations in Latin America in 2000. Moses led this initiative and was responsible for all Agency operations in Mexico City, São Paulo and Buenos Aires while living in Mexico City. Through his 23+ year career in the Interactive space, Moses has been developing and implementing digital & creative strategies for global brands such as: Tea Forte, Dell, eBay.com, Hotels.com, The Houston Museum of Natural Science, Tyson Foods, Warner Brothers, Mary Kay and more.

Part media maven, part marketing strategist, part creative mastermind, Moses is the complete package when it comes to taking OAK's client messages to the World Wide Web and getting big-time results.



## SALES & MARKETING

3

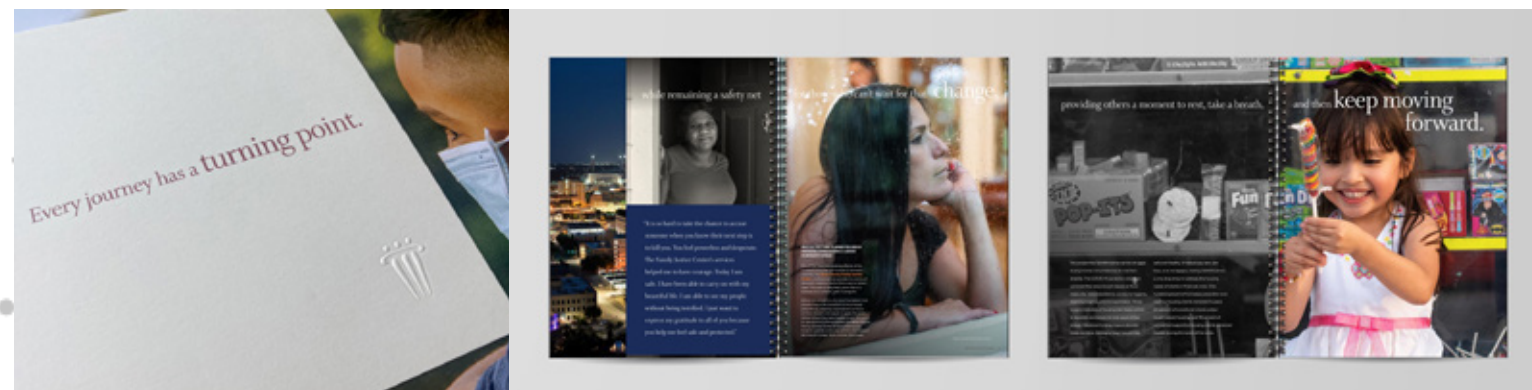
**GOLD**

**H-E-B**

**Halloween/ Day of the Dead**

**SALES & MARKETING**

**SALES PROMOTION - POINT OF PURCHASE CAMPAIGN**



**SILVER**

**Parallel**

**San Antonio Area Foundation**

**SALES & MARKETING**

**PRINTED ANNUAL REPORT**



**SILVER**

**Parallel**

**TMI 2020-2021 Annual Report**

**SALES & MARKETING**

**PRINTED ANNUAL REPORT**





SALES & MARKETING

4

SILVER  
ArchPoint Creative  
Two Tree Whiskey Sales Sheets

SALES & MARKETING  
PRODUCT OR SERVICE SALES PROMOTION - CAMPAIGN



SILVER  
Parallel  
Enchanted Rock Vodka  
SALES & MARKETING  
PACKAGING - SINGLE UNIT



BRONZE  
Anderson Marketing Group  
Yeet! The Hops  
SALES & MARKETING  
PACKAGING - SINGLE UNIT







