



AMERICAN ADVERTISING AWARDS

CREATIVE THINGS

2022 WINNERS BOOK

OUR MISSION

The AAF-San Antonio was established in 1920, as the San Antonio Advertising Federation (ADFED). For 100 years, we have been dedicated to providing education, resources and support to the community; recognizing advertising excellence; developing future leaders; and promoting the value of advertising to local, regional and national audiences.



The AAF-San Antonio belongs to the 10th District of the American Advertising Federation, representing the affiliate advertising clubs and federations of the American Advertising Federation (AAF) in Arkansas, Louisiana, Oklahoma and Texas. The American Advertising Federation (AAF) is the only national grassroots trade association to encompass all segments of the advertising industry, including advertisers, agencies, media, college chapters and national trade associations engaged in various advertising pursuits.

The American Advertising Federation is the oldest national advertising trade association, representing 50,000 professionals in the advertising industry with a national network of 200 ad clubs located in ad communities across the country. Through its 215 college chapters, the AAF provides 6,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has 130 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations.

MEET THE JUDGES



Judge

Michael Hemphill

Michael Hemphill is the creator and host of the Blue Ridge PBS show BUZZ (<http://buzz4good.com>), which features nonprofit organizations and the marketing professionals who donate their time and talent to helping these life-giving organizations attract more donors, volunteers and clients to their cause. He also launched the “Buzz4Good: Nonprofit+Marketing” radio show podcast. He serves as Public Service Chair for AAF Roanoke.



Judge

Eva Larraga

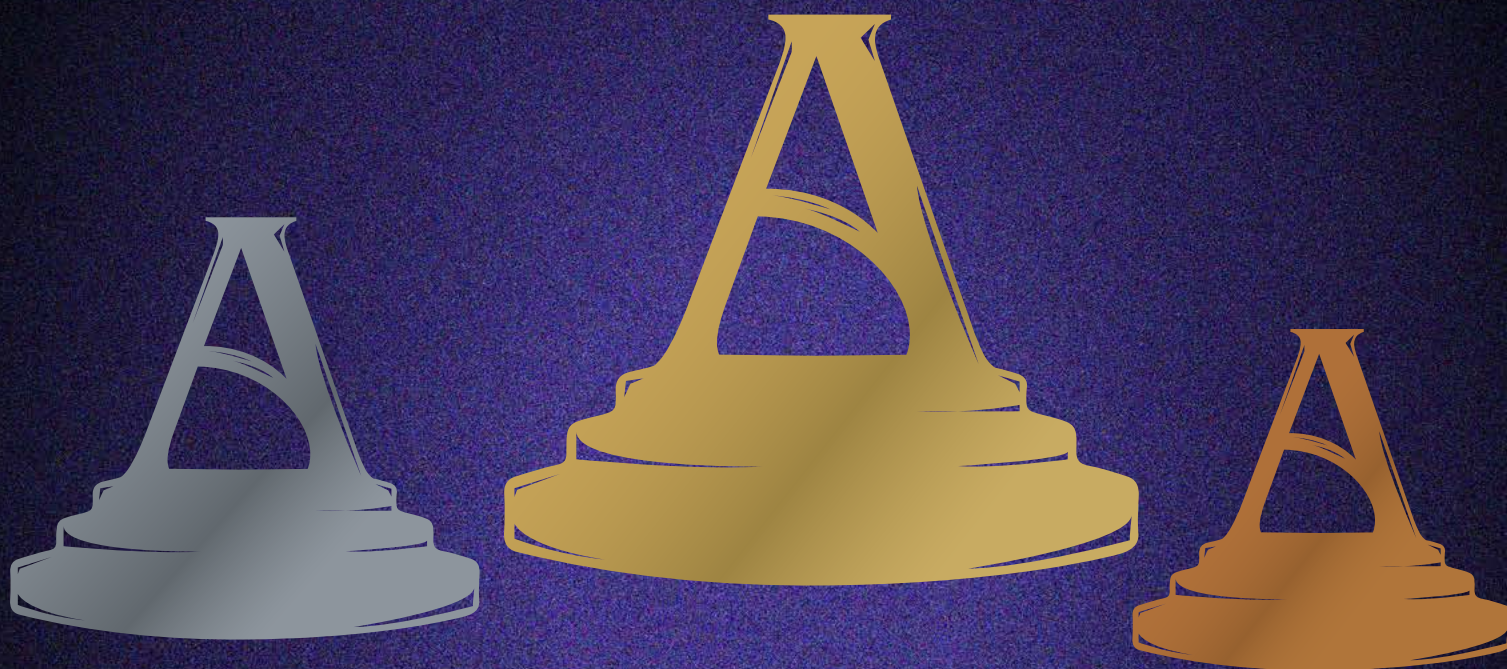
Eva is a creative and visual designer with expertise in brand identity development and execution and Design Thinking Strategies. Bachelor degree in Graphic Design and Marketing and Masters Degree in Product and Packaging Design, Photography and Video. Experienced background in different industries such as Mass consumption products, HealthCare Industries, Banking and Fintech Industry, Insurance Industries, entertainment business, Food Packaging, Web Design and others. Has worked with international companies such as Heineken, BBVA, AFIRME, PEPSICO, First Row Productions, State Farm Insurance and others.



Judge

Kelly Komp

Kelly is a founding Partner and Creative Director at Multiple Inc, with more than 20 years of experience overseeing engagements with clients to drive intentional change by designing and advancing brands, services, and products. A graduate of Ball State University with a BFA in Graphic Design, Kelly's humble beginnings and relentless work ethic laid the foundation for his resourcefulness and ability to distill complex problems down to actionable strategies. With a portfolio ranging from identity design and packaging to marketing campaigns and digital experiences, Kelly has led award-winning projects, delivering clarity and energy for Multiple's clients in industries spanning education, environmental, financial services, healthcare, manufacturing, retail, and technology.



