



WELCOME TO THE 2021 AUSTIN AMERICAN ADVERTISING AWARDS

The last year threw a lot at us!

We experienced tough moments and learned new skills. We were physically apart, yet more connected than ever. We suddenly found ourselves with more space to create. The whole advertising industry had to push the boundaries of creativity and the results are truly remarkable.

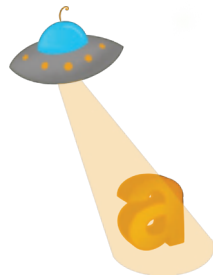
In spite of all of the challenges, the Austin creative community still produced local, regional, national and even global work that impacts our clients' business daily. Through the help of some well-respected judges, this year's American Advertising Awards will honor the best and most innovative work that has made us laugh, think, or even cry. I hope you join me in thanking the sponsors, chairs, board, event planners and numerous volunteers for sacrificing hours of their free time to make this a reality.

I would also like to thank our members for supporting AAF Austin throughout the year. Finally, congratulations to all the award winners! Many Austin American Advertising Awards winners go on to district and national competitions, and I know this year's winners will continue that great tradition.

Thank you for celebrating with us tonight!



Ana Leen
AAF Austin President



INDEX OF AWARD CATEGORIES:

SALES & MARKETING

002 - Packaging
007 - Brochure
008 - Publication Design
009 - Special Event Material
010 - Direct Mail
011 - Specialty Advertising

OUT-OF-HOME & AMBIENT MEDIA

20 - Guerrilla Marketing
021 - Installations
022 - Events
023 - Poster

ONLINE/INTERACTIVE

031 - Websites
032 - Social Media
033 - Apps, Games, and Virtual Reality
035 - Advertising & Promotion Campaign
039 - Branded Content & Entertainment for Online/Interactive
040 - Advertising Industry Self-Promotion Online/Interactive

FILM, VIDEO & SOUND

045 - Television Advertising – Regional/National
048 - Internet Commercial
050 - Webisode
051 - Branded Content & Entertainment For Online Film, Video & Sound
053 - Branded Content & Entertainment – Non-Broadcast
054 - Branded Content & Entertainment Campaign
058 - Music Video
059 - Advertising Industry Self-Promotion Film, Video & Sound

CROSS PLATFORM

060 - Integrated Advertising Campaigns
061 - Integrated Brand Identity Campaign - Local or Regional/National
063 - Online/Interactive Campaign
065 - Integrated Media Pro Bono Campaign

ELEMENTS OF ADVERTISING

068 - Copywriting
069 - Logo Design
071 - Illustration
072 - Still Photography
073 - Art Direction
074 - Cinematography
075 - Animation, Special Effects or Motion Graphics/CGI
076 - Video Editing
078 - Voiceover Talent
079 - Sound Design



PUBLIC SERVICE

089 - Corporate Social Responsibility Marketing & Specialty Advertising
094 - Corporate Social Responsibility Out-Of-Home
095 - Corporate Social Responsibility Ambient Media
098 - Corporate Social Responsibility Online/Interactive
099 - Pro Bono Online/Interactive
100 - Corporate Social Responsibility Television
102 - Corporate Social Responsibility Film, Video & Sound

POLITICAL ADVERTISING

117 - Political Campaign

STUDENT CATEGORIES:

SALES & MARKETING

S01 - Product or Service Sales Promotion
S05 - Publication Design

PRINT ADVERTISING

S07 - Magazine Advertising

OUT-OF-HOME & AMBIENT MEDIA

S10 - Outdoor & Transit Advertising
S11 - Guerilla Marketing, Installations and Events

ONLINE/INTERACTIVE

S13 - Social Media
S14 - App (Mobile or Web-Based)
S17 - Digital Publications

FILM, VIDEO & SOUND

S19 - Television Advertising

CROSS PLATFORM

S21 - Consumer Campaign
S22 - Integrated Brand Identity Campaign

ELEMENTS OF ADVERTISING

S23 - Copywriting
S24 - Logo Design
S25 - Illustration
S26 - Still Photography
S27 - Art Direction
S28 - Cinematography
S29 - Animation or Special Effects

A special thanks to all of our volunteers, vendors and sponsors who make the Austin American Advertising Awards possible every year. We appreciate all of your contributions to honor and support our community during a truly isolating year.

GSD&M

GOLD SPONSOR



GOLD SPONSOR



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SILVER SPONSOR



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BRONZE SPONSORS

COMMITTEE

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Luis Guido Advertising Award VP

Laura Canzano VP/Communications

Debra Cleveland Operations Manager

Jacqueline Byrne Creative Chair

Rachel Volbert Sponsor Chair

Katie Stout Project Manager Chair

Alexandra Anderson Production Chair

CREATIVE

Helena Abbing Production Manager

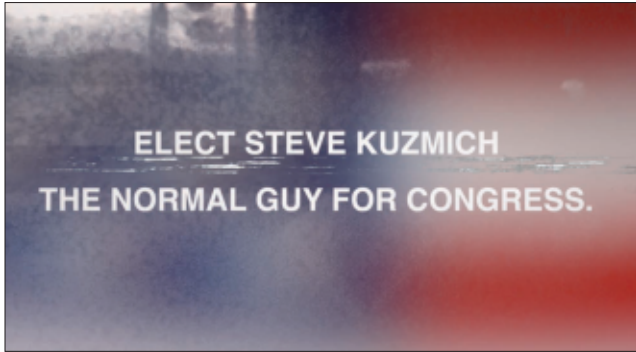
Valerie Ortiz Video Production

Britney Drotleff Art Director

Julia Steller Copywriter

Blake Stephens Copywriter

BEST OF SHOW ADVERTISING



BEST OF SHOW ADVERTISING – THE NORMAL GUY, KC STRATEGIES ★

117 - Political Campaign
Advertiser: Steve Kuzmich Campaign

Elizabeth Mims, Director; Stefan Allen, Cinematographer/Editor

STUDENT BEST OF SHOW ADVERTISING



**TURNING A PAGE
IS A FORM OF
EMBRACE**

✂

The oak doors creaking shut, you linger, struck by a familiar scent. It's distant but unmistakable: a mixture of coffee and pulp and promise. You breathe in. It'll do for a *hello* as you wind between bookcases, aware you don't know what you're looking for yet. You never do.

Passing the children's section, a nook adorned with cut-outs — *Piglet, Matilda, The Little Prince* — you pause. Like the miniature seats, you've long outgrown the rapture of being sprawled on this carpet for hours, engrossed in a new story, your mother waiting patiently nearby. But the memory's reassuring. You'll find a worthy book in this labyrinth... eventually. Our shelves will hold onto it until you do.

BARNES & NOBLE
RESPECT THE READ

STUDENT BEST OF SHOW ADVERTISING – BARNES & NOBLE - RESPECT THE READ ★

S23 - Copywriting
The University of Texas at Austin

Kateri David, Copywriter; Ryan Romero, Assistant Professor of Practice



**EVERY BOOK
HOLDS TWO
STORIES**

✂

Opening *Pride and Prejudice* for the umpteenth time, you find yourself drifting, pulled away by the prior notes you scribbled in the margins, stray coffee stains. What were you trying to tell yourself with every underline? If anything, they're tick marks on a roadmap, leading you back to that long-closed cafe or how torn you felt after your first heartbreak.

We could never sell a book worth this much. Still, whenever you're yearning to try on a different life, you escape here, plucking a fresh read from our shelves. You know this book may someday become as worn as your other beloveds — but only if it's lucky.

BARNES & NOBLE
RESPECT THE READ



**YOU'RE NOT
GOING TO
READ THIS**

unless you're the type of person who greets large swaths of text with the same enthusiasm you would an old friend. With the initial embrace, you're swarmed by memories of laughter, the comfort of knowing they've seen your past. But there's an underlying thrill here. An anticipation for when they'll sweep you off your feet again.

It's the same with these words. You plunge into stories headfirst in a way that's almost a language in itself — there's the slow gathering of mental images, your eyes skating across every sentence, whether you whisper the words under your breath or hold them tight in your mind.

These words are hardly an interruption — they're an opportunity. The promise of catching a description that reaches into your heart and jolts something inside of you.

Of course, this isn't literature. It's a description of you. Or our closest guess at the characters of our readers. Besides, with a devotion this intense, only you know the ritual of your reading. We just sell the books.

BARNES & NOBLE
RESPECT THE READ

BEST OF SHOW DESIGN



BEST OF SHOW DESIGN – 365 REDESIGN, WHOLE FOODS MARKET ★

002B - Packaging Campaign
Advertiser: Whole Foods Market

Whole Foods Market Creative Department

STUDENT BEST OF SHOW DESIGN

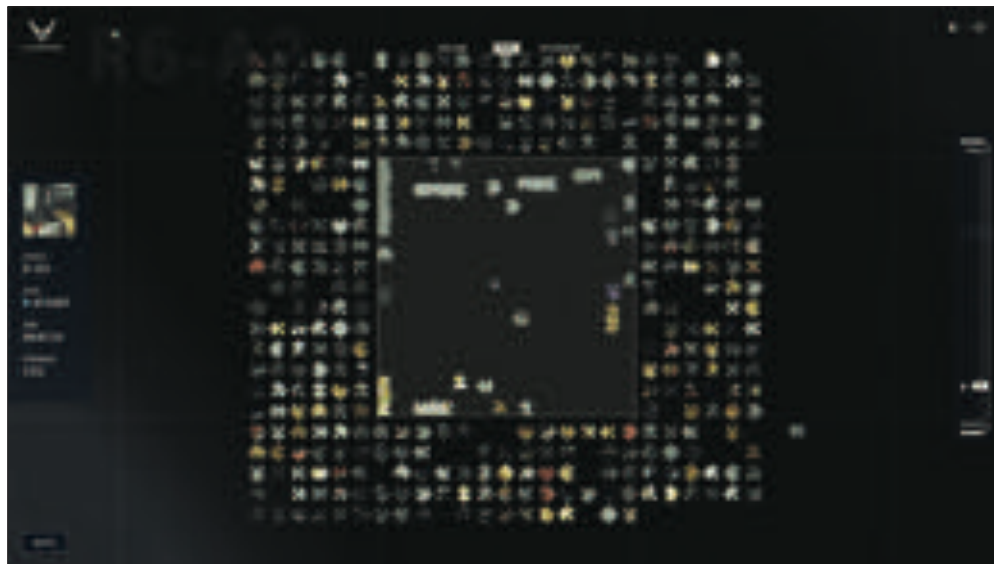


STUDENT BEST OF SHOW DESIGN – WINNIES HONEY ★

S01A - Packaging
Job Propulsion Lab

Kayleigh Jennings, Designer; Bart Cleveland, Instructor

BEST OF SHOW DIGITAL



BEST OF SHOW DIGITAL – MILLION PIECE PUZZLE, GSD&M ★

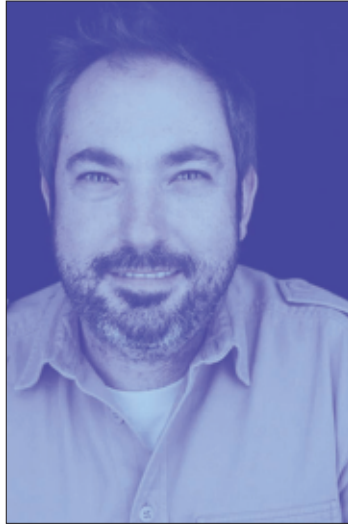
039 - Branded Content & Entertainment for Online/Interactive
Advertiser: U.S Air Force

Jay Russell, Jeff Maki, Travis Waid, Maria D'Amato, Alex Lang, Lauren Doerr, Donnine Canamar, Hannah Dobbs, Creative; Bo Bradbury, Norah Rudyk, Adrienne Strange, Liv Anderson, Account Leadership; Amanda Talmadge, Linda Jackson, Ashley Davidson, Production; Luke Dreyer, Krystal Hawkins, Strategy; Lisa Valencia, Lucas Fiser, Project Management; Lindsay Wakabayashi, Karen Gatewood, Bus. Affairs; Todd Black, Senior Developer; Shane Faulkner, Site Reliability Engineer; Denny House, Danylle Salinas-McCord, Diana Farias, Marcela Masso, Quality Assurance; Nicole Dellert, Jennifer Siegel, Social Media; Natalia Perez, Sara Holl, Tien Nguyen, Media; Jay Takle, Analytics