# SALES & MARKETING

5

**BRONZE**  
Parallel  
TDA Shrimp Campaign  
SALES & MARKETING  
POINT OF PURCHASE CAMPAIGN



**BRONZE**  
Anderson Marketing Group  
2021 Freetail Drop  
SALES & MARKETING  
PACKAGING - CAMPAIGN





## OUT-OF-HOME & AMBIENT MEDIA

6

### SILVER

H-E-B

OOH - Back to School Double Board

OUT-OF-HOME CAMPAIGN

SALES PROMOTION - POINT OF PURCHASE CAMPAIGN



### BRONZE

ArchPoint Creative  
ArchPoint Office Environment

SALES & MARKETING

INSTALLATIONS - MULTIPLE INSTALLATIONS





## ONLINE/INTERACTIVE

7

**GOLD**

### H-E-B Creamy Creations

ONLINE/INTERACTIVE  
SOCIAL MEDIA CAMPAIGN



**GOLD**

### H-E-B Primo Picks Round Up

ONLINE/INTERACTIVE  
SOCIAL MEDIA CAMPAIGN

**SILVER**

### H-E-B H-E-B TikTok

ONLINE/INTERACTIVE  
SOCIAL MEDIA CAMPAIGN

**heb** H-E-B · 2021-6-2  
Tag a friend who hasn't been to H-E-B! #heb  
🎵 cute sound



8929



**VIVA LA LUCHA!**  
THE AMERICAN ADVERTISING AWARDS





## ONLINE/INTERACTIVE

8

### SILVER

#### H-E-B Twisters

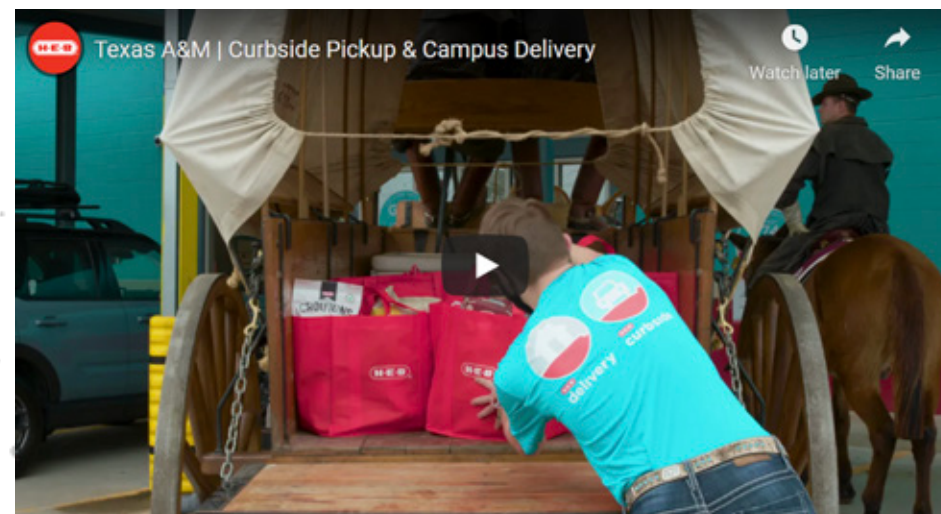
ONLINE/INTERACTIVE  
SOCIAL MEDIA CAMPAIGN



### BRONZE

#### FPO Marketing and Advertising Whataburger "A lo Grande"

ONLINE/INTERACTIVE  
SOCIAL MEDIA CAMPAIGN



### BRONZE

#### H-E-B Texas A&M Curbside Campus Delivery

ONLINE/INTERACTIVE  
SOCIAL MEDIA CAMPAIGN

### BRONZE

#### H-E-B To Texas With Love Partners

ONLINE/INTERACTIVE  
SOCIAL MEDIA CAMPAIGN





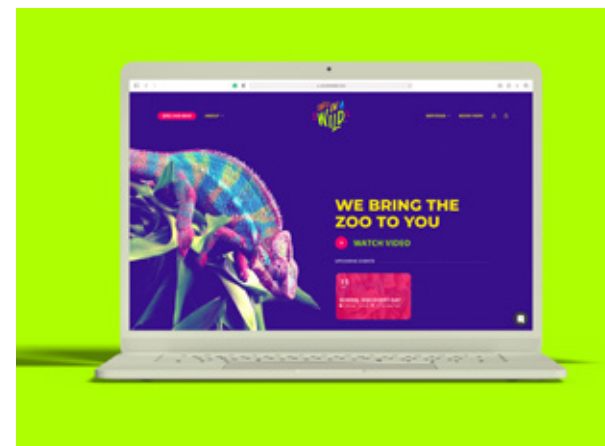
## ONLINE/INTERACTIVE

9

**GOLD**

Tribu  
Centro San Antonio Website

ONLINE/INTERACTIVE  
WEBSITES - CONSUMER



**SILVER**

MÖ Creative  
Once in a Wild Website

ONLINE/INTERACTIVE  
WEBSITES - CONSUMER



**SILVER**

talkStrategy  
VIDA San Antonio Website Design

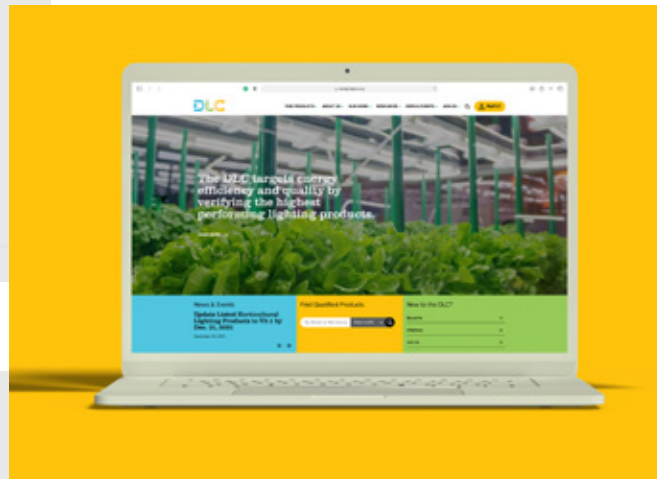
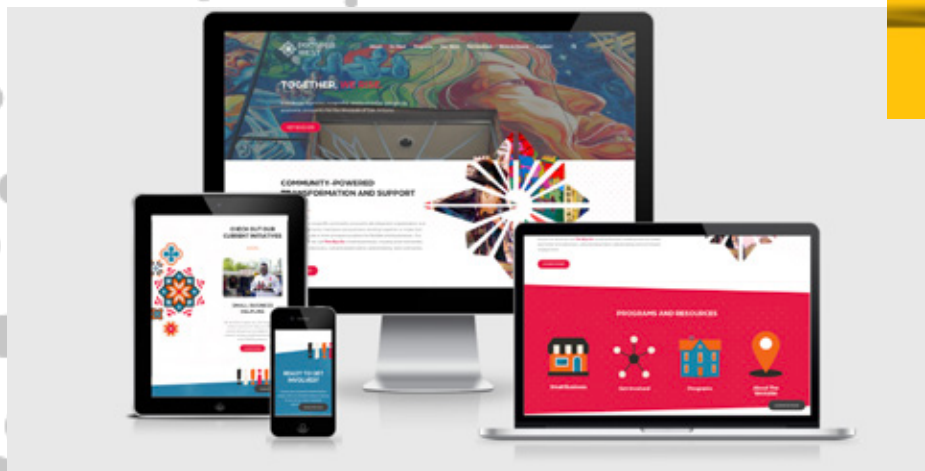
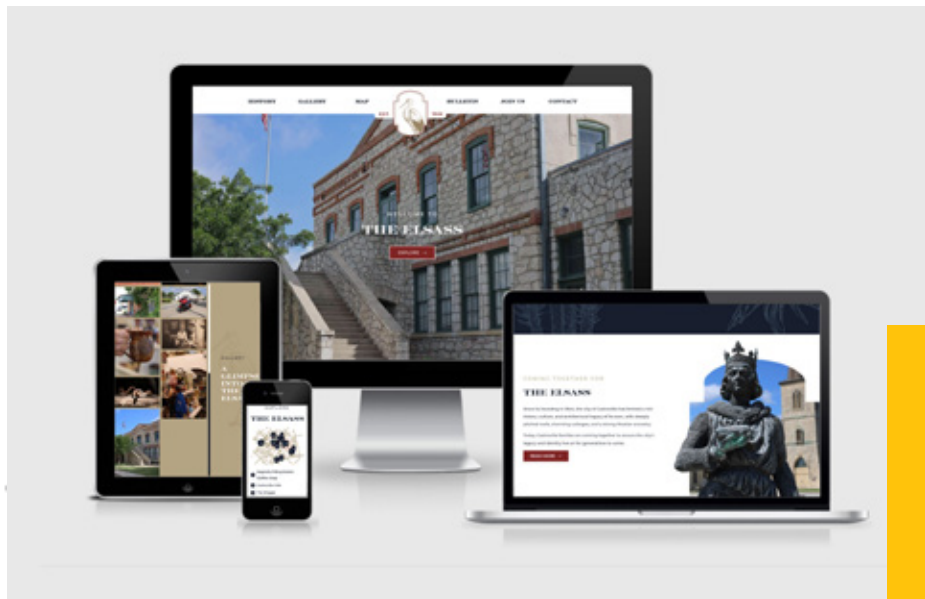
ONLINE/INTERACTIVE  
WEBSITES - CONSUMER



you are  
 what you  
*think.*  
 and more.

Health begins by identifying the causes of your health concerns, not just medicating symptoms.

[SCHEDULE A CONSULTATION](#)