PROFESSIONAL

SALES & MARKETING



Sales & Marketing, Sales Promotion
Packaging Campaign

Bronze Award

H-E-B
H-E-B Limited Edition Potato Chips



Sales & Marketing, Collateral Material
Printed Annual Report

Gold ADDY

Parallel
SAAF Mosaic Report



Sales & Marketing, Collateral Material
Special Event Material - Card, Invitation, Announcement

Bronze Award

The CE Group, Inc
THRU Project-Betting On Success

Sales & Marketing, Direct Marketing
Specialty Advertising - Other Merchandise

Bronze Award

ArchPoint Creative
Ricos Can't Stop the Pop Box

PRINT ADVERTISING/OUT OF HOME

Print Advertising, Magazine Advertising
Full Page or Less - Single

Bronze Award
FPO Marketing
KRK LAMC



Out-Of-Home & Ambient Media, Ambient Media
Events - Single

Gold ADDY
H-E-B
DFW Immersive Dinner



Out-Of-Home & Ambient Media, Out of Home
Poster - Campaign

Gold ADDY
Parallel
SA Parks Foundation Poster Series



Out-Of-Home & Ambient Media, Out of Home
Large Venue - Single

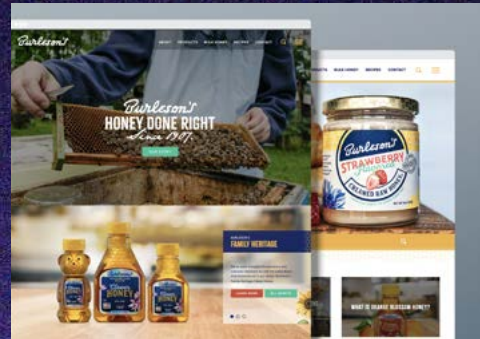
Silver ADDY
H-E-B
Lubbock Stadium Outdoor

Out-Of-Home & Ambient Media, Out of Home
Out of Home - Campaign

Silver ADDY
H-E-B
Dallas Entry Teaser Outdoor



ONLINE/INTERACTIVE



Online/Interactive, Websites
Websites - Consumer

Silver Addy

Legacy79
Burleson's Honey Website



Silver Addy

Parallel
SA Parks Foundation Website

Silver Addy

Parallel
Texas Adoption Portal Website

Silver Addy

Anderson Marketing Group
Center For Young Minds

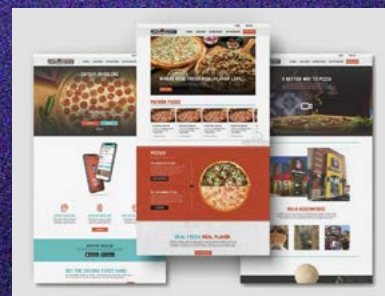


Bronze Award

KGBTexas
Compass Connections

Bronze Award

Public Alliance for Olympian Fencing Club
Olympian Fencing Club



Bronze Award

Anderson Marketing Group
Pizza Patron Website

Bronze Award

Anderson Marketing Group
Tulsa Club Hotel Website

ONLINE/INTERACTIVE

Online/Interactive, Websites
Websites - B-to-B

Silver Addy

The Wood Agency
Grapevine CVB St Patrick's Site



Online/Interactive, Social Media
Social Media - Single Execution

Silver Addy

GDC Marketing & Ideation
Don't mess with Texas-Joe Jonas



Bronze Award

ArchPoint Creative
Ricos Social Post



Bronze Award

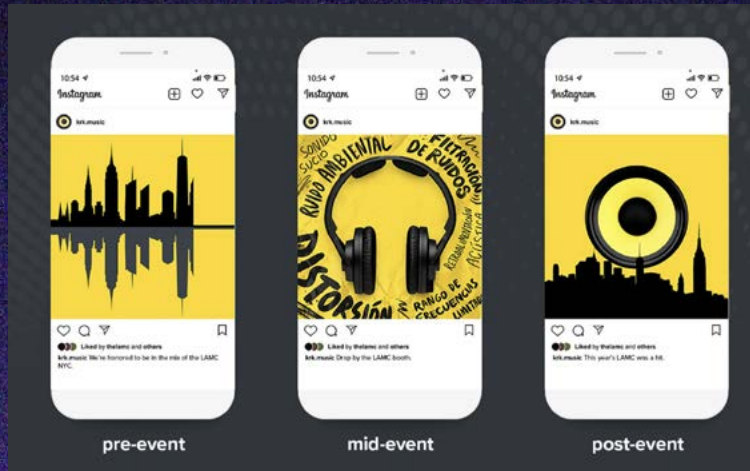
FPO Marketing
Licor 43 Chocolate

Bronze Award

Chamoy Creative
Twangerz Music Video



ONLINE/INTERACTIVE



Online/Interactive, Social Media
Social Media - Campaign

Gold Addy
FPO Marketing
KRK LAMC



Silver Addy
H-E-B
H-E-B

Bronze Award
ArchPoint Creative
Nine Banded Whiskey Campaign



Bronze Award
H-E-B
Texas with Love

ONLINE/INTERACTIVE

Online/Apps, Games, Virtual Reality
Virtual Reality – Single

.....
Gold Addy
White Rhino VFX
Fortnite Soundwave Series



Online/Interactive, Blogs & Digital Publications
Digital Publications – Single

.....
Bronze Award
Legacy79
SFFCU Annual Report



Online/Interactive, Blogs & Digital Publications
Digital Publications – Campaign

.....
Bronze Award
ArchPoint Creative
Ricos Newsletters

Bronze Award
Chamoy Creative
Twangerz Music Video



FILM/VIDEO/SOUND



Film/Video/Sound, Television Advertising
Local - Single Spot :30 or less

Gold Addy
University Health
New Day



Silver Addy
KGBTexas
The Future Rides on VIA

Silver Addy
University Health
Wake Up



Silver Addy
University Health
Change is Hard

Film/Video/Sound, Audio/Radio Advertising
Local - Campaign

Bronze Award
BTYcreative
JBar What You Love Radio Spots



Film/Video/Sound, Audio/Radio Advertising
Regional/National - Single Spot

Gold Addy
GDC Marketing
DMWT - Joe Jonas Radio Spot

FILM/VIDEO/SOUND

Film/Video/Sound, Television Advertising
Local - Single Spot :30 or less

Bronze Award

The Atkins Group
Hope Lives Here Katherine



Bronze Award

The Atkins Group
Hope Lives Here Jennie



Film/Video/Sound, Television Advertising
Local - Single Spot :60 seconds or more

Bronze Award

The Atkins Group Wake Up
Hope Lives Here Combo



Film/Video/Sound, Television Advertising
Local - Campaign

Gold Addy

University Health
Change



FILM/VIDEO/SOUND



Film/Video/Sound, Television Advertising
Local - Campaign

Silver Addy

The Atkins Group
Hope Lives Here Campaign



Film/Video/Sound, Television Advertising
Regional/National - Single Spot up to 2:00

Silver Addy

FPO Marketing
Carajillo 43



Silver Addy

TSB Studios
AMEX/DELTA/YELLOWSTONE



Film/Video/Sound, Television Advertising
Regional/National - Campaign

Gold Addy

GDC Marketing and Ideation
TxDot - Youth Occupant Protection

FILM/VIDEO/SOUND

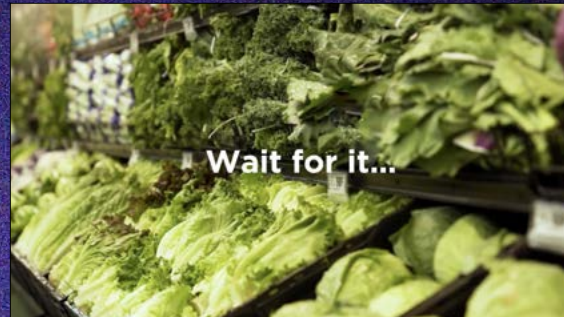
Film/Video/Sound, Television Advertising
Regional/National - Campaign