ADVERTISING TEAM JUDGES



NAPPER TANDY
Freelance

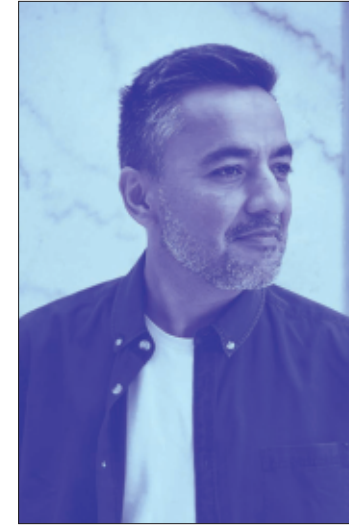


DINO SPADAVECCHIA
Freelance

DIGITAL TEAM JUDGES



SCOTT EVERETT
PMG Digital



PEPE FUNEGRA
Mekanism

DESIGN TEAM JUDGES



JESSICA TERLIZZI
DentsuMcGarryBowen



GUIGA CUNHA
DDB



JEAN-LOU RENOUX
Deutsch

SALES & MARKETING

GOLD - KARBACH HORSESHOE BEER A GUERRILLA SUIT

002A - Single Unit
Advertiser: Karbach Brewing Co.
Mike Tabie, Art Director; Julie Warehoff, Producer; Chad Wadsworth, Photographer



GOLD - AMERICAN JACKPOT AMERICAN GIRLS CD B BACKSTAGE DESIGN STUDIO

002A - Single Unit
Advertiser: Reckless Kelly
Shauna Dodds, Art Direction/Illustration/Design; Sarah Dodds, Art Direction/Illustration/Design

GOLD - 365 SPARKLING WATER C WHOLE FOODS MARKET

002A - Single Unit
Advertiser: Whole Foods Market
Whole Foods Market Creative Department



SILVER - AMERICAN JACKPOT AMERICAN GIRLS VINYL D BACKSTAGE DESIGN STUDIO

002A - Single Unit
Advertiser: Reckless Kelly
Shauna Dodds, Art Direction/Illustration/Design; Sarah Dodds, Art Direction/Illustration/Design

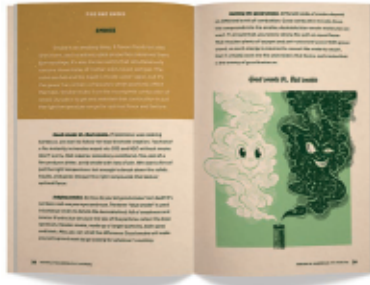
GOLD - 365 REDESIGN E WHOLE FOODS MARKET

002B - Packaging Campaign
Advertiser: Whole Foods Market
Whole Foods Market Creative Department

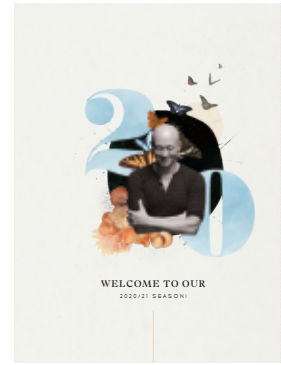


SILVER - FAMILY BUSINESS BEER CO. F GUERRILLA SUIT

002B - Packaging Campaign
Advertiser: Family Business Beer Co.
Ryan Thompson, Art Director; Mike Tabie, Senior Designer; Hannah Young, Producer



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SALES & MARKETING

SILVER - FRANKLIN BARBECUE PITS USER MANUAL **GUERILLA SUIT**

007A - Single Unit
Advertiser: Franklin Barbecue Pits
Mike Tabie, Art Director; Julie Warehoff, Producer

SILVER - BALLET AUSTIN 2020 SEASON BROCHURE **EYE LIKE DESIGN**

007A - Single Unit
Advertiser: Ballet Austin
Sarah Presson, Owner of Eye Like Design



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BRONZE - THE JUNGLE BOOK **LOOKTHINKMAKE**

008A - Cover
Advertiser: The Crossvine
lookthinkmake

SILVER - WALNUT CREEK WARD - LDS CHURCH **BEN HARMAN DESIGN**

009A - Card, Invitation, Announcement - Single Unit
Advertiser: Walnut Creek Ward - LDS Church
Ben Harman, Designer

BRONZE - BLUE YONDER - MISSION FOR MARS **MIGHTY & TRUE**

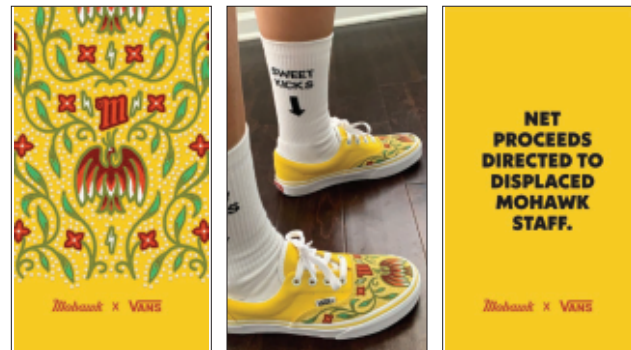
010B - Direct Mail-Flat Campaign
Advertiser: Blue Yonder
Michael Freberg, Creative Director; Paul Carrubba, Senior Copywriter/
Content Strategist; Alyssa Nodorft, Designer

JUDGE'S CHOICE - MOHAWK VANS SHOES **GUERILLA SUIT**

011A - Specialty Advertising - Apparel
Advertiser: Mohawk Austin
Luigi Maldonado, AD; Connor Claver, Designer; Hannah Young,
Producer



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SALES & MARKETING

SILVER - AUSTIN MUSIC AWARDS - TROPHY **A**

011B - Other Merchandise

Advertiser: The Society for the Preservation of Texas Music
Jesus Acosta, Designer/Art Director; Alie Jackson, Creative Director; Printerror, 3D Printer; Scott Hamilton, Producer; Cody Ground, Executive Creative Director; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer



BRONZE - PIZZA HUT TASTEMAKER CALENDAR **B**

011B - Other Merchandise

Advertiser: Pizza Hut

AK Sanford, Senior Art Director; Kayla Nixdorf, Senior Writer; Dale Austin, Creative Director/AD; Brandon Curl, Creative Director/Writer; Tom Hamling, Senior VP/Group Creative Director; David Matathia, SVP/Strategy Director; Lacey Bobo, Account Supervisor; Morgan Spencer, Account Manager; Kelly Grant, VP/Senior Print Producer; Marilyn Rose, Senior Art Producer; Daniel Rodriguez, Digital Retoucher; Brittany Du Pont, Project Manager



BRONZE - TRAVELOCITY SOCIAL DISTANCE BLANKET **C**

011B - Other Merchandise

Advertiser: Travelocity

Craig Mikes, Executive Creative Director; Claire Jordan, Copywriter; CamLock Films, Production Company; Kate Chartier, Producer; Dionne Estabrook, Group Account Director; Blair Williams, Account Supervisor; Lily Carr, Account Executive



OUT-OF-HOME & AMBIENT MEDIA

SILVER - RECLINE-TO-DINE **D**

020 - Guerilla Marketing

Advertiser: Auntie Anne's

Bonnie Rohan, Creative Director; Kerrie Heckel, Senior Art Director; Zoe Nelson, Copywriter; Chris McInroy, Video Director; Jenny Kornuta, Account Director; Jane Lowe, Account Manager; Elise Vinnik, Senior Digital Strategist; Stephanie Rizza, Senior Media Strategist; Brandon Gredler, Executive Director Innovation; Carlton Rice, Innovation Engineer; Manoj Thomas, Senior Developer; Michael Bucklin, Associate Technical Architect



SILVER - RECLINE-TO-DINE **E**

021A - Single Installation

Advertiser: Auntie Anne's

Bonnie Rohan, Creative Director; Kerrie Heckel, Senior Art Director; Zoe Nelson, Copywriter; Chris McInroy, Video Director; Jenny Kornuta, Account Director; Jane Lowe, Account Manager; Elise Vinnik, Senior Digital Strategist; Stephanie Rizza, Senior Media Strategist; Manoj Thomas, Senior Developer; Brandon Gredler, Executive Director Innovation; Carlton Rice, Innovation Engineer; Michael Bucklin, Associate Technical Architect





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OUT-OF-HOME & AMBIENT MEDIA

GOLD - WHATAWEDDING F

MCGARRAH JESSEE

022A - Single Event

Advertiser: Whataburger

McGarrah Jessee, Brand Agency; Whataburger, Brand; Nathan Tamburello, Art Director; Patrick Girts, Copywriter; Michael Anderson & Kevin Dunleavy, Creative Directors; Craig Crutchfield, Design Director; Heather Miller, Group Account Director; Tess Cullers, Account Supervisor; Hannah Wheelless, Project Manager; Lindsey Wilson, Producer; Keri Bender, Media Director; Charli Sowrey, Associate Media Director

GOLD - AUSTIN MUSIC AWARDS 2020 EVENT G

ARTS + LABOR

022A - Single Event

Advertiser: The Society for the Preservation of Texas Music
Alie Jackson, Creative Director; Jesus Acosta, Art Director; Beth Araya, Social Media Producer; Scott Hamilton, Producer; Cody Ground, Executive Creative Director; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

SILVER - DRIVE-THRU GRADUATION H

T3

022A - Single Event

Advertiser: Church's Chicken

Amy Rodriguez, Group Account Director; Liz Matijasic, Senior Program Manager; Jen Smith, Creative Director; Chris Wooster, Executive Creative Director; Sean Leonard, Associate Creative Director; Leo Martinez, Associate Art Director; Kayla Shay Roebuck, Visual Designer; Megan Leinfelder, Senior Copywriter; Chris McInroy, Video Director; Caitlin Williamson, Director, Connections; Candice Garcia, Senior Connections Strategist; Markyle Rondon, Social Media Coordinator/Community Manager

SILVER - AUSTIN MUSIC AWARDS 2020 POSTER I

ARTS + LABOR

023A - Poster - Single Unit

Advertiser: The Society for the Preservation of Texas Music
Billie Buck, Designer & Illustrator; Alie Jackson, Creative Director; Scott Hamilton, Producer; Cody Ground, Executive Creative Director; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

ONLINE/INTERACTIVE

SILVER — CHIPOTLE FARMERS MARKET A

HUNT, GATHER

031A - Consumer

Advertiser: Chipotle

Lynna Bartosh, Creative Director; Samantha Ortiz, Art Director; Josephine Branscomb, Copywriter; Alexis Dorenter, Account Director; Shelley Sheppard, Brand Creative Director, Chipotle; Mary Cook, Assistant Brand Manager, Chipotle; Michael Kotick, Director, Brand Marketing/Product Innovation, Chipotle; Stephanie Perdue, VP of Marketing, Chipotle



A

BRONZE - NADAMOO! WEBSITE REDESIGN B

HUNT, GATHER

031A - Consumer

Advertiser: NadaMoo!

Lynna Bartosh, Creative Director; Kathy Horn, Creative Director; Emily Bertram, Art Director; Cat Shattuck, Copywriter; Josephine Branscomb, Copywriter; Alexis Dorenter, Account Director; Jason Burks, Development Director; Lawrence Whiteside, Developer



B

BRONZE - HOPDODDY BURGER BAR C

HUNT, GATHER

031A - Consumer

Advertiser: Hopdoddy

Alexis Dorenter, Account Director; Shannon Knight, Project Manager; Lynna Bartosh, Creative Director; Andrea Hamann, Senior Art Director; Samantha Ortiz, Senior Art Director & Developer; Terri Bonnet, Art Director; Jason Burks, Development Director; Tim Warren, Engineer



C

GOLD - HOW TO CONSTRUCT A SOCIAL VIDEO D

BANDOLIER MEDIA

032A - Social Media Single Execution

Advertiser: Leatherman

Louis Montemayor, Creative Director; George Ellis, Editor; Daniel Stone, Account Director; 360 Studios, Production



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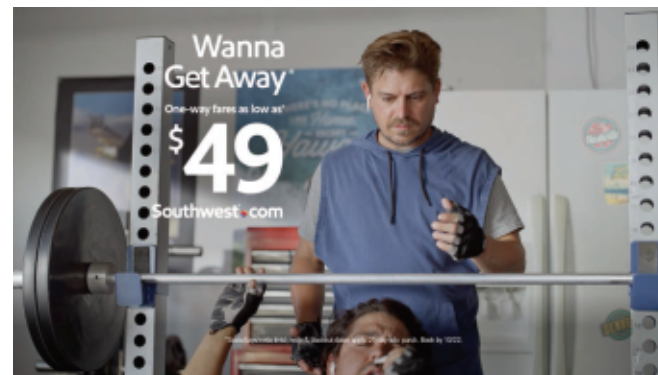
SILVER - WANNA GET AWAY CAMPAIGN E

GSD&M

032A - Social Media Single Execution

Advertiser: Southwest Airlines

Jay Russell, Chief Creative Officer; Ryan Carroll, Group Creative Director; Bryan Edwards, Group Creative Director; Barrett Michael, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Ryan Warner (Spot Me), Associate Creative Director; Justin Han (Spot Me), Associate Creative Director; Tori Ciniglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epsteen, Director of Production; Janna Marin, Associate Producer



E

SILVER - LINT F

BANDOLIER MEDIA

032A - Social Media Single Execution

Advertiser: Duct Tape

George Ellis, Director; Louis Montemayor, Creative Director; Daniel Stone, Account Director; Morgan Bond, Producer/CamLock Films; Nick Grisham, DP/CamLock Films; Angie Dominguez, Editor, Union Editorial



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ONLINE/INTERACTIVE

SILVER - WILL IT ESPRESSO: CHILI PEPPERS **G** BANDOLIER MEDIA

032A - Social Media Single Execution

Advertiser: Cuvee Coffee

Louis Montemayor, CD/Editor; George Ellis, Creative Director; Daniel Stone, Account Director; Mike McKim, Client & Talent!