## ONLINE/INTERACTIVE

10

### BRONZE

#### Parallel Root Causes Website

ONLINE/INTERACTIVE  
 WEBSITES - CONSUMER

### BRONZE

#### Tribu The Elsass Website

ONLINE/INTERACTIVE  
 WEBSITES - CONSUMER

### BRONZE

#### VND DesignLights Consortium Website

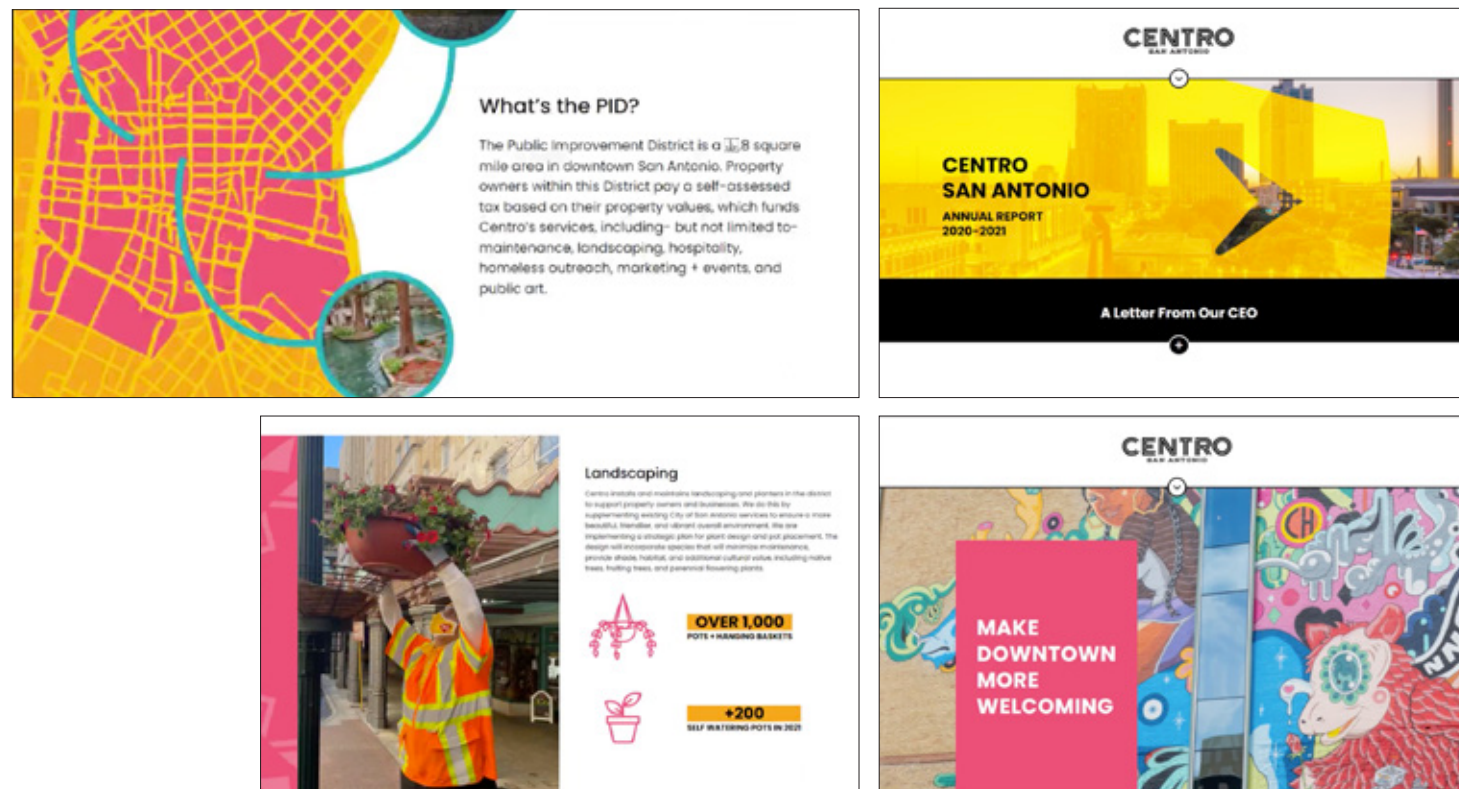
ONLINE/INTERACTIVE  
 WEBSITES - B-TO-B

### BRONZE

#### Tribu Prosper West Website

ONLINE/INTERACTIVE  
 WEBSITES - B-TO-B





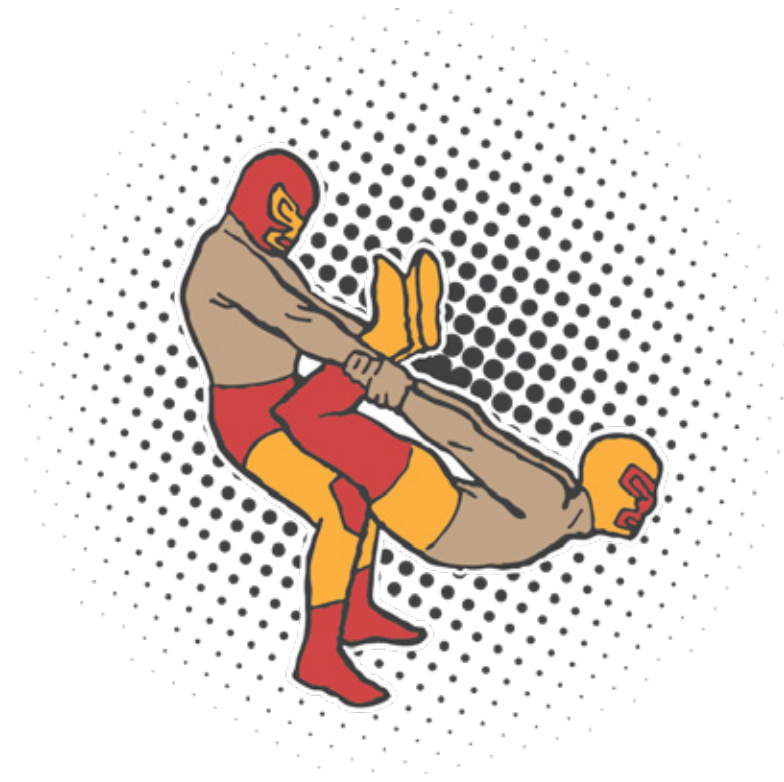
## ONLINE/INTERACTIVE

11

### SILVER

## Chamoy Creative Centro SA Web Annual Report

ONLINE/INTERACTIVE  
DIGITAL PUBLICATIONS - SINGLE



### SILVER

## Geomedia Japanese Tea Garden

ONLINE/INTERACTIVE  
APPS, GAMES, VIRTUAL REALITY - SINGLE







## ONLINE/INTERACTIVE

12

### SILVER

## RCCO Marketing and Advertising AFE Month of the Military Child

ONLINE/INTERACTIVE

BRANDED CONTENT & ENTERTAINMENT FOR ONLINE/INTERACTIVE



### BRONZE

## Goods Collective Sendero Wealth Management Brochures

ONLINE/INTERACTIVE

DIGITAL PUBLICATIONS - CAMPAIGN



### BRONZE

## Parallel 2020 Covid Report: Digital Edition

ONLINE/INTERACTIVE

DIGITAL PUBLICATIONS - SINGLE





## FILM, VIDEO & SOUND

13

**GOLD**

### Legacy79 Texas Tall Tales Covid Series

FILM, VIDEO & SOUND  
PUBLIC SERVICE CAMPAIGN

**GOLD**

### Legacy79 Texas Tall Tales Covid: Chupacabras

FILM, VIDEO & SOUND  
PUBLIC SERVICE CAMPAIGN

**GOLD**

### Legacy79 Texas Tall Tales Covid: Pecos Bill

FILM, VIDEO & SOUND  
PUBLIC SERVICE CAMPAIGN





## FILM, VIDEO & SOUND

14

**GOLD**

**H-E-B**

**Astros TV Campaign**

FILM, VIDEO & SOUND

TELEVISION ADVERTISING - LOCAL (ONE DMA)



**GOLD**

**H-E-B**

**Holiday TV Campaign**

FILM, VIDEO & SOUND

TELEVISION ADVERTISING - REGIONAL/NATIONAL CAMPAIGN



**GOLD**

**H-E-B**

**Be the Change Video Series**

FILM, VIDEO & SOUND

INTERNET COMMERCIAL - CAMPAIGN





## FILM, VIDEO & SOUND

15

### GOLD

#### TSB Studios RAM Promo "1883" TV Show

FILM, VIDEO & SOUND

TELEVISION ADVERTISING - REGIONAL/NATIONAL CAMPAIGN



### SILVER

#### KGBTexas VIA - It's So Easy TV - English

FILM, VIDEO, & SOUND

TELEVISION ADVERTISING - LOCAL SPOT :30 SECONDS



### SILVER

#### KGBTexas VIA - It's So Easy - TV Spanish

FILM, VIDEO & SOUND

TELEVISION ADVERTISING - LOCAL SPOT :30 SECONDS







## FILM, VIDEO & SOUND

16

### SILVER

#### Moviesauce Tannat Harvest 2021

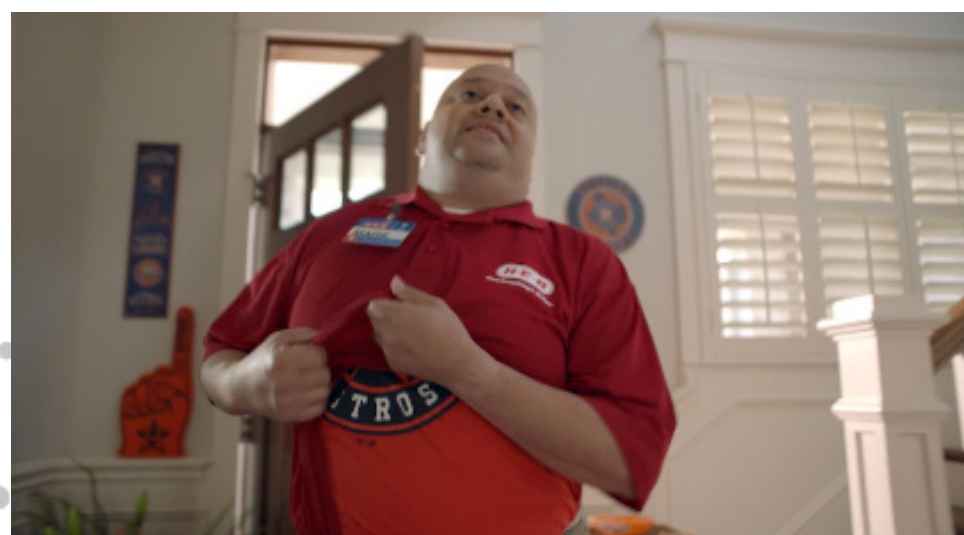
FILM, VIDEO & SOUND  
INTERNET COMMERCIAL - SINGLE SPOT



### SILVER

#### TSB Studios GMC Hispanic Heritage Campaign

FILM, VIDEO, & SOUND  
INTERNET COMMERCIAL - CAMPAIGN



### SILVER

#### H-E-B Astros TV Superfan

FILM, VIDEO & SOUND  
TELEVISION ADVERTISING - SINGLE SPOT :30 SECONDS





## FILM, VIDEO & SOUND

17

### SILVER

H-E-B

Holiday TV: December

FILM, VIDEO & SOUND

TELEVISION ADVERTISING - REGIONAL/NATIONAL - SINGLE SPOT UP TO 2:00



### SILVER

H-E-B

Astros TV Organ

FILM, VIDEO & SOUND

TELEVISION ADVERTISING - LOCAL SPOT :30 SECONDS



### SILVER

Tomiga

CHofSA SMA Patient Story Ruzgar

FILM, VIDEO & SOUND

INTERNET COMMERCIAL - CAMPAIGN





## FILM, VIDEO & SOUND

18

### SILVER

#### Ovrcrnk Media Kin Faux - Plainview

MUSIC VIDEO

TELEVISION ADVERTISING - REGIONAL/NATIONAL - SINGLE SPOT UP TO 2:00



### SILVER

#### Tomiga CHofSA SMA Patient Story Ruzgar

FILM, VIDEO & SOUND

BRANDED CONTENT & ENTERTAINMENT - NON BROADCAST



### SILVER

#### H-E-B Holiday TV: November

FILM, VIDEO & SOUND

TELEVISION ADVERTISING - REGIONAL/NATIONAL - SINGLE SPOT UP TO 2:00





FILM, VIDEO & SOUND

19

BRONZE

H-E-B  
Astros TV Back to Baseball

FILM, VIDEO, & SOUND  
TELEVISION ADVERTISING - LOCAL SPOT :30 SECONDS



BRONZE

H-E-B  
Astros TV Replica

FILM, VIDEO & SOUND  
TELEVISION ADVERTISING - LOCAL SPOT :30 SECONDS



BRONZE

H-E-B  
Spurs Commercial :30 Brainstorm

FILM, VIDEO & SOUND  
TELEVISION ADVERTISING - REGIONAL/NATIONAL - SINGLE SPOT UP TO 2:00





FILM, VIDEO & SOUND

20

**BRONZE**  
Parallel  
Vitas Troubling Appliances Campaign  
FILM, VIDEO, & SOUND  
INTERNET COMMERCIAL - CAMPAIGN



**BRONZE**  
TSB Studios  
Lay's Hispanic Influencers Digital  
FILM, VIDEO & SOUND  
INTERNET COMMERCIAL - SINGLE SPOT ANY LENGTH



**BRONZE**  
H-E-B  
Spurs Commercial :30 Hype Video  
FILM, VIDEO & SOUND  
TELEVISION ADVERTISING - REGIONAL/NATIONAL - SINGLE SPOT UP TO 2:00





FILM, VIDEO & SOUND

21

BRONZE

KGBTexas  
Carl's Jr Manager - Enrique D.

FILM, VIDEO, & SOUND  
BRANDED CONTENT & ENTERTAINMENT FOR ONLINE - SINGLE ENTRY MORE THAN :60

BRONZE

H-E-B  
Spanish Tamalada Radio

FILM, VIDEO & SOUND  
AUDIO/ADVERTISING - REGIONAL/NATIONAL SINGLE SPOT :30 OR LESS

BRONZE

KGBTexas  
Carl's Jr Manager - Linda R.