Silver Addy

GDC Marketing & Ideation
Don't mess with Texas-Joe Jonas



Bronze Award
H-E-B
H-E-B ASMR Spots



Film/Video/Sound, Online Film, Video, And Sound
Internet Commercial - Single Spot - Any Length

Bronze Award

The Atkins Group
:30 R&T Arts



Bronze Award
The Atkins Group
:30 R&T Chefs



FILM/VIDEO/SOUND



Film/Video/Sound, Online Film, Video, And Sound
Internet Commercial - Single Spot - Any Length

Bronze Award
The Atkins Group
:30 R&T History



Film/Video/Sound, Online Film, Video, And Sound
Internet Commercial - Campaign

Silver Addy
The Atkins Group
30 R&T Campaign



Bronze Award
TSB Studios
GMC Legends campaign



Film/Video/Sound, Branded Content & Entertainment
Branded Content & Entertainment For Online Film, Video & Sound
Single Spot more than :60 seconds

Silver Addy
The Atkins Group
R&T Long video Culinary

FILM/VIDEO/SOUND

Film/Video/Sound, Branded Content & Entertainment
Branded Content & Entertainment For Online Film, Video & Sound
Single Spot more than :60 seconds

Bronze Award

The Atkins Group
St. David's HealthCare MFM Hope



Bronze Award
The Atkins Group
R&T Long video Arts



Film/Video/Sound, Branded Content & Entertainment
Branded Content & Entertainment - Non-Broadcast

Silver Addy

Chamoy Creative
Twangerz Music Video



Film/Video/Sound, Branded Content & Entertainment
Branded Content & Entertainment - Campaign

Bronze Award

The Atkins Group
R&T Long videos Campaign

FILM/VIDEO/SOUND



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

Silver Addy
The Atkins Group
Economic video



Bronze Award
TSB Studios
Pepsi Hispanic Summit



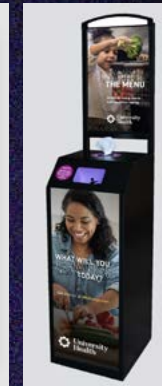
Film/Video/Sound, Music Videos
Music Video

Silver Addy
Chamoy Creative
Twangerz Music Video

CROSS PLATFORM

Cross Platform, Integrated Campaign
Consumer Campaign-Local

Gold Addy
University Health
Change



Silver Addy
Parallel
UTSA BeBold Local Campaign



CROSS PLATFORM



Cross Platform, Integrated Campaign
Consumer Campaign-Local

Bronze Award

KGBTexas

The Future Rides on VIA



Bronze Award

H-E-B

DFW Market Entry



CROSS PLATFORM

Cross Platform, Integrated Campaign
Consumer Campaign-Regional/National

Gold Addy
FPO Marketing
Carajillo 43



Silver Addy
The Atkins Group
Visit San Antonio





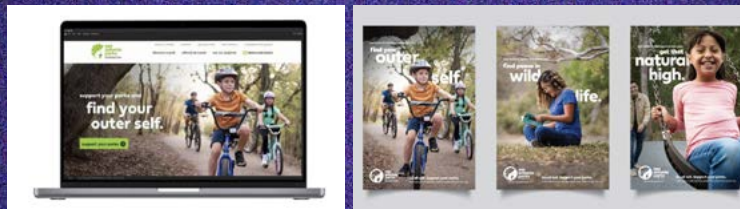
CROSS PLATFORM

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

Silver Addy

Parallel

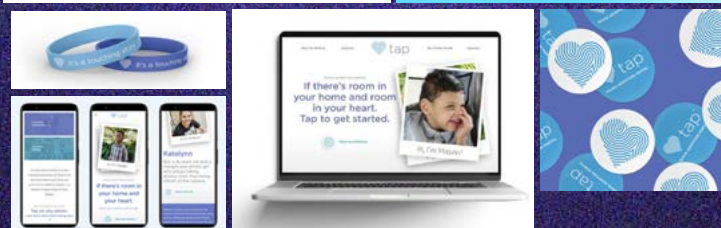
SA Parks Foundation Brand Identity



Bronze Award

Parallel

Texas Adoption Portal Brand Design



CROSS PLATFORM

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

Bronze Award
Robot Creative
San Antonio Philharmonic Branding



Cross Platform, Integrated Campaign
Integrated Branded Content Campaign - Local or Regional/National

Bronze Award
The Atkins Group
Let's Go to Plano, TX!



ELEMENTS OF ADVERTISING



Elements of Advertising, Visual
Logo Design

Silver Addy

Tribu

A Royal Flush Logo

Silver Addy

Parallel

SA Parks Foundation Logo

Silver Addy

Parallel

Sea Change Logo

Silver Addy

Parallel

Japanese Tea Garden Logo

Bronze Award

Tribu

10 West Logo

Bronze Award

KGBTexas

Silver Cliff Ranch Brand Identity

.....

Tribu

Poster



Cinematography—Single

.....

Geomedia

- New Day



Marketing

Carajillo 43



ELEMENTS OF ADVERTISING



Elements of Advertising, Film & Video
Cinematography—Single

Gold Addy

The Atkins Agency
SDH Hope Lives Here - Full



Bronze Award

Tomiga
CFHP Proud To Be Local



Elements of Advertising, Film & Video
Cinematography—Campaign

Gold Addy

Geomedia
UH - Change is Hard



Gold Addy

Tomiga
VSA Real & True

ELEMENTS OF ADVERTISING

Elements of Advertising, Film & Video
Cinematography—Campaign

Silver Addy

Geomedia

Valero You May Know Us



Silver Addy

Geomedia

SWMD Benched



Silver Addy

Roger Christian & Co

Sergeant Sarge Builds a Snowman



Elements of Advertising, Animation, SpecialEffects, Motion Graphics
Computer Generated Imagery