SILVER - STEELERS YELLOW HAT **H** PROOF ADVERTISING

032A - Social Media Single Execution

Advertiser: Subway

Craig Mikes, Executive Creative Director/Art Director/Editor; The Watt Family, Copywriters; Ly Tran, Chief Media Officer/Associate Partner

BRONZE - CAPITAL ONE SHOPPING - PILLOW **I** GSD&M

032A - Social Media Single Execution

Advertiser: Capital One

Jay Russell, Chief Creative Officer; Ryan Carroll & Scott Brewer, SVP/Group Creative Directors; Leigh Browne & Jon Williamson, Creative Directors; TJ Vining, Art Director; Will Aebi, Junior Writer; Jack Epsteen, SVP Production; Jon Ellis, Executive Producer; Kelly Grant, VP/Senior Print Producer; Ryan Micklos, Senior Digital Producer; Rolando Romero, Producer; Nancy Ryan, Jodi Bucciarelli & Alissa Pineda, Account Team; Jim Firestone, Lillian Brown, Valerie Furgerson, Mikael Greenlief, Randy Romero & Charlie Joslin, Strategy Team

BRONZE - CAMP SMOKEHOUSE FINDERS KEEPERS **J** T3

032A - Social Media Single Execution

Advertiser: Church's Chicken

Amy Rodriguez, Group Account Director; Liz Matijasic, Senior Program Manager; Chris Wooster, Executive Creative Director; Jen Smith, Creative Director; Sean Leonard, Associate Creative Director; Megan Leinfelder, Senior Copywriter; Kayla Shay Roebuck, Visual Designer; Leo Martinez, Associate Art Director; Caitlin Williamson, Director/Connections; Candice Garcia, Senior Connections Strategist; Chris McInroy, Video Director; Markyle Rondon, Social Media Coordinator/Community Manager

BRONZE - GARAGE CLASSROOM **K** BANDOLIER MEDIA

032A - Social Media Single Execution

Advertiser: Duct Tape & Classic Dad

Louis Montemayor, Creative Director; Daniel Stone, Account Director; George Ellis, Creative Director; Tim Merrifield, Copywriter

BRONZE - TITO'S AMERICAN MULE **L** BANDOLIER MEDIA

032A - Social Media Single Execution

Advertiser: Tito's Handmade Vodka

George Ellis, CD/Director; Louis Montemayor, Creative Director; Daniel Stone, Account Director; Morgan Bond, Producer, CamLock Films; Nick Grisham, DP, CamLock Films; Angie Dominguez, Editor, Union Editorial Dezso, Strategy Director; Julian Castillo, Junior Copy Writer; Ivy Phan, Jr. AD

ONLINE/INTERACTIVE

BRONZE - GOLDEN KEG/SUN SHOVEL A

BEEF & PIE PRODUCTIONS
032A - Social Media Single Execution

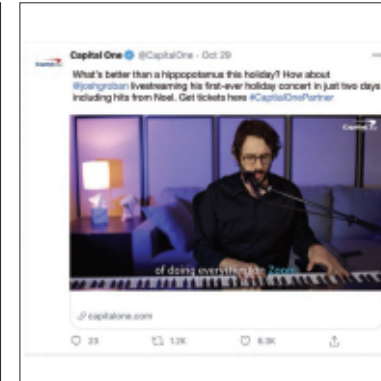
Advertiser: Austin Beerworks
Mike Woolf, Director; Michelle Crosby, Producer; Christian Helms, Writer/Designer; Zach Weiland, Designer; Landon Peterson, Editor, Motion Graphics, Effects; Michael Graham, Writer; Will Golden, Writer; Michael McGovern, Writer; Adam DeBower, Writer; Mike Woolf, Writer; David Blue Garcia, Director of Photography



BRONZE - TEN GALLON HAT/SAUSAGEGRAM B

BEEF & PIE PRODUCTIONS
032A - Social Media Single Execution

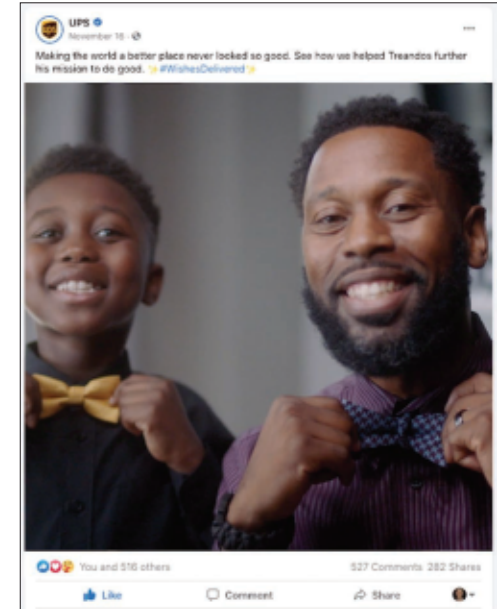
Advertiser: Kiolbassa Smoked Meats
Mike Woolf, Director, Writer; Michelle Crosby, Producer; Christian Helms, Writer/Designer; Zach Weiland, Designer; Landon Peterson, Editor, Motion Graphics; David Blue Garcia, Director of Photography



GOLD - GROBANVITATIONS C

GSD&M
032B - Social Media Campaign

Advertiser: Capital One
Jay Russell, Chief Creative Officer; Ryan Caroll & Scott Brewer, Group Creative Directors; Matt Barker & Phil Davies, Associate Creative Directors; TJ Vinning, Art Director; Matt Werner & Alyssa Whiteside, Account Leadership; Matt Cervantes, Adam Bailey & Lauren Sanders, Production; Alex Hoeffner & Tess McCarthy, Project Management; Gracen Cohen & Jessica Lee, Strategy Studio; Linda Nahn, Business Affairs



SILVER - SMALL BUSINESSMAN, BIG HEART D

T3
032B - Social Media Campaign

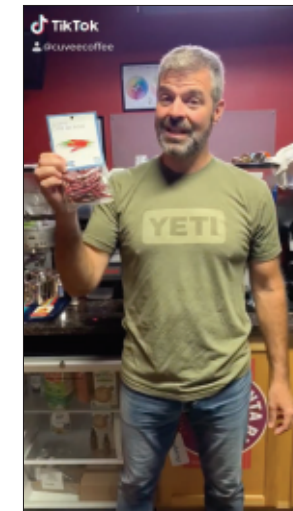
Advertiser: UPS
Caitlin Allen, Producer; Bailey Werderich, Account Manager; Lyndsey Reding, Account Director; Aaron Cacali, Group Creative Director; Howard Hill, Creative Director; Hans Zimmerman, Sr. Art Director; Charlotte Lichtenheld, Copywriter; Sarah Hoffman, Group Connections Director; Miro Cassetta, Sr. Social Strategist; Lucas Lee, Analytics Manager; Allison McDaniel, Motion Graphics



SILVER - TITO'S EMPLOYEE COCKTAILS E

BANDOLIER MEDIA
032B - Social Media Campaign

Advertiser: Tito's Handmade Vodka
George Ellis, CD/Director; Louis Montemayor, Creative Director; Daniel Stone, Account Director; Morgan Bond, Producer, CamLock Films; Nick Grisham, DP, CamLock Films; Angie Dominguez, Editor, Union Editorial



SILVER AND JUDGE'S CHOICE - WILL IT ESPRESSO? F

BANDOLIER MEDIA
032B - Social Media Campaign

Advertiser: Cuvee Coffee
Louis Montemayor, CD/Editor; George Ellis, Creative Director; Daniel Stone, Account Director; Mike McKim, Client & Talent!



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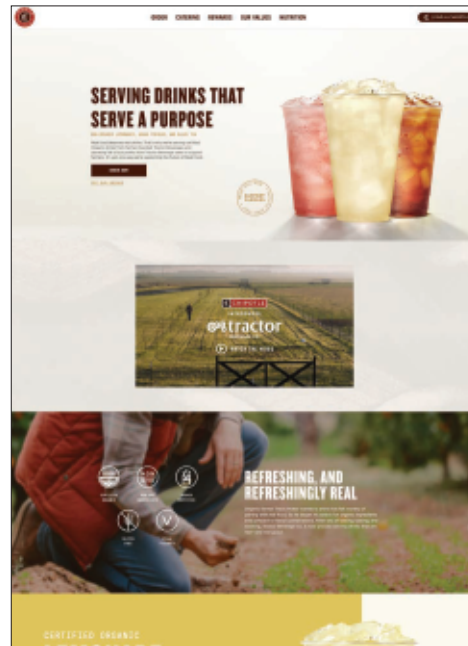
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ONLINE/INTERACTIVE

SILVER - TIKTOK DRILL SPIN **G** **BANDOLIER MEDIA**

032B - Social Media Campaign
Advertiser: Lowe's & Kobalt
Louis Montemayor, Creative Director; George Ellis, Creative Director;
Daniel Stone, Account Director

BRONZE - WANNA GET AWAY CAMPAIGN **H** **GSD&M**

032B - Social Media Campaign
Advertiser: Southwest Airlines
Jay Russell, Chief Creative Officer; Ryan Carroll, Group Creative Director;
Bryan Edwards, Group Creative Director; Barrett Michael, Creative
Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director;
Ryan Warner (Spot Me), Associate Creative Director; Justin Han (Spot
Me), Associate Creative Director; Tori Ciniglio (Spot Me), Copywriter;
Harper Biewen (Spot Me), Art Director; Jack Epstein, Director of
Production; Janna Marin, Associate Producer

GOLD - MILLION PIECE PUZZLE **I** **GSD&M**

033C - Online/Interactive Games
Advertiser: U.S Air Force
Jay Russell, Jeff Maki, Travis Waid, Maria D'Amato, Alex Lang, Lauren
Doerr, Donnine Canamar, Hannah Dobbs, Creative; Bo Bradbury,
Norah Rudyk, Adrienne Strange, Liv Anderson, Account Leadership;
Amanda Talmadge, Linda Jackson, Ashley Davidson, Production; Luke
Dreyer, Krystal Hawkins, Strategy; Lisa Valencia, Lucas Fiser, Project
Management; Lindsay Wakabayashi, Karen Gatewood, Business Affairs;
Todd Black, Senior Developer; Shane Faulkner, Site Reliability Engineer;
Denny House, Danylle Salinas-McCord, Diana Farias, Marcela Masso,
Quality Assurance; Nicole Dellert, Jennifer Siegel, Social Media; Natalia
Perez, Sara Holl, Tien Nguyen, Media; Jay Takle, Analytics

GOLD - CHIPOTLE CARNE ASADA **J** **HUNT, GATHER**

035 - Campaign
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Samantha Ortiz, Art Director &
Development; Alex Lang, Senior Art Director; Andrea Hamann, Senior
Art Director; Josephine Branscomb, Copywriter; Kathy Horn, Copywriter;
Jason Burks, Development Director; Tim Warren, Development Director;
Alexis Dorenter, Account Director; Michael Kotick, Director/Brand
Marketing & Product Innovation, Chipotle; Matthew Furman, Brand
Marketing Manager, Chipotle; Shelley Sheppard, Brand CD, Chipotle