FILM, VIDEO, & SOUND  
BRANDED CONTENT & ENTERTAINMENT FOR ONLINE - SINGLE ENTRY MORE THAN :60

BRONZE

TSB Studios  
Taco Cabana Margaritapalooza

FILM, VIDEO & SOUND  
TELEVISION ADVERTISING - REGIONAL/NATIONAL - SINGLE SPOT UP TO 2:00







## CROSS PLATFORM

22

**GOLD**

**H-E-B**

**Houston Astros Campaign**

CROSS PLATFORM INTEGRATED CAMPAIGNS  
CONSUMER CAMPAIGN-LOCAL

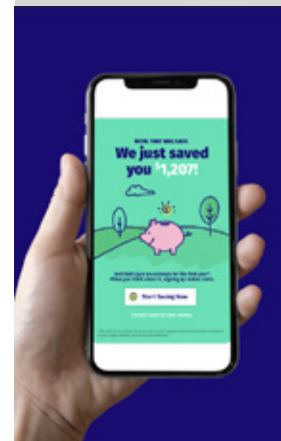
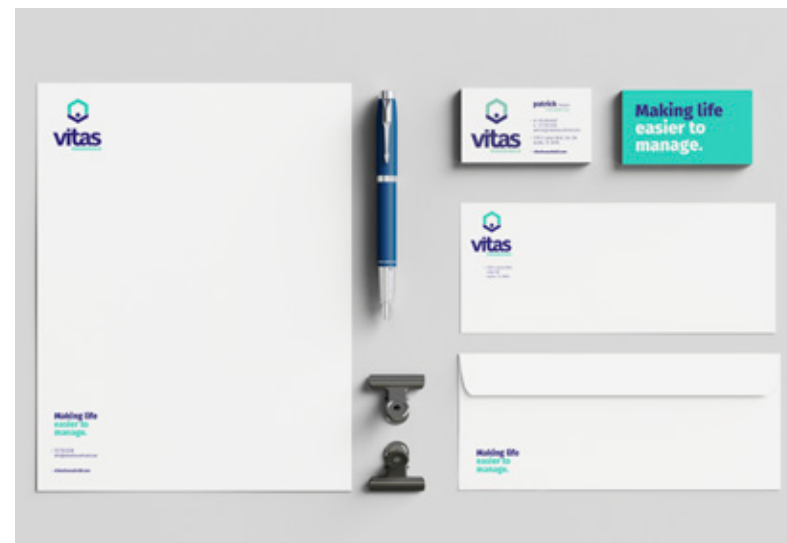
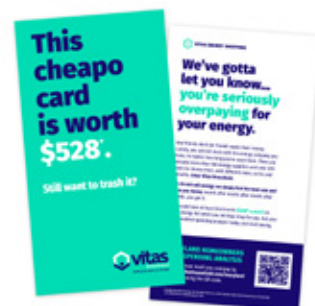


**SILVER**

**Parallel**

**Vitas National Launch**

CROSS PLATFORM INTEGRATED CAMPAIGNS  
LOCAL OR REGIONAL/NATIONAL







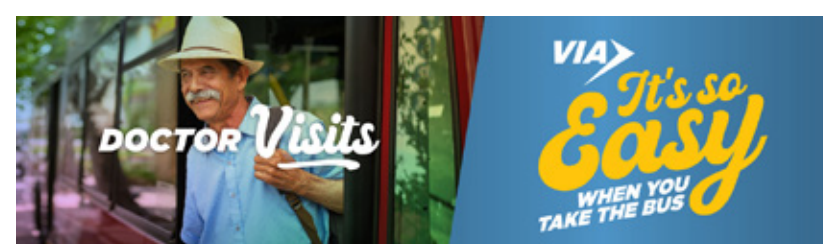
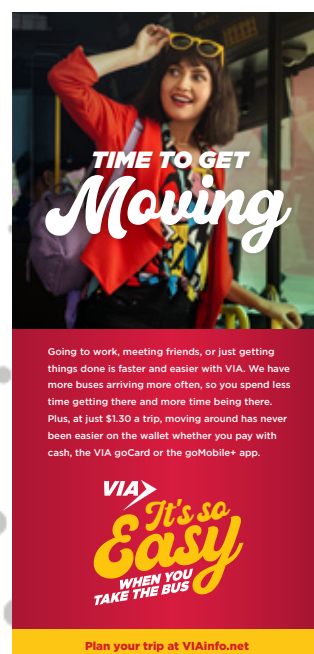
## CROSS PLATFORM

23

### SILVER

#### H-E-B Holiday 2021

CROSS PLATFORM INEGRATED CAMPAIGNS  
CONSUMER CAMPAIGN - REGIONAL/NATIONAL



### SILVER

#### KGBTexas VIA - It's So Easy Campaign

CROSS PLATFORM INTEGRATED CAMPAIGNS  
CONSUMER CAMPAIGN - LOCAL





WIN 2 COURT SIDE TICKETS

Enter to win at [heb.com/spurs](http://heb.com/spurs)

COURTSIDE SWEEPSTAKES

Visit [heb.com/spurs](http://heb.com/spurs) to enter to win

COURTSIDE SWEEPSTAKES

Visit [heb.com/spurs](http://heb.com/spurs) to enter to win.

CROSS PLATFORM

24

BRONZE

H-E-B  
Spurs Campaign

CROSS PLATFORM INEGRATED CAMPAIGNS  
CONSUMER CAMPAIGN - LOCAL

THE HUNTER'S ULTIMATE TROPHY CASE.

MODELS

STANDARD

SIZE: 33" x 33" x 33"

- TOP MOUNTED COOLING UNIT - 3000W POWER
- INSULATED FLOOR
- 2 GIVE AWAY & 10 WEIGHT HOOKS
- INTERIOR LIGHTING
- TEMPERATURE AND HUMIDITY MONITORING & ALARMING BY REMOTE ACCESS VIA SMART PHONE OR INTERNET ENABLED DEVICE

SIXTY-ONE

SIZE: 33" x 33" x 33"

- ALL STANDARD FEATURES
- INTERGATED ROLLING TROLLEY
- TAIL SYSTEM
- PREMIUM LED LIGHTING

ADD ONE

- CUSTOM BRANDED WITH YOUR BRAND LOGO
- ADDITIONAL RAIL SYSTEM COMPONENTS (TROLLEYS, BALLS, SWITCHES, MEAT HOOKS, ETC)
- PREMIUM NON-SLIP ANTI-TRUCKING PLATING
- DRIP PAN
- SHELVING

OWN THE GAME

To a hunter, it's more than a hobby. Hunting is a lifestyle, an art form, a part of our history as living species. For centuries the name of the game has always, and will always be about who is the strongest, most skillful, and resourceful competitor. Venari, meaning "to hunt" in Latin highlights the timelessness of the sport. As humans, technology, and time progress, so does the game of hunting. Venari by ARI is the newest evolution when it comes to getting a leg up on the competition in an age-old game. How good is a hunter that never takes the shot? After years of selling ranch coolers to Texas hunters and southern legends, Arnold Refrigeration realized it was time to pull the trigger. Time to create a brand and products customized for the hunter at heart. After months of researching the competitive landscape, the target audience, and crafting the ultimate go-to-market strategy, Venari was born. The result? A 40% growth in the business year over year with nothing new but a brand that connected to their target market and crafted a desire for the product.

VENARI RANCH COOLERS

BRONZE

Tribu  
Own The Game

CROSS PLATFORM INTEGRATED CAMPAIGNS  
LOCAL OR REGIONAL/NATIONAL





Gastroenterology Consultants of San Antonio is a proud supporter and participant of Colon Cancer Awareness Month.

The Gastroenterology Consultants of San Antonio's "Save Your Seat" campaign ran throughout March for Colon Cancer Awareness Month. We developed a series of graphics, posts, and blog articles to share across social media and our website. In all of our campaign elements, we wanted to educate the public about colorectal cancer and that it is preventable, treatable, and beatable. We encouraged patients without risk factors to start having regular screenings beginning at age 45.

Our campaign's reach included 9,562 social media engagements taking people to the website. Our Colon Cancer Awareness page, blogs, and other colon-related pages attracted 37,876 views. During March, the website had 55,973 homepage pageviews and 315,456 total website pageviews.

## CROSS PLATFORM

25

**BRONZE**  
Backyard Studios  
Colon Cancer Awareness Month  
CROSS PLATFORM INEGRATED CAMPAIGNS  
CONSUMER CAMPAIGN - LOCAL