Silver Addy

Geomedia

SWMD Batteries



ELEMENTS OF ADVERTISING



Elements of Advertising, Film & Video
Video Editing

Gold Addy

Tomiga
SDH Hope Lives Here - Full



Gold Addy

Tomiga
SDH Hope Lives Here: Doctors



Gold Addy

Tomiga
SDH Hope Lives Here: Combo



Gold Addy

Tomiga
SDH Hope Lives Here: Jennie

ELEMENTS OF ADVERTISING

Elements of Advertising, Film & Video
Video Editing

.....
Gold Addy
Tomiga
SDH Hope Lives Here: Katherine



Silver Addy
Tomiga
BMD Davinci Resolve 17 Sizzle Reel



Silver Addy
Tomiga
VSA Real & True: Fun



Silver Addy
Tomiga
VSA Real & True: Culinary



ELEMENTS OF ADVERTISING



Elements of Advertising, Film & Video
Video Editing

Silver Addy
Tomiga
VSA Real & True: Arts and Culture



Silver Addy
Tomiga
VSA Real & True: History



Bronze Award
Geomedia
Roy Mass Youth Alternatives



Bronze Award
FPO Marketing
Licor 43 Horchata

ELEMENTS OF ADVERTISING

Elements of Advertising, Sound, Music
Music Without Lyrics—Single

.....
Gold Addy
Chamoy Creative
Twangerz Music Video



Bronze Award
Tomiga
SDH Hope Lives Here - Full



Elements of Advertising, Sound
Voiceover Talent

.....
Silver Addy
GDC Marketing and Ideation
TxDot - Youth Occupant Protection

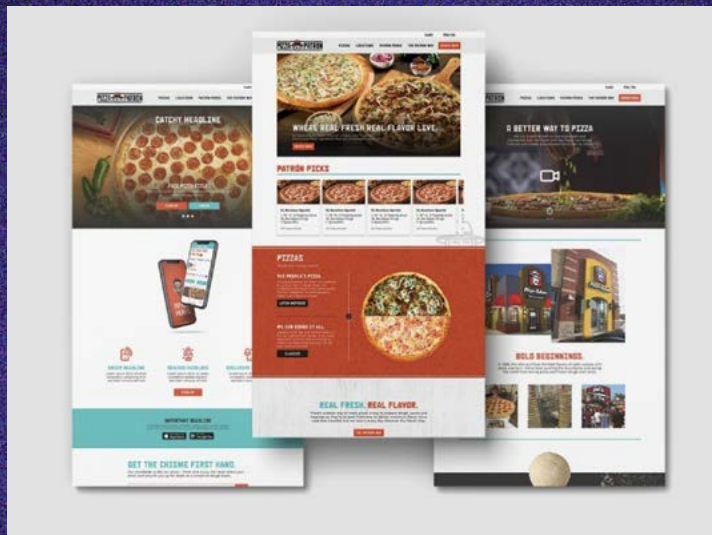


ELEMENTS OF ADVERTISING



Elements of Advertising, Sound
Sound Design—Single

Silver Addy
Harter Music
Batteries Aren't Trash



Elements of Advertising, Digital Creative Technology
Interface & Navigation

Gold Addy
Anderson Marketing Group
Pizza Patron Website

Silver Addy
Anderson Marketing Group
Center For Young Minds



Elements of Advertising, Digital Creative Technology
Interface & Navigation

Gold Addy
Anderson Marketing Group
Pizza Patron Website

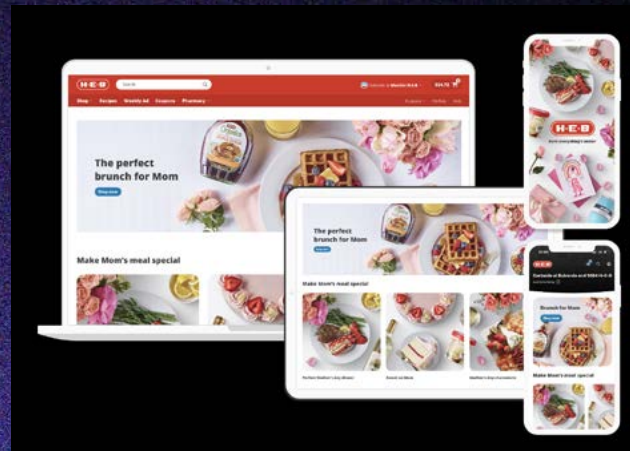
Silver Addy
Anderson Marketing Group
Center For Young Minds