SILVER - CHIPOTLE TRACTOR BEVERAGES **K** **HUNT, GATHER**

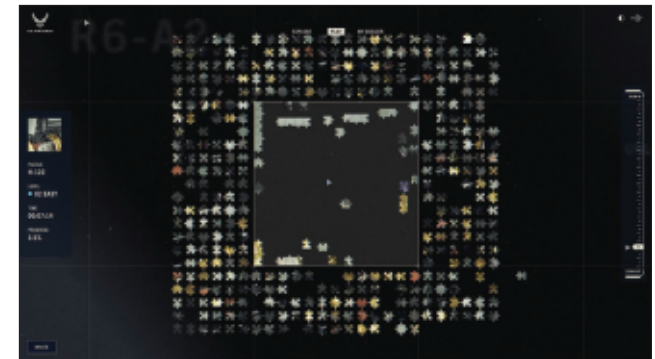
035 - Campaign
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Emily Bertram, Art Director; Samantha
Ortiz, Art Director/Developer; Josephine Branscomb, Copywriter; Alexis
Dorenter, Account Director; Michael Kotick, Brand Marketing & Product
Innovation, Chipotle; Mary Cook, Assistant Brand Manager, Chipotle;
Matthew Furman, Brand Marketing Manager, Chipotle; Shelley Sheppard,
Brand Creative Director, Chipotle; Stephanie Perdue, VP of Marketing,
Chipotle

ONLINE/INTERACTIVE

SILVER - CHIPOTLE LIFESTYLE BOWLS **A**

HUNT, GATHER
035 - Campaign
Advertiser: Chipotle

Lynna Bartosh, Creative Director; Terri Bonnet, Art Director; Emily Bertram, Art Director; Catherine Shattuck, Copywriter; Shelley Sheppard, Brand Creative Director, Chipotle; Mary Cook, Assistant Brand Manager, Chipotle; Michael Kotick, Director, Brand Marketing & Product Innovation, Chipotle; Stephanie Perdue, VP of Marketing, Chipotle; Irene Adibi, Brand Marketing, Chipotle



GOLD - MILLION PIECE PUZZLE **B**

GSD&M
039 - Branded Content & Entertainment for Online/Interactive
Advertiser: U.S Air Force

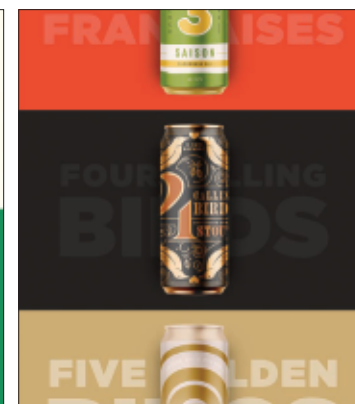
Jay Russell, Jeff Maki, Travis Waid, Maria D'Amato, Alex Lang, Lauren Doerr, Donnine Canamar, Hannah Dobbs, Creative; Bo Bradbury, Norah Rudyk, Adrienne Strange, Liv Anderson, Account Leadership; Amanda Talmadge, Linda Jackson, Ashley Davidson, Production; Luke Dreyer, Krystal Hawkins, Strategy; Lisa Valencia, Lucas Fiser, Project Management; Lindsay Wakabayashi, Karen Gatewood, Business Affairs; Todd Black, Senior Developer; Shane Faulkner, Site Reliability Engineer; Denny House, Danylle Salinas-McCord, Diana Farias, Marcela Masso, Quality Assurance; Nicole Dellert, Jennifer Siegel, Social Media; Natalia Perez, Sara Holl, Tien Nguyen, Media; Jay Takle, Analytics



GOLD - WHATABURGER "JOY TO YOUR WORLD" **C**

MCGARRAH JESSEE
039 - Branded Content & Entertainment for Online/Interactive
Advertiser: Whataburger

McGarrah Jessee, Brand Agency; Whataburger, Brand; Sarah Wallace & Nathan Tamburello, Art Directors; Brian Marcolini, Copywriter; Michael Anderson & Kevin Dunleavy, Creative Directors; Craig Crutchfield, Design Director; Heather Miller, Group Account Director; Tess Cullers, Account Supervisor; Hannah Wheelless, Project Manager; Lindsey Wilson, Producer; Keri Bender, Media Director; Charli Sowrey, Associate Media Director



BRONZE - BUSINESSES WE LOVE CAMPAIGN **D**

DELL TECHNOLOGIES / DELL BLUE
039 - Branded Content & Entertainment for Online/Interactive
Advertiser: Dell Technologies

Seth Perisho, Executive Creative Director; Paige Gregory, Creative Director; Joe Welbes, Associate Creative Director; Alicia Gardner, Sr. Writer; Max Dominguez, Art Director; Megan Murray, Head of Production; Brandon Smith, Account Manager; Erica McCarley, Producer; Yuta Yamaguchi, Videographer/Editor; Matt Chauncey, Director; Marty Lester, Everywhere Audio

BRONZE - 12 DAYS BREWING **E**

HUNT, GATHER
040 - Advertising Industry Self-Promotion Online/Interactive
Advertiser: Hunt, Gather

Lynna Bartosh, Creative Director; Samantha Ortiz, Senior Art Director & Developer; Andrea Hamann, Senior Art Director; Terri Bonnet, Art Director; Jenna Candusso, Art Director; Cambrea Bordner, Designer; Jason Burks, Development Director; Alexis Dorenter, Account Director



F



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FILM, VIDEO, & SOUND

SILVER & JUDGES CHOICE - CAPITAL ONE SHOPPING - LATE NIGHT **F**

GSD&M

045A - Single Spot - Up to 2:00, Regional/National

Advertiser: Capital One

Jay Russell, Chief Creative Officer; Ryan Carroll, SVP/Group Creative Director; Scott Brewer, SVP/Group Creative Director; Leigh Browne, Creative Director; Jon Williamson, Creative Director; Jack Epsteen, SVP Production; Jon Ellis, Executive Producer; Nancy Ryan, SVP/Managing Account Director; Jodi Bucciarelli, VP/Account Director; Alissa Pineda, Account Supervisor; Jim Firestone, SVP/Strategy Studio Lead; Lillian Brown, Strategist

SILVER - JACK LINK'S - BUBBLY **G**

GSD&M

045A - Single Spot - Up to 2:00, Regional/National

Advertiser: Links Snacks, Inc

Jay Russell/Bryan Edwards/Nicole Davis/Bill Bayne, CCO/Group Creative Directors; Tiff McKee, CD/AD; Rusty Broome, ACD/Writer; Jack Epsteen, SVP Production; Erika McKay, Executive Producer; Coley Platt/Monte Hawkins/Brian Barney/Abbie Scheider, Account Leadership; Luke Dreyer, Strategy Director; Lindsay Wakabayashi, Director Business Affairs; Carol Bartos, Project Manager; Park Pictures, Production; Terri Timely, Director; Cut + Run, Offline Editorial

BRONZE - WANNA GET AWAY CAMPAIGN **H**

GSD&M

045A - Single Spot - Up to 2:00, Regional/National

Advertiser: Southwest Airlines

Jay Russell, Chief Creative Officer; Ryan Carroll & Bryan Edwards, Group Creative Directors; Barrett Michael, Greg Wyatt & Joel Williams, Creative Directors; Ryan Warner (Spot Me) & Justin Han (Spot Me), Associate Creative Directors; Tori Ciniglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epsteen, Director of Production; Janna Marin, Associate Producer

BRONZE - JACK LINK'S - DRONE **I**

GSD&M

045A - Single Spot - Up to 2:00, Regional/National

Advertiser: Links Snacks, Inc

Jay Russell/Bryan Edwards/Nicole Davis/Bill Bayne, CCO/Group Creative Directors; Kendal Coker, Art Director; Josh Perry, Writer; Jack Epsteen, SVP Production; Erika McKay, Executive Producer; Coley Platt/Monte Hawkins/Brian Barney/Abbie Scheider, Account Leadership; Luke Dreyer, Strategy Director; Lindsay Wakabayashi, Director Bus. Affairs; Carol Bartos, Project Manager; Park Pictures, Production; Terri Timely, Director; Cut + Run, Offline Editorial

SILVER - JACK LINK'S - MESSIN WITH SAS **J**

GSD&M

045B - Television-National Campaign

Advertiser: Links Snacks, Inc

Jay Russell/Bryan Edwards/Nicole Davis/Bill Bayne, CCO/Group Creative Directors; Tiff McKee, CD/AD; Rusty Broome, ACD/Writer; Kendal Coker, Art Director; Josh Perry, Writer; Jack Epsteen/Erika McKay, SVP Production/Executive Producer; Coley Platt/Monte Hawkins/Brian Barney/Abbie Scheider, Account Leadership; Luke Dreyer, Strategy Director; Lindsay Wakabayashi, Director Bus. Affairs; Carol Bartos, Project Manager; Park Pictures, Production; Terri Timely, Director

FILM, VIDEO, & SOUND

BRONZE - GREAT MOMENTS **A**

INDEED

045B - Television-National Campaign

Advertiser: Indeed

Russell Lambrecht, Executive Creative Director; Tiffani Lundeen, Associate Creative Director; Amanda Millwee, Associate Creative Director; Khrisana Edwards, Executive Producer; Misha St. Clair, Producer

BRONZE - CAPITAL ONE SHOPPING - TV CAMPAIGN **B**

GSD&M

045B - Television-National Campaign

Advertiser: Capital One

Jay Russell, Chief Creative Officer; Ryan Carroll & Scott Brewer, SVP/ Group Creative Directors; Leigh Browne & Jon Williamson, Creative Directors; Jack Epstein, SVP Production; Jon Ellis, Executive Producer; Nancy Ryan, SVP/Managing Account Director; Jodi Bucciarelli, VP/ Account Director; Alissa Pineda, Account Supervisor; Jim Firestone, SVP/ Strategy Studio Lead; Lillian Brown, Strategist

BRONZE - WANNA GET AWAY CAMPAIGN **C**

GSD&M

045B - Television-National Campaign

Advertiser: Southwest Airlines

Cody Ground, Director | Editor; Alie Jackson, Animator | AD; Rachael Trigg, Jay Russell, Chief Creative Officer; Ryan Carroll, Group Creative Director; Bryan Edwards & Barrett Michael, Creative Directors; Greg Wyatt & Joel Williams, Creative Directors; Ryan Warner (Spot Me), ACD; Justin Han (Spot Me), ACD; Tori Ciniglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epstein, Director of Production; Janna Marin, Associate Producer

BRONZE - TRAVELOCITY - WISH YOU WERE HERE **D**

PROOF ADVERTISING

045B - Television-National Campaign

Advertiser: Travelocity

Craig Mikes, ECD; Claire Jordan, CD/Copywriter; Lane Jordan, Digital Creative Director; Sean Thonson, Director; Einar, Editor/Union Editorial; Amy Hurt, Agency Producer; Wondros, Production Company; Dionne Estabrook, Group Account Director; Blair Williams, Account Supervisor; Nick Smith, Colorist/Finland Finish

SILVER - DODGE - FAMILY MOTTO **E**

GSD&M

048A - Internet Commercial Single Spot - Any Length

Advertiser: FCA US LLC

Jay Russell, Chief Creative Officer; Tom Hamling, Group Creative Director; Barrett Michael, Greg Wyatt & Joel Williams, Creative Directors; Kevin Lane, Associate Creative Director; Jack Epstein, Director of Production; Dylan Heimbrock, Senior Producer; Coley Platt, Account Director; Retha Cioppa, Account Supervisor; Chris Bailey, Product Specialist; JJ Gaines, Senior Business Affairs Manager