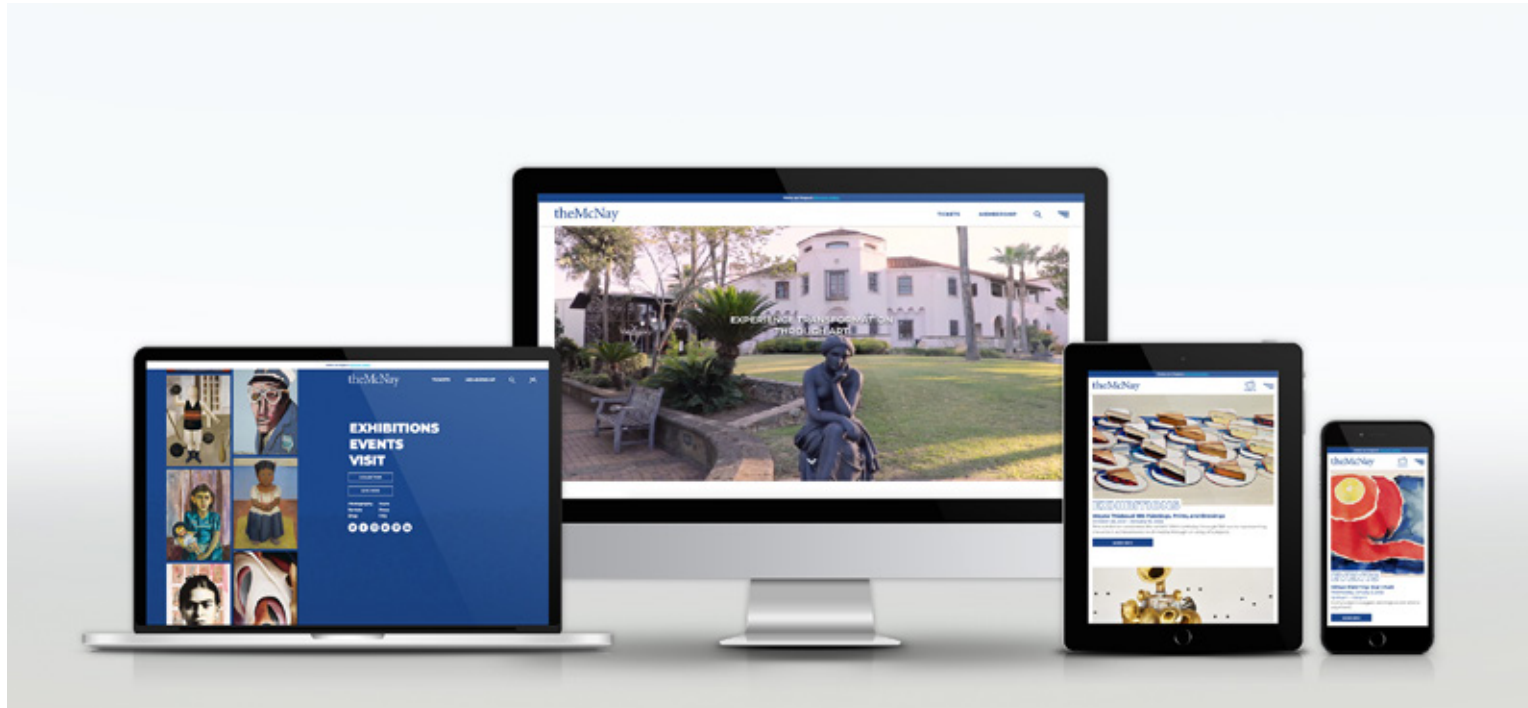




**GOLD**

## Anderson Marketing Group The McNay Website

ELEMENTS OF ADVERTISING  
DIGITAL CREATIVE TECHNOLOGY - RESPONSIVE DESIGN



**GOLD**

## ArchPoint Creative Alamo Bourbon Brand Photography

ELEMENTS OF ADVERTISING  
STILL PHOTOGRAPHY - BLACK & WHITE/COLOR/ DIGITALLY ENHANCED—CAMPAIGN





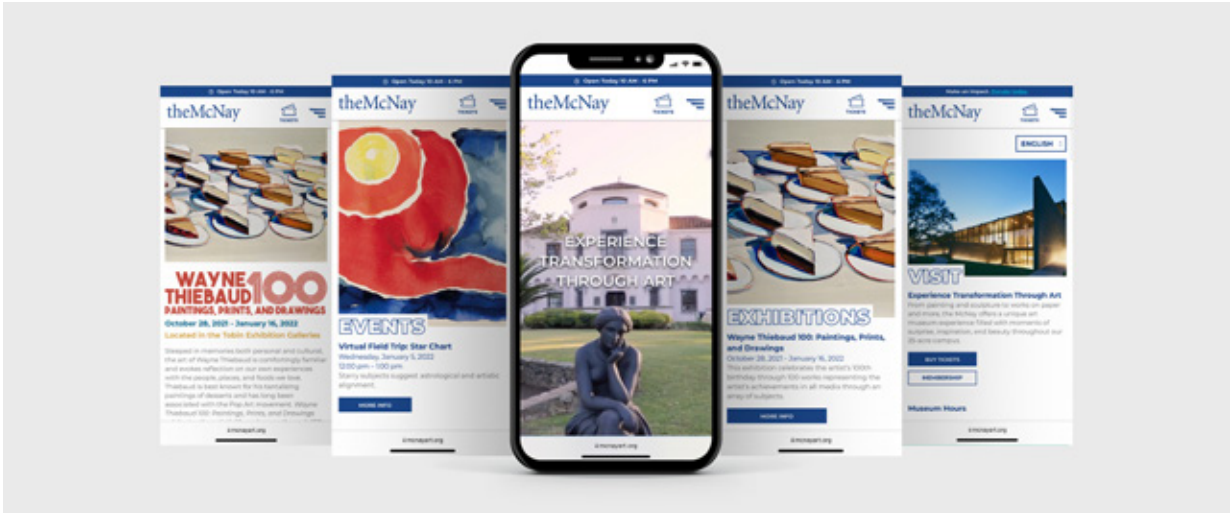
## ELEMENTS OF ADVERTISING

27

### GOLD

Tomiga  
St. David's HealthCare Live It :30

ELEMENTS OF ADVERTISING  
FILM & VIDEO - VIDEO EDITING



### SILVER

Anderson Marketing Group  
The McNay Website

ELEMENTS OF ADVERTISING  
DIGITAL CREATIVE TECHNOLOGY - USER EXPERIENCE



### SILVER

Tomiga  
Visit San Antonio Brand :30

ELEMENTS OF ADVERTISING  
CINEMATOGRAPHY - SINGLE





## ELEMENTS OF ADVERTISING

28

### GOLD

#### Geomedia Black Rifle Coffee Space

ELEMENTS OF ADVERTISING  
ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

### SILVER

#### H-E-B Texas City Gift Cards

ELEMENTS OF ADVERTISING  
ILLUSTRATION - SERIES



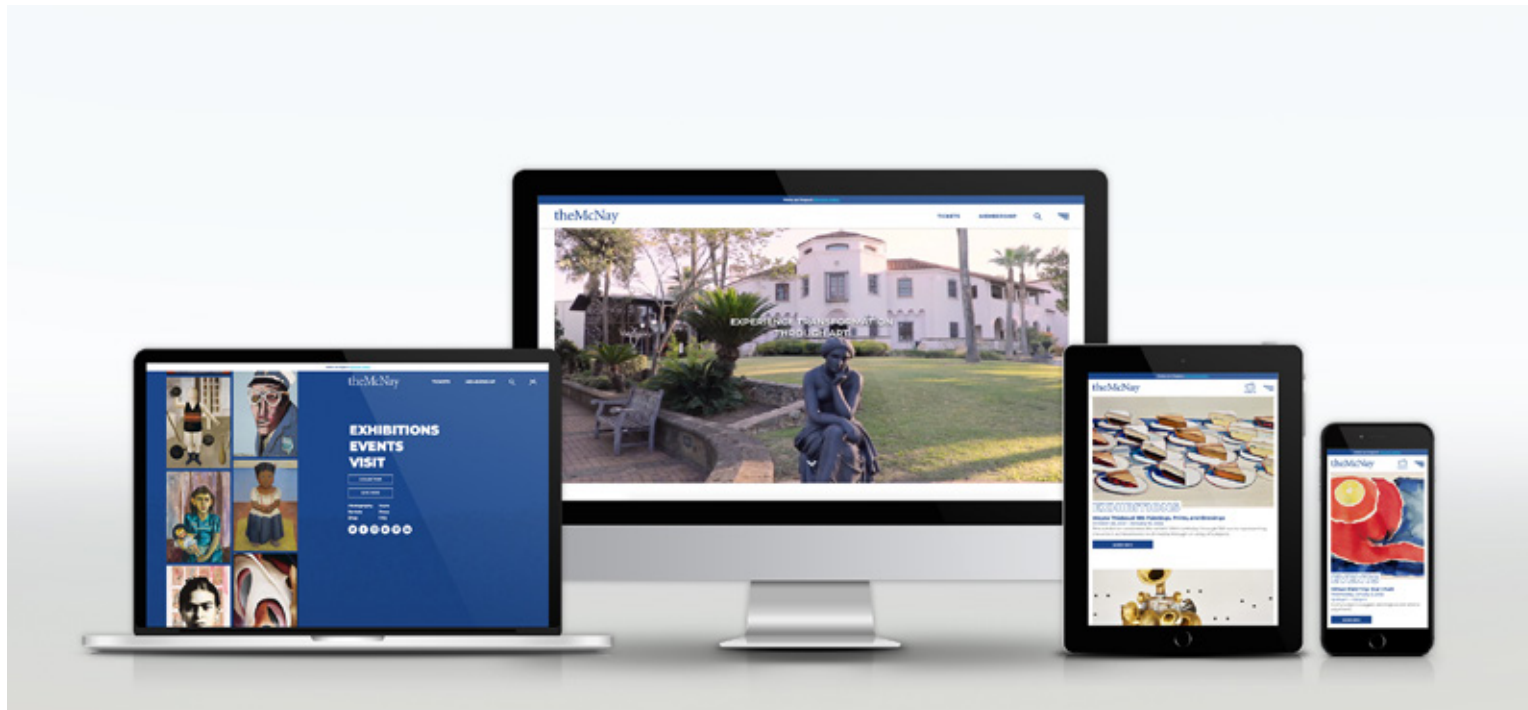
### SILVER

#### ArchPoint Creative Two Trees Brand Imagery

ELEMENTS OF ADVERTISING  
STILL PHOTOGRAPHY - BLACK & WHITE/COLOR/ DIGITALLY ENHANCED—CAMPAIGN







## SILVER

### Anderson Marketing Group The McNay Website

ELEMENTS OF ADVERTISING  
DIGITAL CREATIVE TECHNOLOGY - INTERFACE & NAVIGATION



## SILVER

### Tribu The Elsass Logo

ELEMENTS OF ADVERTISING  
LOGO DESIGN



## BRONZE

### MÖ Creative Burnette Builders

ELEMENTS OF ADVERTISING  
LOGO DESIGN







**BRONZE**

Tribu  
Blackbird Golf Logo  
ELEMENTS OF ADVERTISING  
LOGO DESIGN

**BRONZE**

Tribu  
Essence Prep Logo  
ELEMENTS OF ADVERTISING  
LOGO DESIGN

**BRONZE**

Tribu  
Prosper West Logo Design  
ELEMENTS OF ADVERTISING  
LOGO DESIGN

**BRONZE**

Tribu  
Otom Authentic Mexican Coffee Logo  
ELEMENTS OF ADVERTISING  
LOGO DESIGN