ELEMENTS OF ADVERTISING

Elements of Advertising, Digital Creative Technology
User Experience

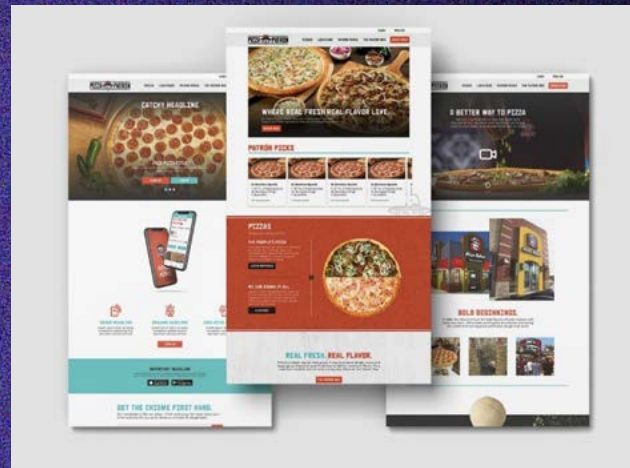
Gold Addy
H-E-B

H-E-B Homepage User Experience



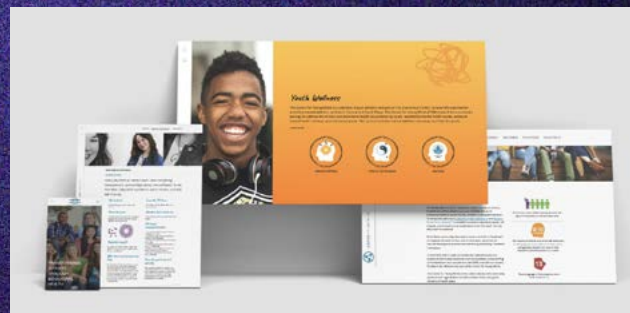
Bronze Award

Anderson Marketing Group
Pizza Patron Website

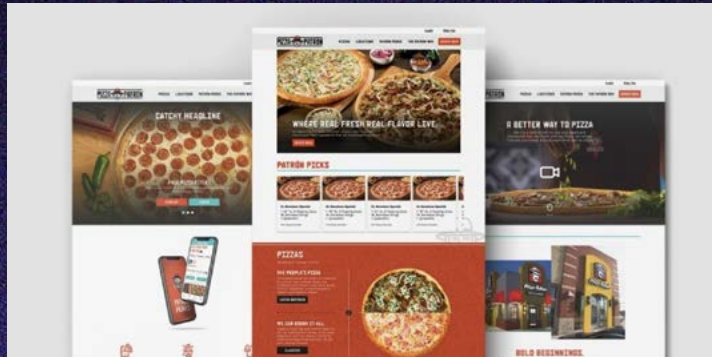


Bronze Award

Anderson Marketing Group
Center For Young Minds



ELEMENTS OF ADVERTISING



Elements of Advertising, Digital Creative Technology
Responsive Design

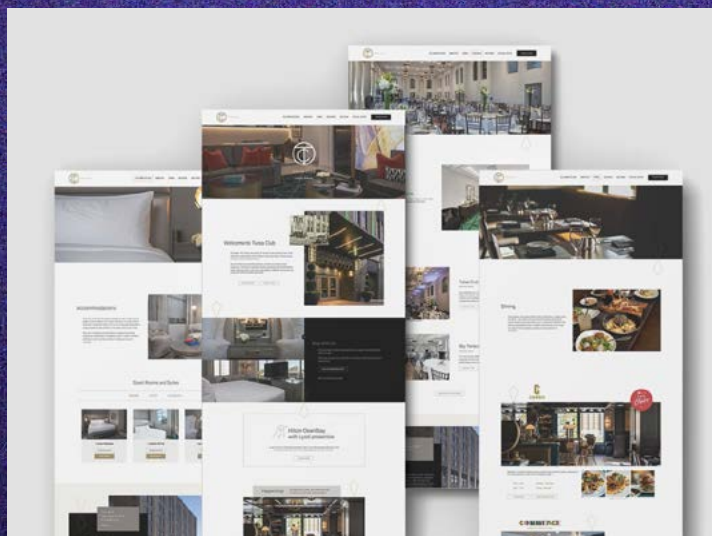
Gold Addy

Anderson Marketing Group
Pizza Patron Website



Silver Addy

Anderson Marketing Group
Center For Young Minds



Bronze Award

Anderson Marketing Group
Tulsa Club Hotel Website

Elements of Advertising, Digital Creative Technology
Innovative Use of Interactive / Technology

Bronze Award

Anderson Marketing Group
Pizza Patron Website

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility, Online/Interactive
Interactive Campaign

.....
Gold Addy
H-E-B
Big Texas Read-In



Bronze Award
Legacy79
Ralph Madsen



ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION



Advertising/Media Industry Self-Promotion
Self-Promotion Ambient Media

Bronze Award

Tribu

One Giant Leap for Brandkind 10 Yr!



Advertising/Media Industry Self-Promotion
Integrated Media Campaign

Gold Addy

Parallel

Parallel Self Promotion

BEST OF SHOCKY CLUB



AMERICAN ADVERTISING AWARDS

20

**CREATIVE
THINGS**

22



Elements of Advertising, Film & Video
Video Editing

.....
Gold Addy

Tomiga
SDH Hope Lives Here - Full

SPECIAL JUDGES AWARD

AMERICAN ADVERTISING AWARDS

20 **CREATIVE** 22
THINGS

SIDE **B**

aaf
san antonio





Out-Of-Home & Ambient Media, Out of Home
Poster - Campaign

.....
Special Judges Award

Parallel

SA Parks Foundation Poster Series



Cross Platform, Integrated Campaign
Consumer Campaign-Regional/National

Special Judges Award
FPO Marketing
Carajillo 43





Elements of Advertising, Film & Video
Cinematography—Single

Special Judges Award
FPO Marketing
Carajillo 43



MOSAIC
AWARD



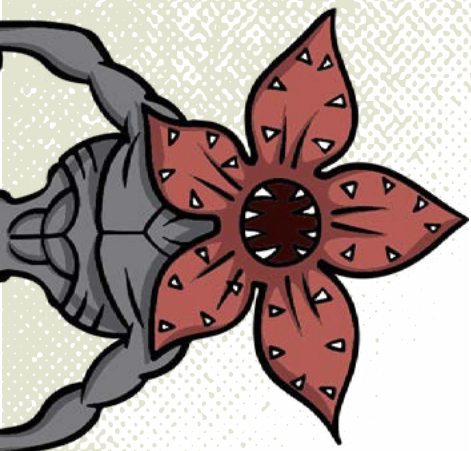
Elements of Advertising, Film & Video
Video Editing

.....
Mosaic Award

Tomiga
VSA Real & True: Arts and Culture

STUDENT





STUDENT SALES & MARKETING

Sales & Marketing, Sales Promotion
Packaging

Gold Addy

Rozlynn Macbeth Olivas
University of the Incarnate Word
Macbeth Absinthe



Gold Addy

Colin Morris
Texas State University
Dollop

Silver Addy

Mallory Blackwell
Texas State University
Water 2 Wine



Silver Addy

Colin Morris
Texas State University
Jolt Gum

STUDENT SALES & MARKETING

Sales & Marketing, Sales Promotion
Packaging

Bronze Award

Regina De Alba Cervantes
University of the Incarnate Word
Water Sign Water Co. Labels



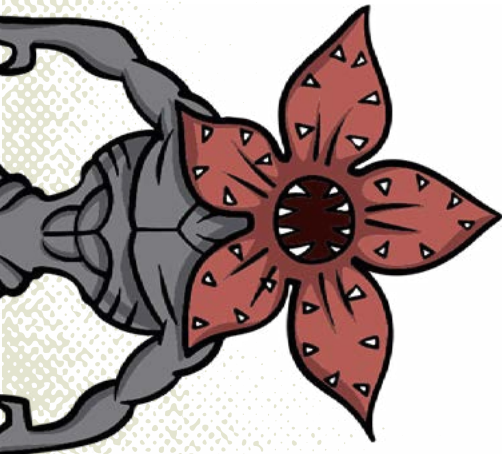
Bronze Award

Isabel C. Morales
University of the Incarnate Word
Three Fates Spirits & Ouzo



Bronze Award

Aundrea Verdi
Texas State University
Grazie!



STUDENT SALES & MARKETING



Sales & Marketing, Collateral Material
Stationery Package - Single or Multiple pieces

Silver Addy

Patricia Sarinana
University of the Incarnate Word
Spirit Bear Rock National Park



Bronze Award

Korina Burciaga
University of the Incarnate Word
Lokanta's Collateral



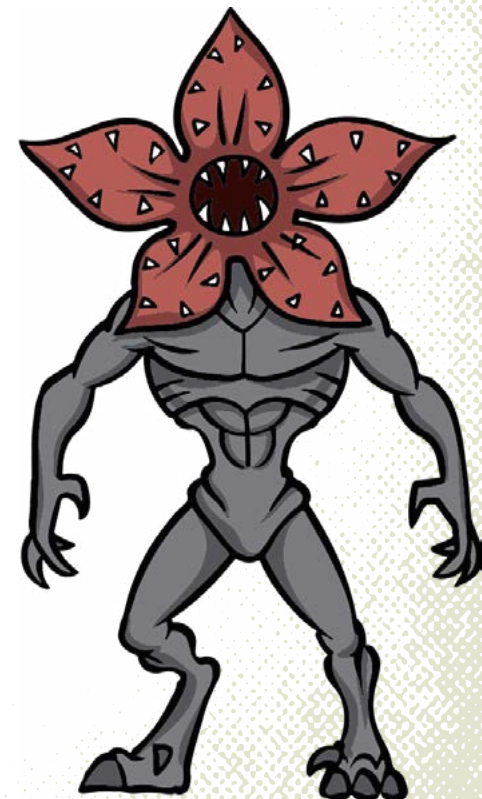
Bronze Award

Rozlynn Macbeth Olivas
University of the Incarnate Word
Lemongrass Collateral



Bronze Award

Regina De Alba Cervantes
University of the Incarnate Word
Spirit Bear Rock Collateral