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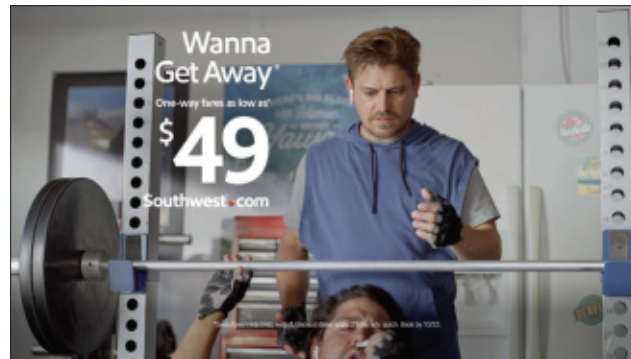
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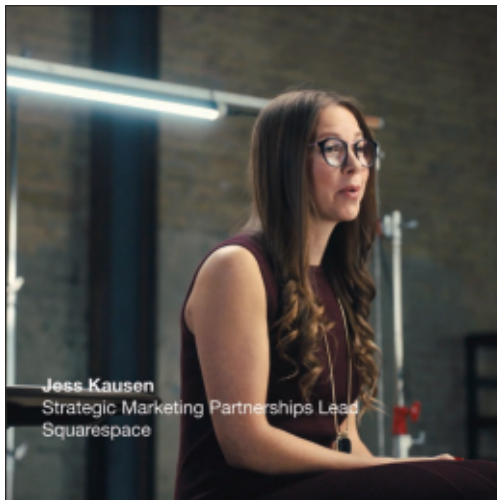
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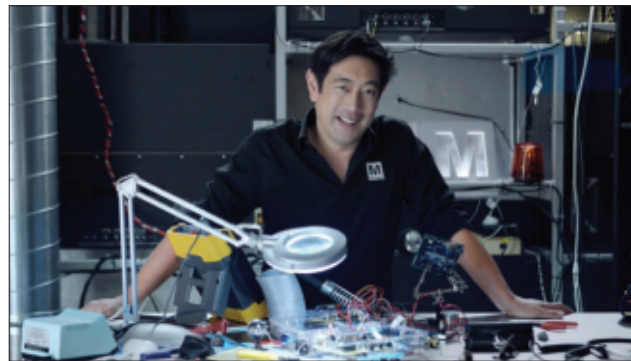
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FILM, VIDEO, & SOUND

BRONZE - ALFA - UNIQUE CUSTOMER **F** GSD&M

048A - Internet Commercial Single Spot - Any Length
Advertiser: FCA US LLC

Jay Russell, Chief Creative Officer; Tom Hamling, Group Creative Director; Barrett Michael, Creative Director & Greg Wyatt, Creative Directors; Jack Epstein, Director of Production; Dylan Heimbrock, Senior Producer; Coley Platt, Account Director; Jacqueline Salliotte, Account Director; Retha Cioppa, Account Supervisor; Chris Bailey, Product Specialist; JJ Gaines, Senior Business Affairs Manager; Christie Lyons, Program Supervisor

BRONZE - LUCK HAPPENS: "STORE" **G** THIRD EAR

048A - Internet Commercial Single Spot - Any Length
Advertiser: Texas Lottery Commission

Serge Flores, Executive Creative Director; Luis "Guigo" Sanchez, Creative Director; Valerie Ortiz, Producer; Keith Etter, Associate Creative Director; Jacqueline Byrne, Art Director; Rakish, Production Company; Noah Marshall, Director; Cut+Run, Editorial Company; Gary Knight, Editor; Lee Bacak, Assistant Editor; Bebe Baldwin, Executive Producer; Megan Trumeter, Account Supervisor

BRONZE - KEEP THE BALL ROLLING **H** DELL BLUE

048A - Internet Commercial Single Spot - Any Length
Advertiser: Dell UltraSharp Monitors

Joel Davis, Executive Creative Director; Lula Mckenna, Creative Director; Emily Grube, Senior Copywriter; Jacqueline Byrne, Senior Art Director; Jennifer Kasprzyk, Account Director; Sarah Wethington, Project Manager; Brent Holt, Head of Production; Marshall Lewis, Producer; Robert Owens, Moving Picture Company

SILVER - WANNA GET AWAY CAMPAIGN **I** GSD&M

048B - Internet Commercial Campaign
Advertiser: Southwest Airlines

Jay Russell, Chief Creative Officer; Ryan Carroll & Bryan Edwards, Group Creative Directors; Barrett Michael, Greg Wyatt & Joel Williams, Creative Directors; Ryan Warner (Spot Me) & Justin Han (Spot Me), Associate Creative Directors; Tori Ciniglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epstein, Director of Production; Janna Marin, Associate Producer

GOLD - GET MY JOB **J** INDEED

050B - Webisode Series
Advertiser: Indeed

James Hoke, Associate Creative Director; Greta Mantooth, Creative Director; Alifya Ali, Producer; Russell Lambrecht, Executive Creative Director; Marcin Markiewicz, Copywriter

BRONZE - ENGINEERING BIG IDEAS **K** PROOF ADVERTISING

050B - Webisode Series
Advertiser: Mouser

Craig Mikes, Executive Creative Director; Lane Jordan, Digital Creative Director; Claire Jordan, Creative Director; Matthew Morris, Editing; Jenalisa Trevino, Account Director

FILM, VIDEO, & SOUND

GOLD - WISHES DELIVERED 2020 FREE MOM HUGS **A**

T3
051B - Single entry - more than :60 seconds

Advertiser: UPS
Bailey Werderich, Account Manager; Lyndsey Reding, Account Director; Caitlin Allen, Producer; Hans Zimmerman, Senior AD; Howard Hill, Creative Director; Charlotte Lichtenheld, Copywriter; Aaron Cacali, Group Creative Director; Sarah Hoffman, Group Connections Director; Miro Cassetta, Sr. Social Strategist; Allison McDaniel, Motion Graphics; Lucas Lee, Analytics Manager



A

SILVER - THREE GENERATIONS **B**

BEEF AND PIE PRODUCTIONS

051B - Single entry - more than :60 seconds

Advertiser: Kiolbassa Smoked Meats
Mike Woolf, Director/Writer; Michelle Crosby, Producer; Christian Helms, Writer/Designer; Zach Weiland, Designer; Landon Peterson, Editor, Motion Graphics; David Blue Garcia, Director of Photography



B

BRONZE - DUCK TAPE FAMILY **C**

BANDOLIER MEDIA

051B - Single entry - more than :60 seconds

Advertiser: Duck Tape
George Ellis, Creative Director/Director; Louis Montemayor, Creative Director; Daniel Stone, Account Director; Morgan Bond, Producer/CamLock Films; Nick Grisham, DP/CamLock Films; Angie Dominguez, Editor/Union Editorial; Kevin Schneider, Music Composer



C

GOLD - WILLIE NELSON "ON THE ROAD AGAIN" **D**

ARTS + LABOR

053 - Branded Content & Entertainment - Non-Broadcast

Advertiser: Texas Monthly
Matt Taylor, Director & Animator; Cody Ground, Creative Director; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer



D

SILVER - WISHES DELIVERED 2020 **E**

T3

054 - Branded Content & Entertainment Campaign

Advertiser: UPS
Bailey Werderich, Account Manager; Lyndsey Reding, Account Director; Caitlin Allen, Producer; Aaron Cacali, Group Creative Director; Howard Hill, Creative Director; Hans Zimmerman, Sr. Art Director; Charlotte Lichtenheld, Copywriter; Sarah Hoffman, Group Connections Director; Miro Cassetta, Sr. Social Strategist; Lucas Lee, Analytics Manager; Allison McDaniel, Motion Graphics



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GOLD - WILLIE NELSON "ON THE ROAD AGAIN" **F**

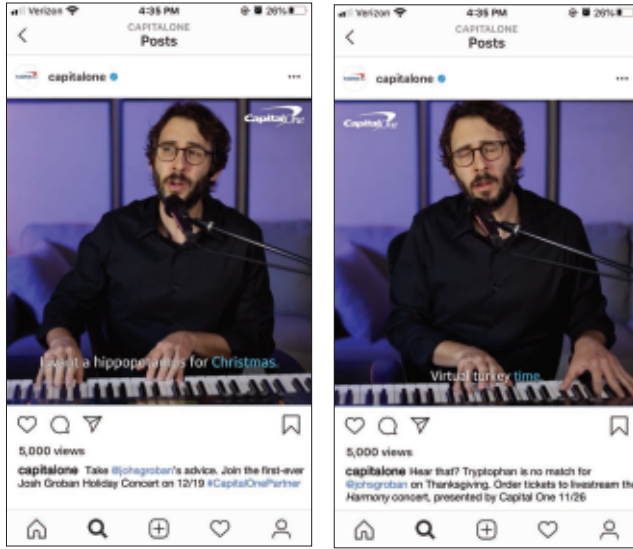
ARTS + LABOR

058 - Music Video

Advertiser: Texas Monthly
Matt Taylor, Director & Animator; Cody Ground, Creative Director; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer



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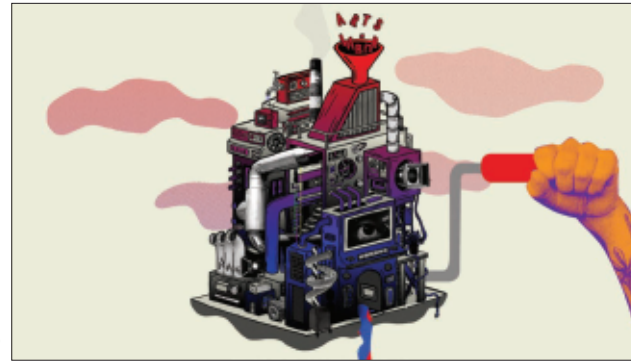
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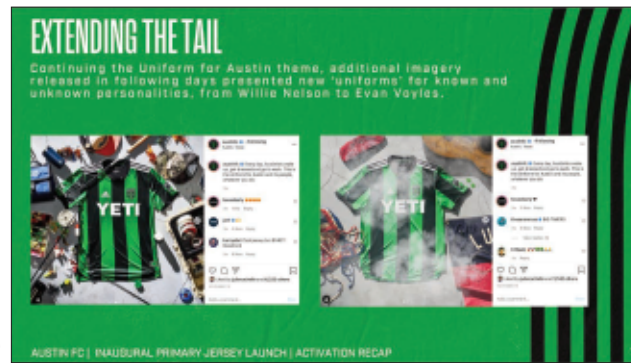
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FILM, VIDEO, & SOUND

GOLD - GROBANVITATIONS **G** GSD&M

058 - Music Video
Advertiser: Capital One
Jay Russell, CCO; Ryan Caroll & Scott Brewer, GCD; Matt Barker & Phil Davies, Associate Creative Director; TJ Vinning, Art Director; Matt Werner & Alyssa Whiteside, Account Leadership; Matt Cervantes, Adam Bailey & Lauren Sanders, Production; Alex Hoeffner & Tess McCarthy, Project Management; Gracen Cohen & Jessica Lee, Strategy Studio; Linda Nahn, Business Affairs

SILVER - ARTS + LABOR - MACHINE **H** ARTS + LABOR

059 - Advertising Industry Self-Promotion Film, Video & Sound
Advertiser: Arts + Labor
Alie Jackson, Director/Animator; Cody Ground, Creative Director & Sound Design; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

BRONZE - ARTS + LABOR - ARMADILLO BAT **I** ARTS + LABOR

059 - Advertising Industry Self-Promotion Film, Video & Sound
Advertiser: Arts + Labor
Alie Jackson, Director/Animator; Cody Ground, Creative Director & Sound Design; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

CROSS PLATFORM

BRONZE - THE UNIFORM FOR AUSTIN CAMPAIGN **J** AUSTIN FC

060C - Consumer Integrated Campaign-Local
Advertiser: Austin FC
James Ruth, Senior VP of Marketing; Philip Edsel, Creative Director and Photographer; Megan Lindon, Senior Manager, Marketing; Raquel Garcia, Vice President of Marketing; Alfredo Naim, Senior Manager of Grassroots Marketing

BRONZE - KARBACH SOUTHERN WHEAT **K** GUERRILLA SUIT

060D - Consumer Integrated Campaign-Regional/National
Advertiser: Karbach Brewing Co.
Connor Claver, Designer; Terra Henderson, Animator; Cabel Adkins, Sound Designer & Mixer; Julie Warehoff, Producer

BRONZE - WANNA GET AWAY CAMPAIGN **L** GSD&M

060D - Consumer Integrated Campaign-Regional/National
Advertiser: Southwest Airlines
Jay Russell, Chief Creative Officer; Ryan Carroll & Bryan Edwards, Group Creative Directors; Barrett Michael, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Ryan Warner (Spot Me) & Justin Han (Spot Me), Associate Creative Directors; Tori Ciniglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epstein, Director of Production; Janna Marin, Associate Producer

CROSS PLATFORM

SILVER - ZANZIBAR **A**

GUERRILLA SUIT

061 - Integrated Brand Identity Campaign - Local or Regional/National

Advertiser: Austin Marriott Downtown

Stephanie White, Designer; Mike Tabie, Senior Designer; Hannah Young, Producer

BRONZE - MEANWHILE BREWING CO. **B**

GUERRILLA SUIT

061 - Integrated Brand Identity Campaign - Local or Regional/National

Advertiser: Meanwhile Brewing Co.