**BRONZE**

Tribu  
Venari Ranch Cooler Logo  
ELEMENTS OF ADVERTISING  
LOGO DESIGN





## ELEMENTS OF ADVERTISING

31

**BRONZE**

### Moviesauce Tannat Harvest 2021

ELEMENTS OF ADVERTISING  
CINEMATOGRAPHY - SINGLE

**BRONZE**

### Geomedia SARA Don't Trash

ELEMENTS OF ADVERTISING  
CINEMATOGRAPHY - SINGLE







## ELEMENTS OF ADVERTISING

32

### BRONZE

#### Tomiga CHofSA SMA Patient Story - Ruzgar

ELEMENTS OF ADVERTISING  
VIDEO EDITING



### BRONZE

#### H-E-B Holiday Gift Cards

ELEMENTS OF ADVERTISING  
ILLUSTRATION - SERIES

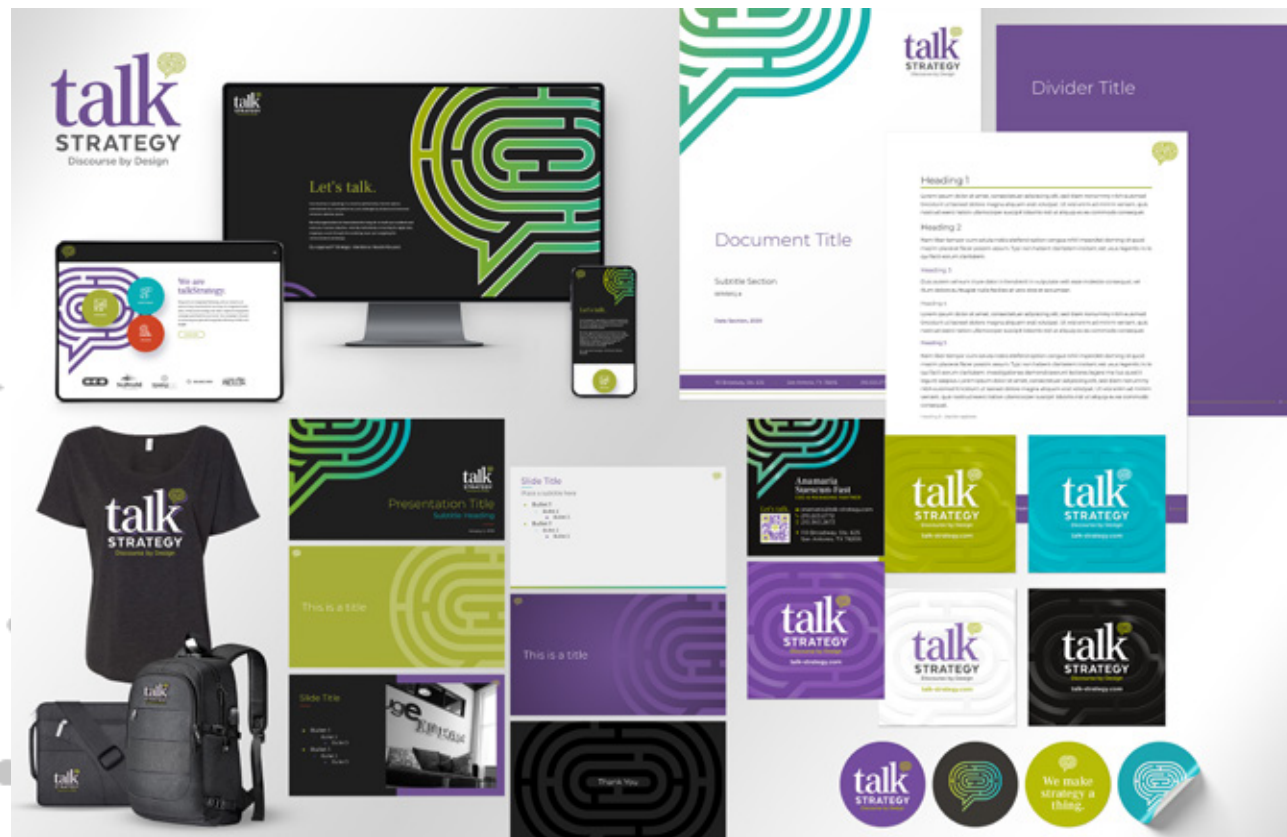




**GOLD**

## Chamoy Creative Chamoy Liquor Reel

ADVERTISING INDUSTRY SELF-PROMOTION  
SELF-PROMOTION FILM, VIDEO & SOUND



**SILVER**

## talkStrategy talkStrategy Branding

ELEMENTS OF ADVERTISING  
BRAND ELEMENTS







## PUBLIC SERVICE

34

**GOLD**

### Legacy79 Texas Tall Tales: Chupacabra Poster

PUBLIC SERVICE  
OUT-OF-HOME & AMBIENT MEDIA - POSTER

**GOLD**

### Legacy79 Texas Tall Tales: Pecos Bill Poster

PUBLIC SERVICE  
OUT-OF-HOME & AMBIENT MEDIA - POSTER

**GOLD**

### Legacy79 Texas Tall Tales Poster Series

PUBLIC SERVICE  
OUT-OF-HOME & AMBIENT MEDIA - CAMPAIGN

**GOLD**

### Legacy79 Texas Tall Tales: Calamity Poster

PUBLIC SERVICE  
OUT-OF-HOME & AMBIENT MEDIA - POSTER





**PUBLIC SERVICE**

**35**

**BRONZE**  
GDC Marketing & Ideation  
**Don't mess with Texas-Together**  
PUBLIC SERVICE  
PUBLIC SERVICE TELEVISION



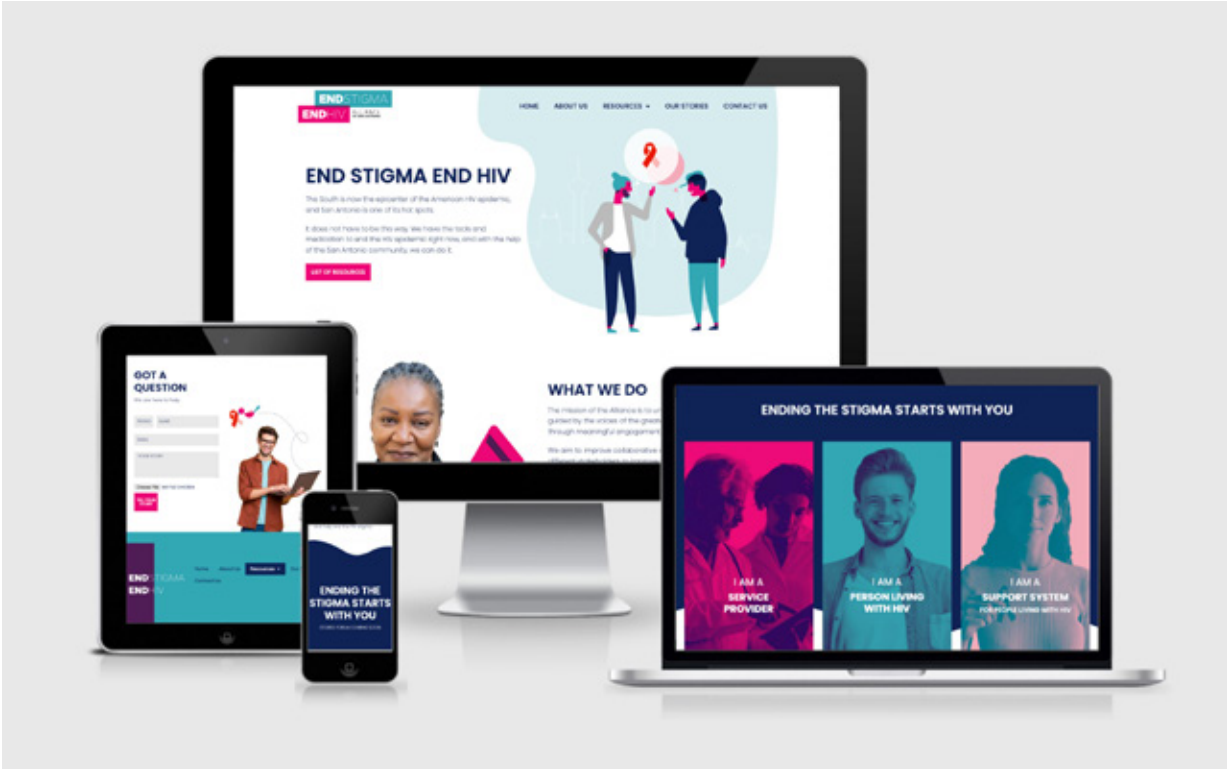
**BRONZE**  
GDC Marketing & Ideation  
**Don't mess with Texas-Together**  
PUBLIC SERVICE  
PUBLIC SERVICE RADIO



**BRONZE**  
GDC Marketing & Ideation  
**Don't mess with Texas-Together**  
PUBLIC SERVICE  
PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND







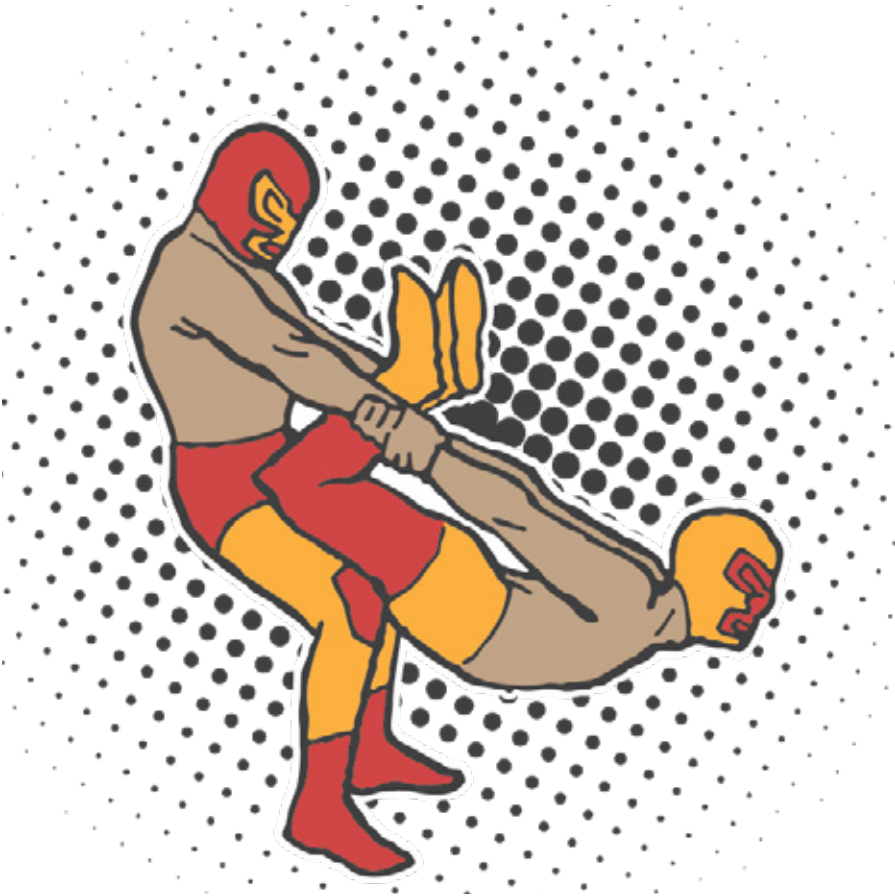
# PUBLIC SERVICE

36

## BRONZE

### Tribu End Stigma End HIV Website

PUBLIC SERVICE  
ONLINE/INTERACTIVE - SINGLE





**SPECIAL JUDGES AWARD**

Parallel  
San Antonio Area Foundation

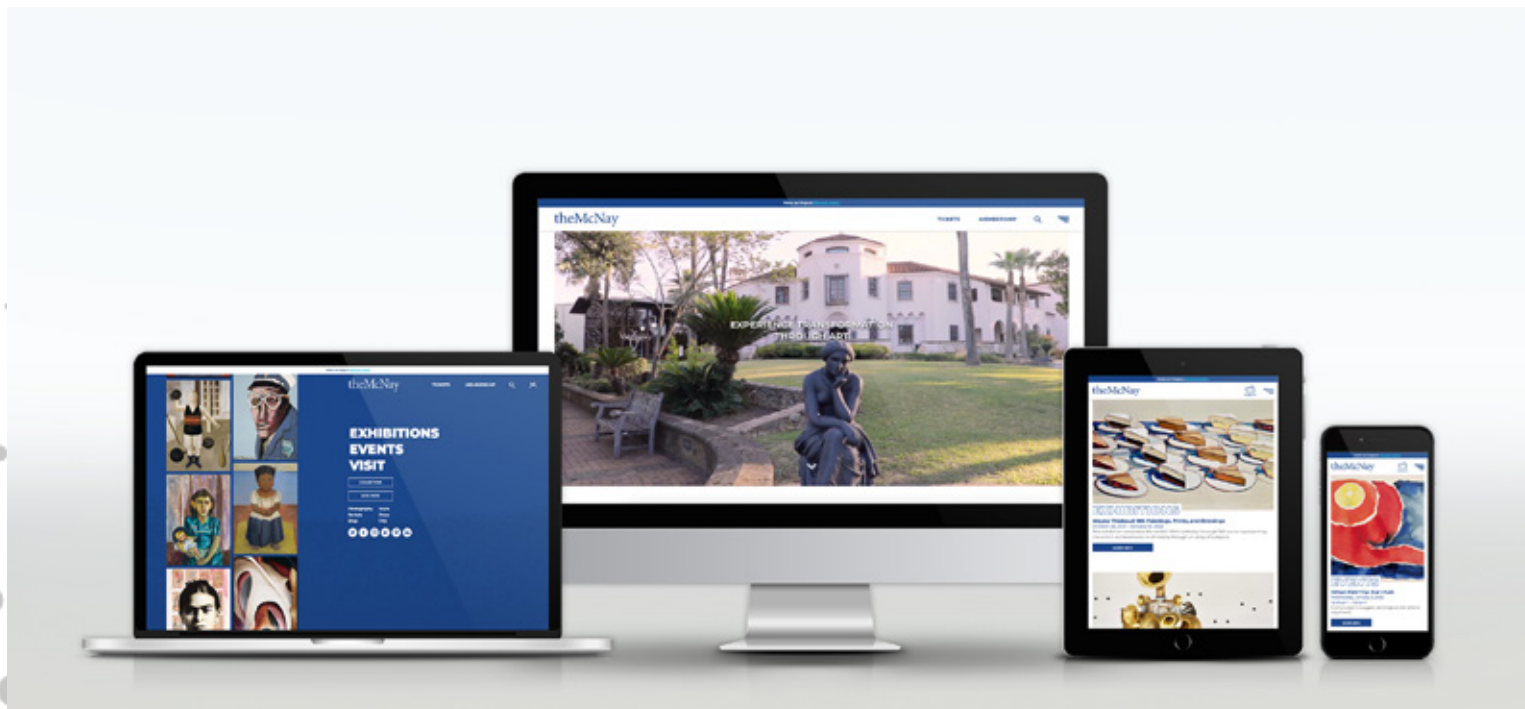
SALES & MARKETING  
PRINTED ANNUAL REPORT



**SPECIAL JUDGES AWARD**

Anderson Marketing Group  
The McNay Website

ELEMENTS OF ADVERTISING  
DIGITAL CREATIVE TECHNOLOGY - USER EXPERIENCE







## PROFESSIONAL SPECIAL AWARDS

38

### SPECIAL JUDGES AWARD

KGB Texas  
VIA - It's So Easy - TV Spanish

FILM, VIDEO & SOUND  
TV ADVERTISING - SINGLE SPOT :30 SECONDS



### SPECIAL JUDGES AWARD

H-E-B  
Be the Change Video Series

FILM, VIDEO & SOUND  
INTERNET COMMERCIAL - CAMPAIGN





## PROFESSIONAL SPECIAL AWARDS

39

### Legacy 79 Texas Tall Tales Covid Series

FILM, VIDEO & SOUND  
PUBLIC SERVICE CAMPAIGN





**GOLD**

## Mallory Blackwell Vianesa Lodge & Resort

CROSS-PLATFORM  
INTEGRATED BRAND IDENTITY CAMPAIGN

**GOLD**

## Erika Deleon Wes Anderson Book Series

ELEMENTS OF ADVERTISING  
ILLUSTRATION - SINGLE

**GOLD**

## Erika Deleon Reproductive Rights Booklet

SALES & MARKETING  
COLLATERAL MATERIAL - COVER/EDITORIAL SPREAD OR FEATURE - SERIES

**GOLD**

## Nour Shamala Silo Brand Book

SALES & MARKETING  
COLLATERAL MATERIAL - BOOK DESIGN





STUDENT

41

**GOLD**

Nour Shamala  
**The Harpies**

SALES & MARKETING  
PRODUCT OR SERVICE SALES PROMOTION - PACKAGING



**GOLD**

Erika Deleon  
**Wes Anderson Book Series**

SALES & MARKETING  
COLLATERAL MATERIAL - COVER

**GOLD**

Erika Deleon  
**Wes Anderson Book Series**

SALES & MARKETING  
COLLATERAL MATERIAL PUBLICATION DESIGN - SERIES



**GOLD**

Mallory Blackwell  
**Slow Burn Hot Sauce**

CROSS-PLATFORM  
INTEGRATED BRAND IDENTITY CAMPAIGN



## STUDENT

42



**GOLD**

### Erika Deleon Wes Anderson Book Series

SALES & MARKETING  
COLLATERAL MATERIAL - BOOK DESIGN



**GOLD**

### Lauren Leija Botanical Gardens Gala Invitation

SALES & MARKETING  
COLLATERAL MATERIAL - SPECIAL EVENT MATERIALS  
(INVITATIONS, ANNOUNCEMENTS, CARDS, ETC.)