STUDENT SALES & MARKETING

Sales & Marketing, Collateral Material
Special Event Materials

Silver Addy
Heather Janelle
University of the Incarnate Word
VIVID Art Fest

Bronze Award
Xaven Kosub
San Antonio College
Make Your Mission Gala Invitation



Sales & Marketing, Collateral Material
Publication Design - Cover

Silver Addy
Isabelle Swihart
University of the Incarnate Word
Where the Wild Things Are



Sales & Marketing, Collateral Material
Publication Design - Book Design

Silver Addy
Nour Shamala
University of the Incarnate Word
La Sagrada Familia Brand Book



Silver Addy
Nour Shamala
University of the Incarnate Word
Athletes Mental Health Brand Book





STUDENT OUT OF HOME & AMBIENT MEDIA

Out of Home & Ambient Media, Out of Home
Poster - Single

Gold Addy
Elmo Chavez
Texas State University
Kids See a Gun



Gold Addy
Patricia Sarinana
University of the Incarnate Word
Jazz Texas Salsa Night



Out of Home & Ambient Media, Out of Home
Outdoor & Transit Advertising - Campaign

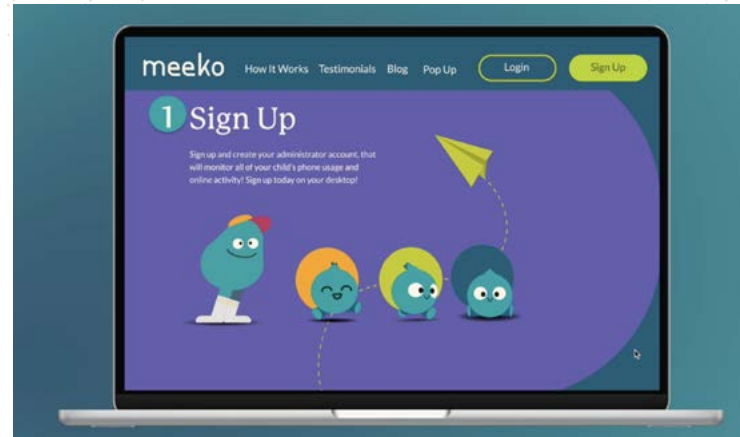
Gold Addy
Mallory L. Blackwell
Texas State University
Women Helping Women

STUDENT ONLINE/INTERACTIVE

Online/Interactive, Apps
Mobile or Web Based

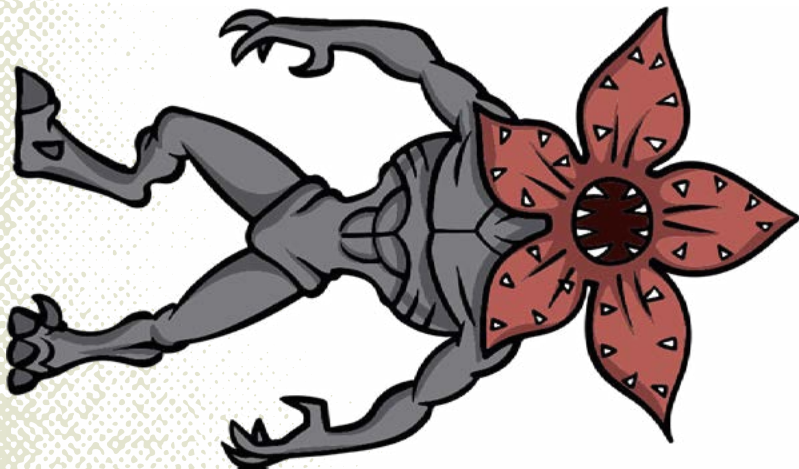
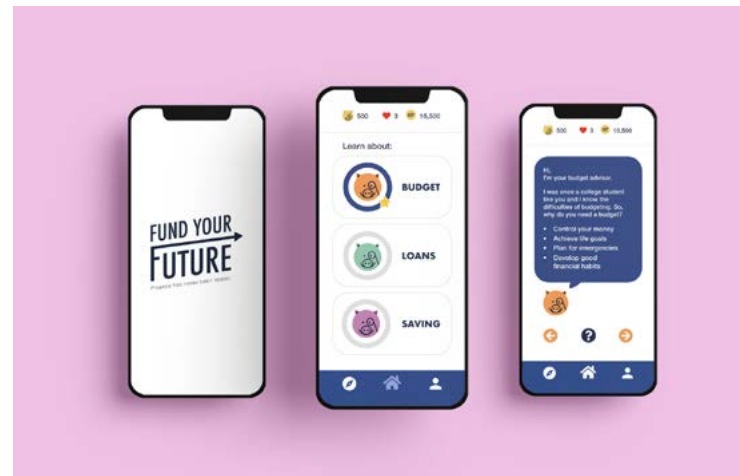
Gold Addy

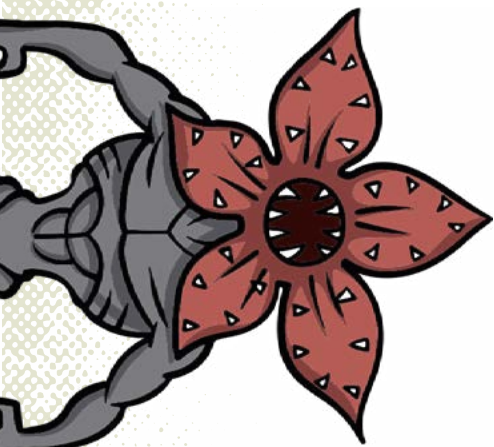
Isabella Armstrong, Mallory Blackwell, Karsen Jones,
Miriam Listiak, Maria Rodriguez
Texas State University
Meeko



Silver Addy

Ruby Marie Filoteo
University of the Incarnate Word
Fund Your Future





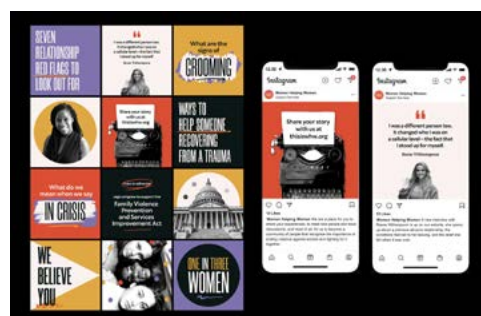
STUDENT CROSS PLATFORM



Cross Platform, Integrated Campaign
Integrated Brand Identity Campaign

Gold Addy

Delany Terrero Salazar
Texas State University
Citypops



Gold Addy

Mallory Blackwell
University of the Incarnate Word
Women Helping Women



Gold Addy

Mallory Blackwell, Maisie Anderson, Victoria Nieves
Texas State University
Water 2 Wine