Ryan Thompson, Art Director; Connor Claver, Designer; Stephanie White, Designer; Hannah Young, Producer; Julie Warenoff, Producer

BRONZE - WANNA GET AWAY CAMPAIGN **C**

GSD&M

063 - Online/Interactive Campaign

Advertiser: Southwest Airlines

Jay Russell, Chief Creative Officer; Ryan Carroll & Bryan Edwards, Group Creative Directors; Barrett Michael, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Ryan Warner (Spot Me), Associate Creative Director; Justin Han (Spot Me), Associate Creative Director; Tori Ciniglio (Spot Me), Copywriter; Harper Biewen (Spot Me), Art Director; Jack Epsteen, Director of Production; Janna Marin, Associate Producer

JUDGE'S CHOICE - WARDROBE **D**

MIGHTY CITIZEN

065 - Integrated Media Pro Bono Campaign

Advertiser: Humanity & Inclusion

Gardiner Rhoderick, CD/Copywriter/Designer; Caroline Fothergill, Strategist/Copywriter

ELEMENTS OF ADVERTISING

SILVER - CAPITAL ONE SHOPPING - LATE NIGHT **E**

GSD&M

068 - Copywriting

Advertiser: Capital One

Jay Russell, Chief Creative Officer; Ryan Carroll, SVP/Group Creative Director; Scott Brewer, SVP/Group Creative Director; Leigh Browne, Creative Director; Jon Williamson, Creative Director; Jack Epsteen, SVP Production; Jon Ellis, Executive Producer; Nancy Ryan, SVP/Managing Account Director; Jodi Bucciarelli, VP/Account Director; Alissa Pineda, Account Supervisor; Jim Firestone, SVP/Strategy Studio Lead; Lillian Brown, Strategist

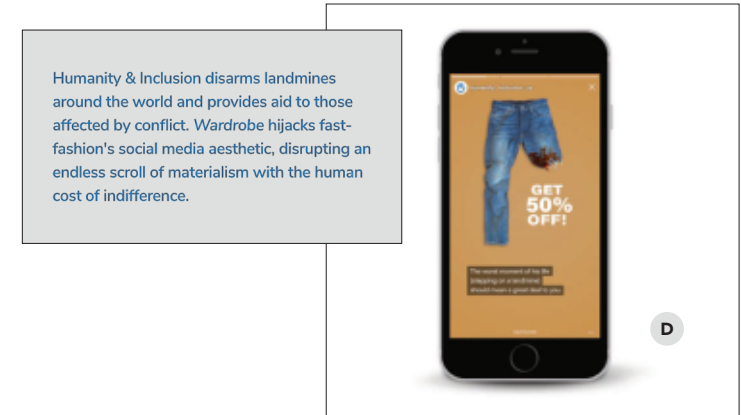
SILVER - DODGE - FAMILY MOTTO **F**

GSD&M

068 - Copywriting

Advertiser: FCA US LLC

Jay Russell, Chief Creative Officer; Tom Hamling, Group Creative Director; Barrett Michael, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Kevin Lane, Associate Creative Director; Jack Epsteen, Director of Production; Dylan Heimbrock, Senior Producer; Coley Platt, Account Director- GSD&M; Retha Cioppa, Account Supervisor- GSD&M; Chris Bailey, Product Specialist; JJ Gaines, Senior Business Affairs Manager





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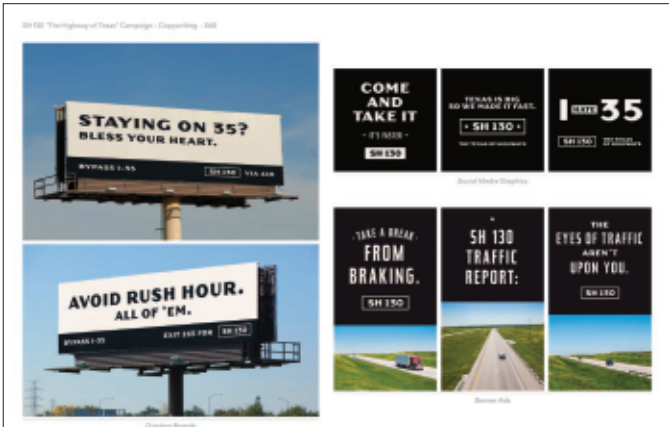
ELEMENTS OF ADVERTISING

SILVER - TRAVELOCITY ROAMING GNOME STORYBOOK PROOF ADVERTISING

068 - Copywriting
 Advertiser: Travelocity
 Craig Mikes, Executive Creative Director; Dan Crumine, Associate Creative Director; Andrew Leigh, Art Director; Mallory Beck, Copywriter; Tim Hicks, Director of Studio Services; Brad Converse, Proofreader; Dionne Estabrook, Group Account Director; Blair Williams, Account Supervisor; Blake Maraoui, Account Manager; Lily Carr, Account Executive

SILVER - GROBANVITATIONS GSD&M

068 - Copywriting
 Advertiser: Capital One
 Jay Russell, CCO; Ryan Caroll, Scott Brewer, GCD; Matt Barker, Phil Davies, Associate Creative Director; TJ Vinning, Art Director; Matt Werner, Alyssa Whiteside, Account Leadership; Matt Cervantes, Adam Bailey, Lauren Sanders, Production; Alex Hoeffner, Tess McCarthy, Project Management; Gracen Cohen, Jessica Lee, Strategy Studio; Linda Nahn, Business Affairs



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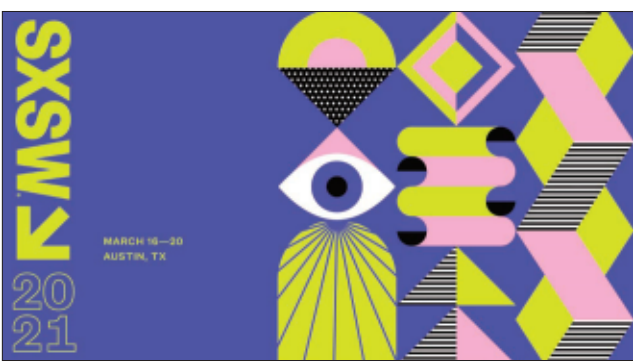
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BRONZE - "THE TEXAS OF HIGHWAYS" CAMPAIGN LOOKTHINKMAKE

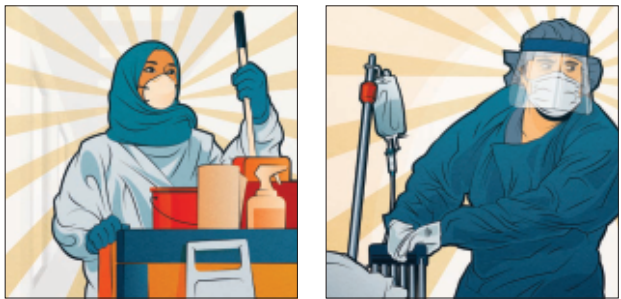
068 - Copywriting
 Advertiser: SH 130 Concession Company
 lookthinkmake

BRONZE - ALIENWARE LIQUID METAL HEAD INTRO DELL TECHNOLOGIES

069 - Logo Design
 Advertiser: Dell Technologies
 Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Casey Anderson, Associate Creative Director; Mackenzie Rachal, Account Manager; Shrutti Desai, Sr. Account Manager; Lily Kowalski, Art Director; Sydney Stewart, Art Director; Kip Farrar, Animator/VFX; Hannah Radcliff, Animator/VFX; DIGITAL IMAGING GROUP



K



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GOLD - SXSW 2021 KEY ART GUERRILLA SUIT

071B - Illustration - Series
 Advertiser: SXSW
 Ryan Thompson, Art Director; Terra Henderson, Animator; Hannah Young, Producer; Julie Warehoff, Producer

SILVER - COVID HEROES ILLUSTRATIONS SHERRY MATTHEWS GROUP

071B - Illustration - Series
 Advertiser: New York City Department of Health and Mental Hygiene
 Gabriel Escobar, Illustration; Caroline Wallace, Account Director; Gwen Rice, Print Production Manager; Chris Welhausen, Traffic Manager; Charles Webre, Executive Creative Director

ELEMENTS OF ADVERTISING

BRONZE - TRAVELOCITY MEMBERSHIP ICONS **A**

071B - Illustration - Series

Advertiser: Travelocity

Craig Mikes, Executive Creative Director; Chris Matthews, Sr. Graphic Designer; Dionne Estabrook, Group Account Director

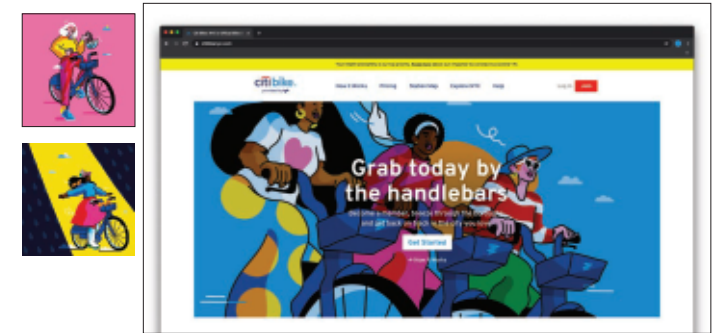


BRONZE - CITI BIKE - RIDE UP CAMPAIGN **B**

071B - Illustration - Series

Advertiser: Citi Bike.

Claire Whigham, Chief Creative Officer; Corel Theuma, Executive Creative Director; Colin Lapin, Creative Director; Howard Shows, Design Director; Colin Mumbach, Designer; Page Kastner, Designer; Chelsea Oz, Art Director; Brittany Sarrett, Copywriter; Brian Marcolini, Copywriter; Xaviera Altena, Illustrator; Donovan Triplett, Strategist; Lauren Heffern, Account Director



GOLD - TRAVEL TEXAS COWBOY **C**

072A - Still Photography, Black & White, Single

Advertiser: Travel Texas

Nick Simonite, Photographer; Craig Mikes, Executive Creative Director; Dionne Estabrook, Group Account Director

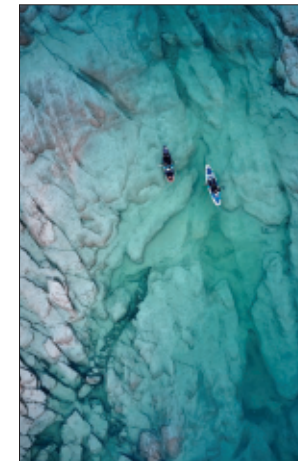


GOLD - TRAVEL TEXAS DEVIL'S RIVER **D**

072B - Still Photography, Color, Single

Advertiser: Travel Texas

Nick Simonite, Photographer; Craig Mikes, Executive Creative Director; Dionne Estabrook, Group Account Director



GOLD - TRAVEL TEXAS LET'S TEXAS CAMPAIGN **E**

072D - Still Photography, Black & White/Color/Digitally Enhanced—Campaign

Advertiser: Travel Texas

Nick Simonite, Photographer; Craig Mikes, Executive Creative Director; Dionne Estabrook, Group Account Director

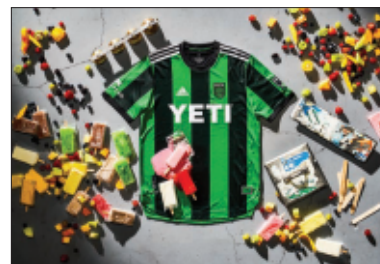


BRONZE - THE UNIFORM FOR AUSTIN CAMPAIGN **F**

072D - Still Photography, Black & White/Color/Digitally Enhanced—Campaign

Advertiser: Austin FC

James Ruth, Senior VP of Marketing; Philip Edsel, Creative Director/Photographer; Megan Lindon, Senior Manager, Marketing; David Zuccarelli, Video Content Producer/Editor; Pie Inciarte, Video Content Producer/Editor; Raquel Garcia, VP of Marketing; Alfredo Naim, Manager of Community Marketing