**GOLD**

### Trevor Tealer Liberty Bar Merchandise

SALES & MARKETING  
SALES PROMOTION- POINT OF PURCHASE

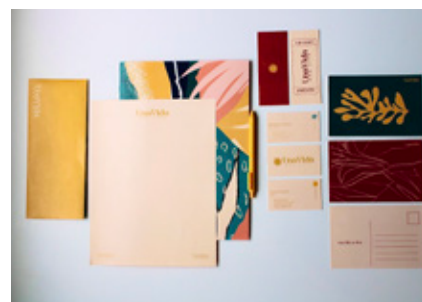


**SILVER**

### Benjamin Wenzel Wildlife R & R Posters

OUT OF HOME & AMBIENT MEDIA  
POSTER - CAMPAIGN





## STUDENT

43

### SILVER

#### Regina De Alba Cervantes Depop Ad

PRINT ADVERTISING  
MAGAZINE ADVERTISING - SINGLE (FULL PAGE OR LESS)

### SILVER

#### Hannah Morehead Serpent's Brew Logo

ELEMENTS OF ADVERTISING  
LOGO DESIGN

### SILVER

#### Fiona Swisher The Ark

SALES & MARKETING  
STATIONERY PACKAGE - SINGLE OR MULTIPLE PIECES

### SILVER

#### Nour Shamala Una Vida - Identity & Collateral

OUT OF HOME & AMBIENT MEDIA  
STATIONERY PACKAGE - SINGLE OR MULTIPLE PIECES







## STUDENT

44

### SILVER

Austin Farar  
Port Eden

ELEMENTS OF ADVERTISING  
LOGO DESIGN

### SILVER

Hannah Morehead  
Serpent's Brew

CROSS-PLATFORM  
INTEGRATED BRAND IDENTITY CAMPAIGN

### SILVER

Maisie Anderson  
Slow Burn

SALES & MARKETING  
PACKAGING

### SILVER

Mya Hill  
Breadbox

SALES & MARKETING  
STATIONERY PACKAGE - SINGLE OR MULTIPLE PIECES



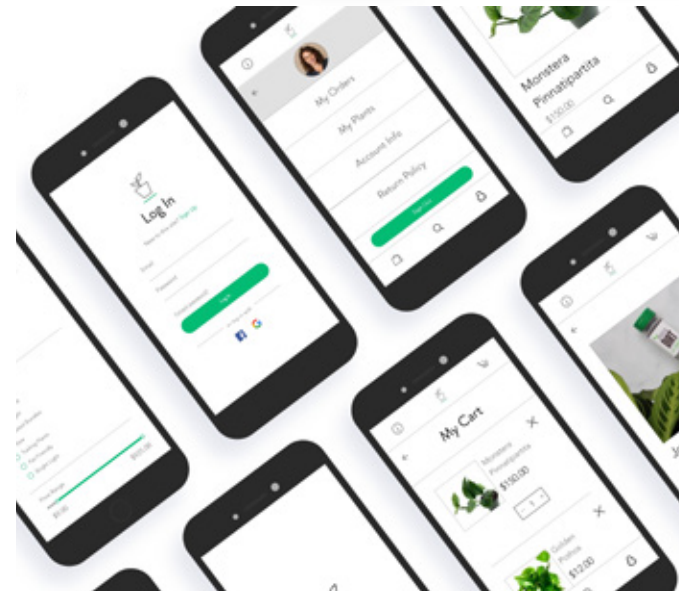
STUDENT

45

**SILVER**

Hannah Morehead  
**Serpent's Brew Bottles**

SALES & MARKETING  
PACKAGING



**SILVER**

Lauren Leija  
**Plant Shoppe Moblie App : UI/UX**

ONLINE/INTERACTIVE  
APP (MOBILE OR WEB-BASED)

**SILVER**

Heather Olivarri  
**Healthful**

SALES & MARKETING  
PUBLICATION DESIGN - COVER



**SILVER**

RubyMarie Filoteo  
**UIW MyShuttle App**

ONLINE/INTERACTIVE  
APP (MOBILE OR WEB-BASED)



## STUDENT

46



### SILVER

#### Allison Satterfield MAYBE?

CROSS-PLATFORM  
INTEGRATED BRAND IDENTITY CAMPAIGN



### SILVER

#### Marlene Mejia SA Museum of Art: Stay Safe

OUT OF HOME & AMBIENT MEDIA  
POSTER - CAMPAIGN

### SILVER

#### RubyMarie Filoteo Golden Ground

SALES & MARKETING  
PACKAGE - SINGLE OR MULTIPLE PIECES



### SILVER

#### Hannah Morehead Flowerchild Sustainable Oat Pods

SALES & MARKETING  
PACKAGING



STUDENT

47

**BRONZE**

Marlene Mejia  
Central Market: Passport India

PRINT ADVERTISING  
MAGAZINE ADVERTISING - CAMPAIGN



**BRONZE**

Marlene Mejia  
Freetail Brewing Beer Can Labels

SALES & MARKETING  
PACKAGING



**BRONZE**

Trevor Tealer  
The Roller Coaster Logo

ELEMENTS OF ADVERTISING  
LOGO DESIGN



**BRONZE**

Allison Satterfield  
Euterpe

ELEMENTS OF ADVERTISING  
LOGO DESIGN







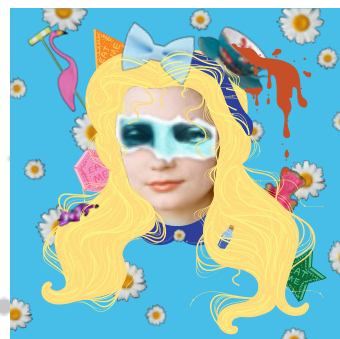
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CHAD



NIGELLA



## STUDENT

48

### BRONZE

#### Patricia Sarinana Beauty in the Hands of a Chef

OUT OF HOME & AMBIENT MEDIA  
POSTER - CAMPAIGN

### BRONZE

#### Marlene Mejia The Public Theater of San Antonio

OUT OF HOME & AMBIENT MEDIA  
POSTER - CAMPAIGN

### BRONZE

#### Quinn Picard Down We Go

ELEMENTS OF ADVERTISING  
ILLUSTRATION - SINGLE

### BRONZE

#### Rozlynn Olivas Jazz TX Poster

OUT OF HOME & AMBIENT MEDIA  
POSTER - SINGLE



STUDENT

49

**BRONZE**

## Rozlynn Olivas The Mastery of Time Booklet

SALES & MARKETING  
PUBLICATION DESIGN - BOOK DESIGN

**BRONZE**

## Regina De Alba Cervantes Olivia Book Cover

SALES & MARKETING  
PUBLICATION DESIGN - COVER

**BRONZE**

## Heather Olivarri Healixir

SALES & MARKETING  
PACKAGING



**BRONZE**

## Ronaldo Mundo TuskBros Paint Co.

ELEMENTS OF ADVERTISING  
LOGO DESIGN







## STUDENT

50

### BRONZE

#### Isabel Morales The Language of Hands

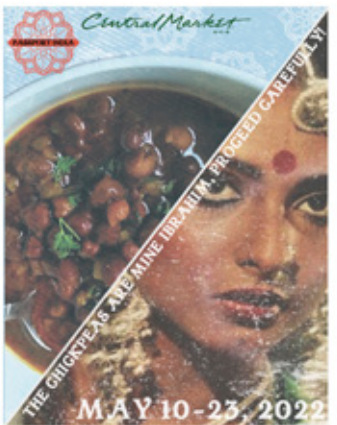
ELEMENTS OF ADVERTISING  
ILLUSTRATION - CAMPAIGN



### BRONZE

#### River Riego San Japan

SALES & MARKETING  
SPECIAL EVENT MATERIALS (INVITATIONS,  
ANNOUNCEMENTS, CARDS, ETC.)



### BRONZE

#### Dylan Trevino Passport India Ad Campaign

PRINT ADVERTISING  
MAGAZINE ADVERTISING - CAMPAIGN



### BRONZE

#### Jacqueline Jimenez Java Lava Coffee Co

SALES & MARKETING  
PACKAGING



STUDENT



BRONZE

Quinn Picard  
Midnight Jazz

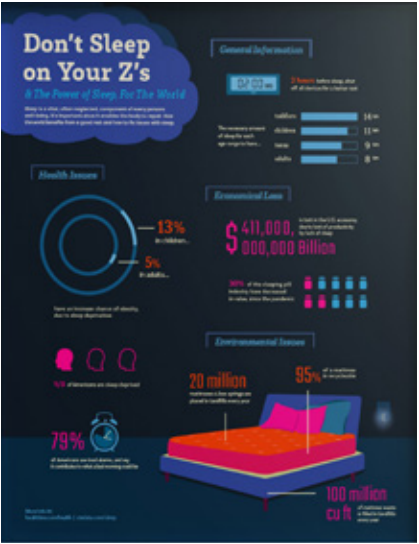
OUT OF HOME & AMBIENT MEDIA  
POSTER - SINGLE



BRONZE

RubyMarie Filoteo  
La Focaccia Cucina Italiana

SALES & MARKETING  
STATIONERY PACKAGE - SINGLE OR MULTIPLE PIECES



BRONZE

Jocelyn Flores  
Don't Sleep on Your Z's Infographic

ONLINE/INTERACTIVE  
SOCIAL MEDIA - SINGLE EXECUTION



## STUDENT SPECIAL AWARDS

52



### SPECIAL JUDGES AWARD

Hannah Morehead  
**Serpent's Brew**

CROSS-PLATFORM  
INTEGRATED BRAND IDENTITY CAMPAIGN

### SPECIAL JUDGES AWARD

Ronaldo Mundo  
**TuskBros Paint Co.**

ELEMENTS OF ADVERTISING  
LOGO DESIGN





## BRONZE

Benjamin Wenzel  
Texas Winter Beer Cans

**SALES & MARKETING**  
**PACKAGING**



## BRONZE

Fiona Swisher  
Models Advocacy

**OUT OF HOME & AMBIENT MEDIA**  
**POSTER - SINGLE**



JOHN AGUILLARD MEMORIAL



STUDENT SPECIAL AWARDS

54

Mallory Blackwell  
Vianesa Lodge & Resort

CROSS-PLATFORM  
INTEGRATED BRAND IDENTITY CAMPAIGN



SPECIAL THANKS

55

**BRANDGROUP**  
THEBRANDGROUP.NET