Silver Addy

Ana Paula Gutierrez
University of the Incarnate Word
Good for Hu

STUDENT CROSS PLATFORM

Cross Platform, Integrated Campaign
Integrated Brand Identity Campaign

Silver Addy

Ana Paula Gutierrez
University of the Incarnate Word
Citypops



Bronze Award

Malia Moreno
Texas State
Tropicakes



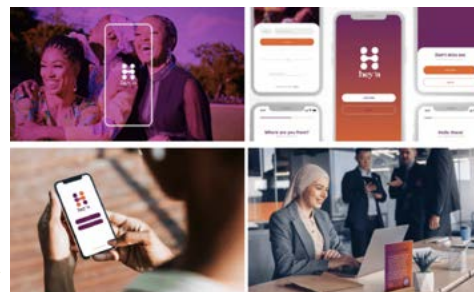
Bronze Award

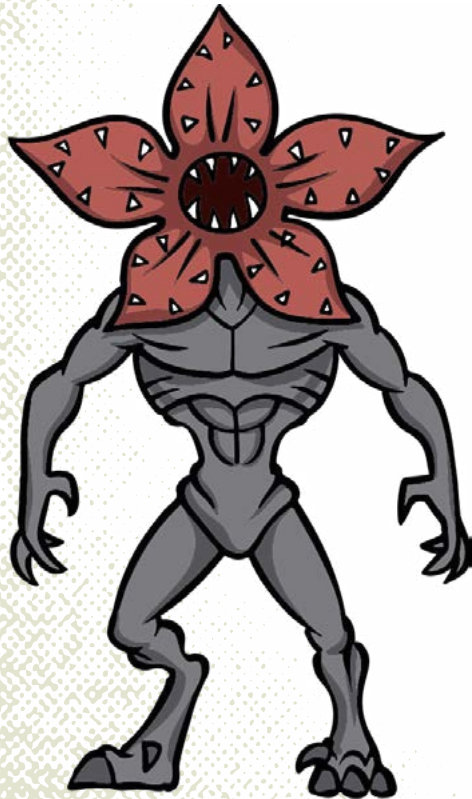
Jonah E Goode
Texas State
The Cave Frozen Yogurt



Bronze Award

Nour Shamala
University of the Incarnate Word
Hey'a Campaign





STUDENT ELEMENTS OF ADVERTISING

Elements of Advertising, Visuals
Logo Design

Silver Addy

Nour Shamala
University of the Incarnate Word
Hey'a Logo Design

Silver Addy

Colin Morris
Texas State University
Mystic Cheese

Bronze Award

Korina Burciaga
University of the Incarnate Word
Lokanta Logo

Bronze Award

Rozlynn Macbeth Olivas
University of the Incarnate Word
Lemongrass Logo

STUDENT ELEMENTS OF ADVERTISING

Elements of Advertising, Still Photography
Color, Single

Silver Addy

Ruby Marie Filoteo
University of the Incarnate Word
Delaney Tieso



Silver Addy

Patricia Sarinana
University of the Incarnate Word
The Heart of Worship



Silver Addy

Quinn Picard
University of the Incarnate Word
Black Waters



Bronze Award

Patricia Sarinana
University of the Incarnate Word
A Conversation with God



STUDENT ELEMENTS OF ADVERTISING

Elements of Advertising, Still Photography
Campaign

Silver Addy

Patricia Sarinana
University of the Incarnate Word
Hope

Elements of Advertising, Film, Video & Sound
Animation or Special Effects



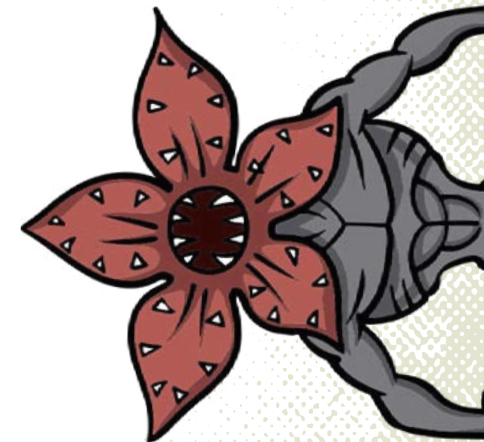
Silver Addy

Ruby Marie Filoteo
University of the Incarnate Word
Tuck 'N' Roll



Bronze Award

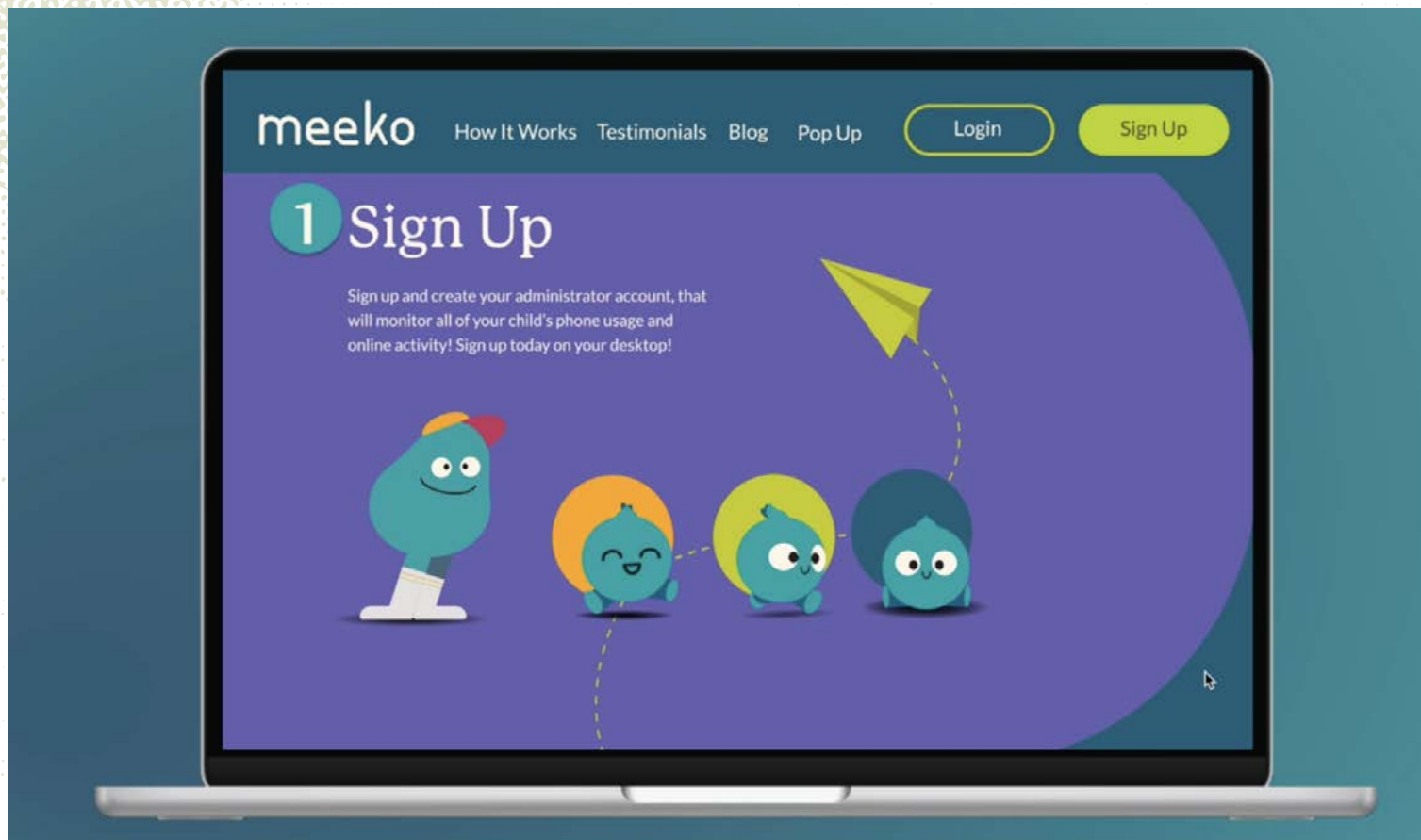
Ana Paula Gutierrez
University of the Incarnate Word
Chobani