GOLD - CAPITAL ONE SHOPPING - LATE NIGHT **G**

073A - Art Direction—Single

Advertiser: Capital One

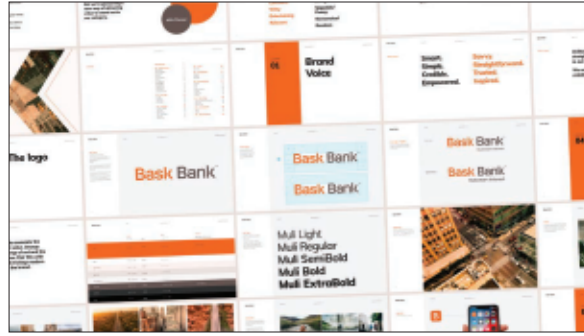
Jay Russell, Chief Creative Officer; Ryan Carroll, SVP/Group Creative Director; Scott Brewer, SVP/Group Creative Director; Leigh Browne, Creative Director; Jon Williamson, Creative Director; Jack Epstein, SVP Production; Jon Ellis, Executive Producer; Nancy Ryan, SVP/Managing Account Director; Jodi Bucciarelli, VP/Account Director; Alissa Pineda, Account Supervisor; Jim Firestone, SVP/Strategy Studio Lead; Lillian Brown, Strategist

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ELEMENTS OF ADVERTISING

BRONZE - ALIENWARE "FUSION" CAMPAIGN ^H DELL TECHNOLOGIES

073B - Art Direction—Campaign

Advertiser: Dell Technologies

Credits: Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Mackenzie Rachal, Account Manager; Lily Kowalski, Art Director; Sydney Stewart, Art Director; Savannah Clements, Sr. Writer; Hannah Radcliff, Editor; Kip Farrar, FX Artist; ECHOLAB; MOVING PICTURE COMPANY (MPC), CGI/VFX/Animation

BRONZE - BASK BANK ^I R/GA

073B - Art Direction—Campaign

Advertiser: Texas Capital Bank

Candice Hahn, SVP, Managing Director; Murray Wyse, Group Creative Director, Visual; Christina Hirsch, Associate Strategy Director; Alejandro Larramendi, Senior Designer; Erica Wilson, Group Account Director

BRONZE - WELCOME BACK ^J PROOF ADVERTISING

074A - Cinematography—Single

Advertiser: Travel Texas

Craig Mikes, Executive Creative Director; Dan Crumrine, Associate Creative Director/Copywriter; Josh McGonigle, Senior Art Director; Kate Chartier, Producer; The Delivery Men + Side Label, Production Company; Joe Simon, Director/DP; Drew DeGennaro, Executive Producer; Lauren Wilkins, Producer; Andrea Mendoza Editor/TBD POST; Brandon Thomas, Color/TBD POST; The Black Pumas, Music

BRONZE - HAND MADE IN MEXICO ^K BEEF AND PIE PRODUCTIONS

074A - Cinematography—Single

Advertiser: Clay Imports

Mike Woolf, Director/Writer/Camera; Michelle Crosby, Producer; Julio Quintana, Director of Photography; Nick Barrerio, Drone Operator; Landon Peterson, Editor

GOLD - WILLIE NELSON "ON THE ROAD AGAIN" ^L ARTS + LABOR

075A - Animation, Special Effects or Motion Graphics

Advertiser: Texas Monthly

Matt Taylor, Director & Animator; Cody Ground, Creative Director; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer

BRONZE - ALIENWARE "FUSION" CAMPAIGN ^M DELL TECHNOLOGIES

075A - Animation, Special Effects or Motion Graphics

Advertiser: Dell Technologies

Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Mackenzie Rachal, Account Manager; Lily Kowalski, Art Director; Sydney Stewart, Art Director; Savannah Clements, Sr. Writer; Hannah Radcliff, Editor; Kip Farrar, FX Artist; ECHOLAB; MOVING PICTURE COMPANY (MPC), CGI/VFX/Animation

ELEMENTS OF ADVERTISING

BRONZE - ROUND ROCK EXPRESS - THE TRAIN **A**

ARTS + LABOR

075A - Animation, Special Effects or Motion Graphics

Advertiser: Round Rock Express

Alie Jackson, Director & Animator; Matt Taylor, Animator; Cody Ground, Creative Director; Scott Hamilton, Producer; Alan Berg, Executive Producer; Kristin Johansen-Berg, Executive Producer



A



B

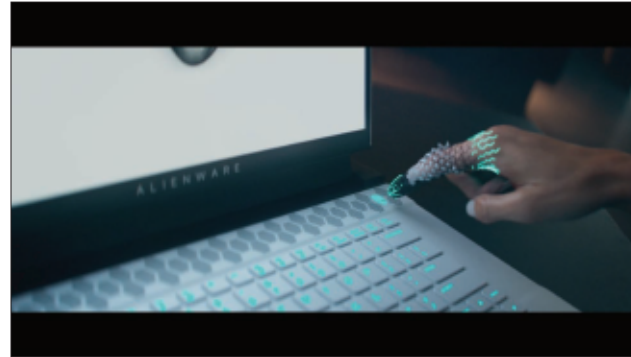
SILVER - WORK AT FULL SPEED CGI **B**

DELL BLUE

075B - Computer Generated Imagery (CGI)

Advertiser: Dell Technologies

Joel Davis, Executive Creative Director; Shane McGuire, Associate Creative Director; Emily Grube, Sr. Copywriter; Santa Hernandez Garcia, Sr. Art Director; Jordan, Robles; Jennifer Kasprzyk, Account Director; Paulette Woodfin, Project Manager; Brent Holt, Head of Production; Matthew Kuhles, Sr. Producer; Video Production, The Mill; Music, "I'll Be Your Mirror" by The Velvet Underground



C

BRONZE - ALIENWARE "FUSION" CAMPAIGN **C**

DELL BLUE

075B - Computer Generated Imagery (CGI)

Advertiser: Dell Technologies

Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Mackenzie Rachal, Account Manager; Lily Kowalski, Art Director; Sydney Stewart, Art Director; Savannah Clements, Sr. Writer; Hannah Radcliff, Editor; Kip Farrar, FX Artist; MOVING PICTURE COMPANY (MPC), CGI/VFX/Animation



D

BRONZE - ALIENWARE "FUSION" - STATIC 1 **D**

DELL BLUE

075B - Computer Generated Imagery (CGI)

Advertiser: Alienware

Seth Perisho, Executive Creative Director; Megan Murray, Head of Production; Cristina Reyna-Neel, Associate Creative Director; Mackenzie Rachal, Account Manager; Lily Kowalski, Art Director; Sydney Stewart, Junior Art Director; Savannah Clements, Senior Art Director; Morten Vinther, Director/CD, MOVING PICTURE COMPANY; Karen Anderson, Exec. Producer/MOVING PICTURE COMPANY; Mark Driscoll, Senior Producer/MOVING PICTURE COMPANY; Julian Fitzpatrick, CG Supervisor/MOVING PICTURE COMPANY; Pascual Rubio, Head of Character Development/MOVING PICTURE COMPANY



E

BRONZE - DOES YOUR PC KNOW YOU? **E**

DELL BLUE

076- Video Editing

Advertiser: Dell Technologies

Joel Davis, Executive Creative Director; John Miller, Associate Creative Director; Jon Miller, Senior Copywriter; Shelby Pickett, Art Director; Jennifer Kasprzyk, Account Director; Carolina Sandoval, Project Manager; Brent Holt, Head of Production; Matthew Kuhles, Senior Producer; Jason Uson, Senior Editor; Video Production, Supply & Demand; Mac Premo, Video Director; Joe Aguirre, Video DP



F



G

ELEMENTS OF ADVERTISING

BRONZE - TRAVELOCITY HOLIDAY HITS ALBUM **F** PROOF ADVERTISING

078 - Voiceover Talent
Advertiser: Travelocity
Harry Enfield, Voice Talent; Craig Mikes, Executive Creative Director; Claire Jordan, CD/Copywriter; Andrew Leigh, Art Director; Mallory Beck, Copywriter; Jordan Lackey, Animation; Kate Chartier, Producer; Dionne Estabrook, Group Account Director; Blair Williams, Account Supervisor

BRONZE - BAN RUBBER BULLETS **G** WUNDERMAN THOMPSON AUSTIN

079A - Sound Design—Single
Advertiser: Free Streets Now
Wunderman Thompson Austin, Agency; Royale Film Co., Production Company; TBD Post, Post Production; Tom Miller, CD/Writer; Gene Blakeney, CD/Art Director; Steve Miller, Chief Creative Officer; David Blue Garcia, Director of Photography; Dusty Albertz and Brad Engleking, Sound Design



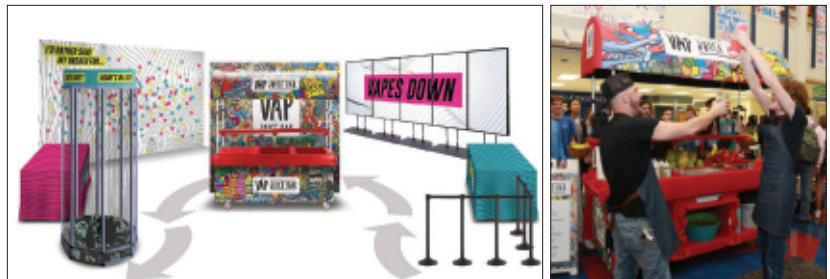
H



PUBLIC SERVICE

SILVER - THE GREAT TEXAS BEER RUN **H** GUERRILLA SUIT

089B - Corporate Social Responsibility Advertising Campaign
Advertiser: Texas Craft Brewers Guild
Mike Tabie, Art Director; Connor Claver, Designer; Hannah Young, Producer



J



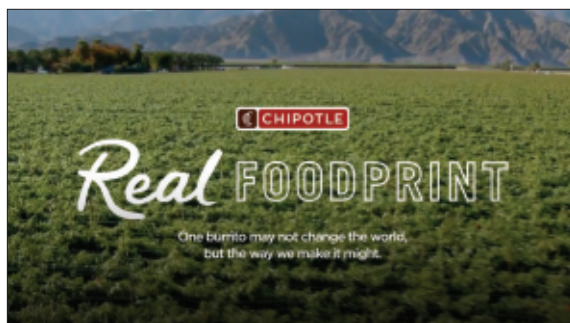
I

BRONZE - COVID HEROES **I** SHERRY MATTHEWS GROUP

094C - Corporate Social Responsibility Out-Of-Home Campaign
Advertiser: New York City Department of Health and Mental Hygiene
Gabriel Escobar, Illustration; Caroline Wallace, Account Director; Gwen Rice, Print Production Manager; Chris Welhausen, Traffic Manager; Charles Webre, Executive Creative Director

SILVER - VAPES DOWN **J** SHERRY MATTHEWS GROUP

095B - Corporate Social Responsibility Ambient Media Campaign
Advertiser: Texas Department of State Health Services
Tom Grodek, Art Director, Illustration; Destiny Dreher, Account Supervisor; Dianna Howell, Sr. Account Director; Gwen Rice, Print Production Manager; Chris Welhausen, Traffic Manager; Charles Webre, Executive Creative Director



K

SILVER - CHIPOTLE REAL FOODPRINT **K** HUNT, GATHER

098A - Corporate Social Responsibility Online/Interactive
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Kathy Horn, Creative Director, Copywriter; Samantha Ortiz, Art Director/Developer; Andrea Hamann, Senior Art Director; Jason Burks, Development Director; Tim Warren, Developer; Alexis Dorenter, Account Director; Shelley Sheppard, Brand Creative Director/Chipotle; Mary Cook, Assistant Brand Manager/Chipotle; Michael Kotick, Director, Brand Marketing & Product Innovation/Chipotle; Stephanie Perdue, VP of Marketing/Chipotle

PUBLIC SERVICE

BRONZE - CHIPOTLE BURRITOS FOR HEROES A

HUNT, GATHER
098B - Corporate Social Responsibility Online/Interactive Campaign

Advertiser: Chipotle
Lynna Bartosh, Creative Director; Samantha Ortiz, Art Director; Alexis Dorenter, Account Director; Shelley Sheppard, Brand Creative Director/Chipotle; Tressie Lieberman, VP, Digital and Off-Premise/Chipotle; Candice Beck, Senior Manager, Social and Digital/Chipotle; Jonathan Zacks, Director, Brand Activation/Chipotle; Stephanie Perdue, VP of Marketing/Chipotle



A



B

BRONZE - TRUST HER B

HUNT, GATHER
099A - Pro Bono Online/Interactive

Advertiser: Child Poverty Action Lab
Lynna Bartosh, Creative Director; Brandy Cohen, Designer; Samantha Ortiz, Art Director; Catherine Shattuck, Content Strategist & Copywriter; Jason Burks, Development Director; Lawrence Whiteside, Developer; Alexis Dorenter, Account Director