BEST OF SHOCKY CLUB



AMERICAN ADVERTISING AWARDS



Online/Interactive, Apps
Mobile or Web Based

Best of Show

Isabella Armstrong, Mallory Blackwell, Karsen Jones,
Miriam Listiak, Maria Rodriguez
Texas State University
Meeko

SPECIAL JUDGES AWARD

aaf
san antonio

AMERICAN ADVERTISING AWARDS
20 **CREATIVE THINGS** 22

SIDE **B**





Sales & Marketing, Collateral Material
Publication Design - Book Design

Special Judges Award

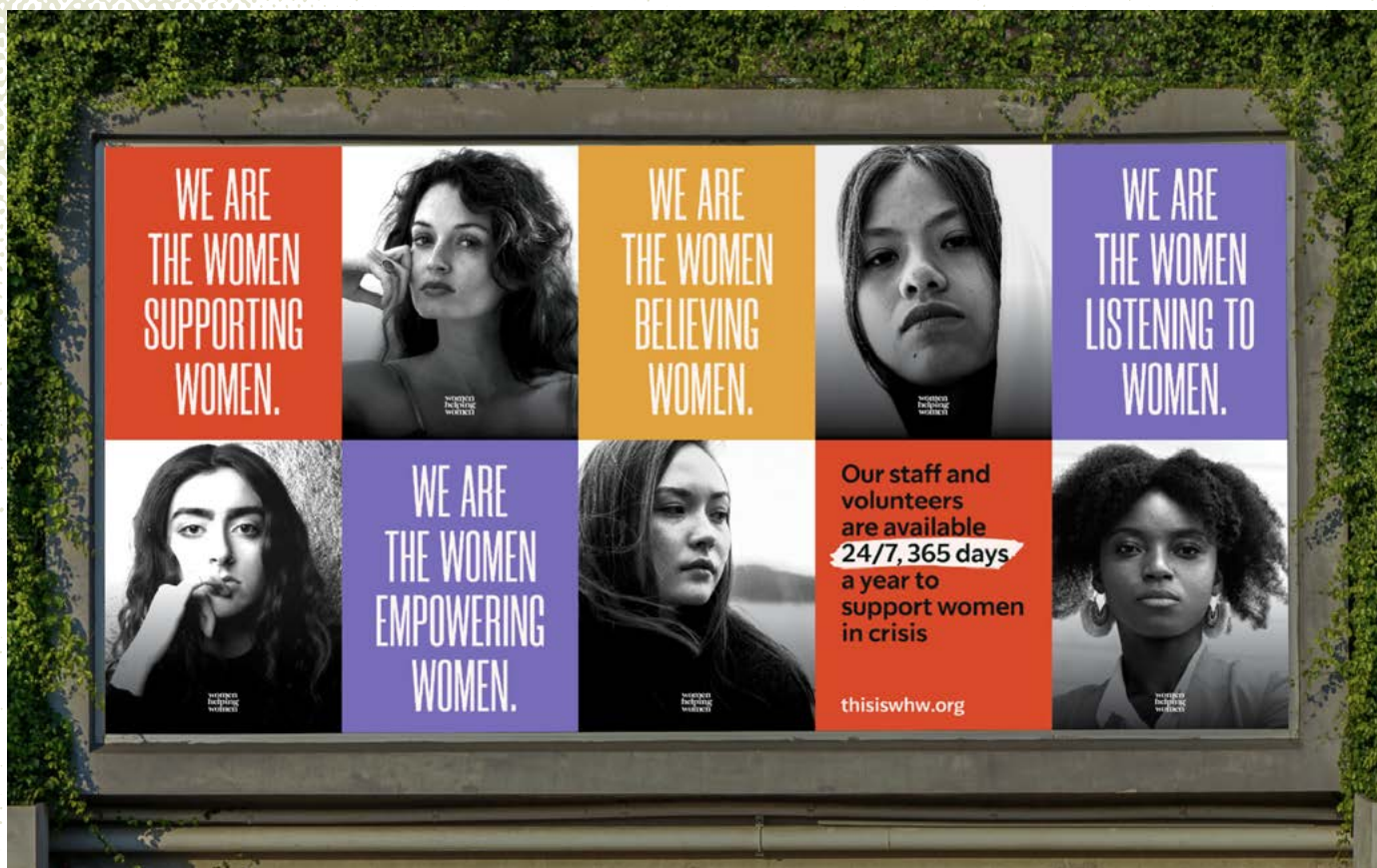
Nour Shamala
University of the Incarnate Word
La Sagrada Familia Brand Book



Out of Home & Ambient Media, Out of Home
Poster - Single

Special Judges Award

Elmo Chavez
Texas State University
Kids See a Gun



Out of Home & Ambient Media, Out of Home
Outdoor & Transit Advertising - Campaign

Special Judges Award

Mallory L Blackwell
Texas State University
Women Helping Women

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