SILVER - VAPES DOWN: TEST SUBJECT C

SHERRY MATTHEWS GROUP
100 - Corporate Social Responsibility Television

Advertiser: Texas Department of State Health Services
Rich Terry, Creative Director/Copywriter; Matt Mowat, Creative Director; Gabriel Escobar, Art Director; José Marrero, Strategy/Creative Director; Angie Nelson, Sr. Producer; Terry Rietta, Director; At Swim Production Co.; Bill Marmor, Editor; TBD Post, Color; Dusty Albertz, Audio/TBD Post; Dianna Howell, Sr. Account Director; Charles Webre, Executive Creative Director



C



D

GOLD - VAPES DOWN: MANGO D

SHERRY MATTHEWS GROUP
102 - Corporate Social Responsibility Film, Video & Sound

Advertiser: Texas Department of State Health Services
Rich Terry, Creative Director/Copywriter; Matt Mowat, Creative Director; Gabriel Escobar, Art Director; José Marrero, Strategy/Creative Director; Angie Nelson, Sr. Producer; Terry Rietta, Director; At Swim Production Co.; Bill Marmor, Editor; TBD Post, Color; Dusty Albertz, Audio/TBD Post; Dianna Howell, Sr. Account Director; Charles Webre, Executive Creative Director

BRONZE - CHIPOTLE SAFETY FIRST VIDEO E

HUNT, GATHER
102 - Corporate Social Responsibility Film, Video & Sound

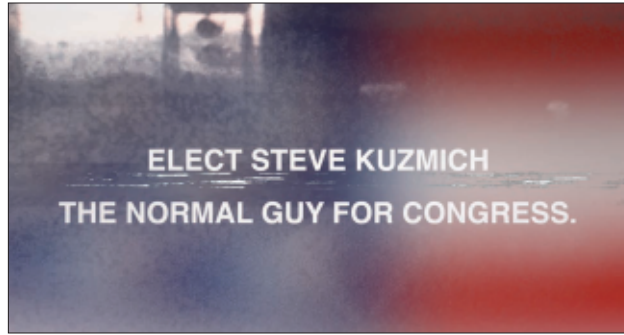
Advertiser: Chipotle
Lynna Bartosh, Creative Director; Kath Horn, Creative Director; Samantha Ortiz, Art Director/Illustrator; Shelley Sheppard, Brand Creative Director/Chipotle; Stephanie Perdue, VP of Marketing/Chipotle



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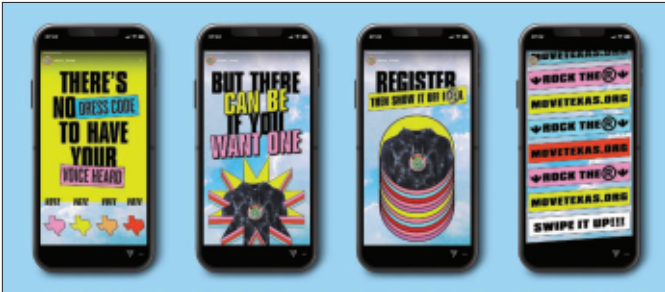
POLITICAL ADVERTISING

GOLD - THE NORMAL GUY F
KC STRATEGIES

117 - Political Campaign
Advertiser: Steve Kuzmich Campaign
Elizabeth Mims, Director; Stefan Allen, Cinematographer/Editor

SILVER - MOVE TEXAS VOTER REGISTRATION G
MCGARRAH JESSEE

117 - Political Campaign
Advertiser: MOVE Texas
Claire Whigham, Chief Creative Officer; Colin Lapin, Creative Director; Sarah Wallace, Art Director; Brian Marcolini, Copywriter; Page Kastner, Designer; Amelia Bowie, Account Director; Jon Buss, Digital Producer; Lexy Garcia, UX/UI Designer; Elizabeth Easterly, Project Manager; Meredith Makhoul, Strategist; Liston Pitman, Senior Planner; Andrew McCluskey, Media Supervisor



G



STUDENT WORK

GOLD - WINNIES HONEY A

S01A - Packaging

Job Propulsion Lab

Kayleigh Jennings, Designer; Bart Cleveland, Instructor



A



B

SILVER - WORLD MARKET SIGNATURE WINE B

S01A - Packaging

Job Propulsion Lab

Kate Steinbach, Art Director; Julia Streller, Copywriter; Bart Cleveland, Instructor

SILVER - BUDDHA'S BREW PACKAGING DESIGN C

S01A - Packaging

Job Propulsion Lab

Hailey Heal, Designer; Bart Cleveland, Instructor



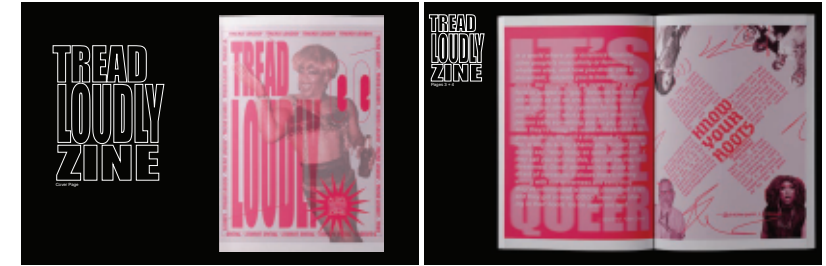
C

GOLD - DR. MARTENS - TREAD LOUDLY D

S05C - Cover/Editorial Spread or Feature - Series

The University of Texas at Austin

Carlos Villapudua, Art Director; Kateri David, Copywriter; Sean LaBounty, Assistant Professor of Practice



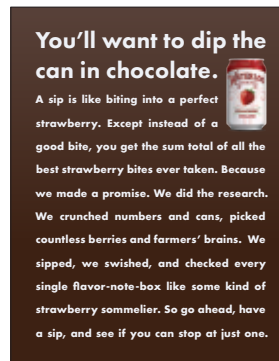
D

SILVER - PRINT AD: DIP THE CAN E

S07A - Magazine Advertising, Single (Full Page or Less)

Job Propulsion Lab

Kate Steinbach, Art Director; Mallory Bowen, Copywriter; Bart Cleveland, Instructor



E

GOLD - LIQUID I.V. - RIDICULOUSLY HYDRATING F

S07B - Magazine Advertising Campaign

The University of Texas at Austin

Sophia DeRosa, Art Director; Jack Eltife, Copywriter; Ryan Romero, Assistant Professor of Practice



F

GOLD - TWITCH: UNLEASH YOUR UGLY G

S07B - Magazine Advertising Campaign

The University of Texas at Austin

Kelly Kim, Art Director; Joel Linkewer, Copywriter; Sean LaBounty, Assistant Professor of Practice



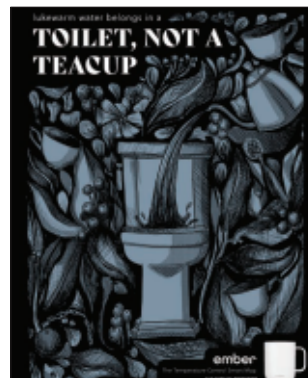
G

SILVER - EMBER - MAINTAIN PERFECT H

S07B - Magazine Advertising Campaign

The University of Texas at Austin

June Chen, Art Director; Ryan Romero, Assistant Professor of Practice



H

SILVER - BARNES & NOBLE - RESPECT THE READ I

S07B - Magazine Advertising Campaign

The University of Texas at Austin

Carlos Villapudua, Art Director; Kateri David, Copywriter; Ryan Romero, Assistant Professor of Practice

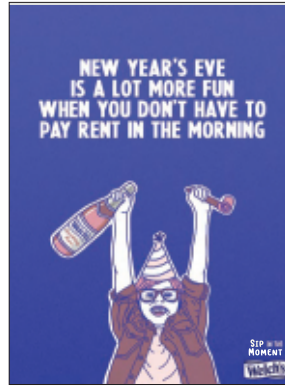


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L



STUDENT WORK

SILVER - MAGIC SPOON - DON'T LOSE THE FUN J

S07B - Magazine Advertising Campaign

The University of Texas at Austin

Joy Lu, Art Director; Jane Choi, Art Director; Sean LaBounty, Assistant Professor of Practice

SILVER - WELCH'S - SIP IN THE MOMENT K

S07B - Magazine Advertising Campaign

The University of Texas at Austin

Erin McTaggart, Art Director; Cate Salony, Copywriter; Lea Ladera, Assistant Professor of Practice

BRONZE - SPOTIFY - MIX IT UP L

S07B - Magazine Advertising Campaign

The University of Texas at Austin

June Chen, Art Director; Ryan Romero, Assistant Professor of Practice; Sean LaBounty, Assistant Professor of Practice

BRONZE - WILD THE TAME - RUFFWEAR M

S07B - Magazine Advertising Campaign

The University of Texas at Austin

Maria Garza, Art Director; Ryan Romero, Assistant Professor of Practice; Sean LaBounty, Assistant Professor of Practice

SILVER - ARF - PASSIONS MAKE YOU, YOU N

S10D - Outdoor & Transit Advertising Campaign

The University of Texas at Austin- University of Texas at Austin

Danah Fakhreddine, Art Director & Copywriter; Ro Rao, Assistant Professor of Practice

SILVER - BARNES & NOBLE - RESPECT THE READ O

S10D - Outdoor & Transit Advertising Campaign

The University of Texas at Austin

Carlos Villapudua, Art Director; Kateri David, Copywriter; Ryan Romero, Assistant Professor of Practice

BRONZE - WORLD WIDE FUND - AWARE OF RARE P

S10D - Outdoor & Transit Advertising Campaign

The University of Texas at Austin

Yiling Cao, Art Director; Blair Krieger, Art Director; Sean LaBounty, Assistant Professor of Practice

BRONZE - CLOSER THAN YOU THINK Q

S11B - Guerilla Marketing, Installations and Events - Campaign

Texas State University

Ashlyn Cramblit, Art Director; Mason Joiner, Art Director; Gene Brenek, Professor

BRONZE - TWITCH: UNLEASH YOUR UGLY R

S13B - Social Media Campaign

The University of Texas at Austin

Kelly Kim, Art Director; Joel Linkewer, Copywriter; Sean LaBounty, Assistant Professor of Practice

M



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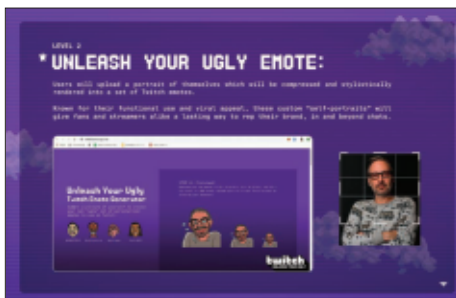
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Q



R



STUDENT WORK

SILVER - SIGNAL - NOTHING TO HIDE **A**

S14 - App (Mobile or Web-Based)

The University of Texas at Austin
James Dusek, Art Director; Alysse Mazakian, Art Director; Sean LaBounty, Assistant Professor of Practice

SILVER - REYNOLDS - UNROLL THE POSSIBILITIES **B**

S17 - Digital Publications

The University of Texas at Austin
Alex Pinnell, Copywriter; Quyen Ngo, Art Director; Sean LaBounty, Assistant Professor of Practice

GOLD - COMMAND HOOKS - SEE THE HOLE TRUTH **C**

S19B - Television Advertising Campaign

The University of Texas at Austin
Isaac Swedlow, Copywriter; Alysse Mazakian, Art Director; Sean LaBounty, Assistant Professor of Practice

BRONZE - ZOMBIES, RUN - DIE-HARD MOTIVATION **D**

S19B - Television Advertising Campaign

The University of Texas at Austin
Taylor King, Copywriter; Cat Huang, Art Director; Ryan Romero, Assistant Professor of Practice

BRONZE - TWITCH: UNLEASH YOUR UGLY **E**

S21 - Integrated Advertising Consumer Campaign

The University of Texas at Austin
Kelly Kim, Art Director; Joel Linkewer, Copywriter; Sean LaBounty, Assistant Professor of Practice

BRONZE & JUDGE'S CHOICE MAGIC SPOON - DON'T LOSE THE FUN **F**

S21 - Integrated Advertising Consumer Campaign

The University of Texas at Austin
Jane Choi, Art Director; Joy Lu, Art Director; Sean LaBounty, Assistant Professor of Practice

BRONZE - UFW: BUILD A LONGER TABLE **G**

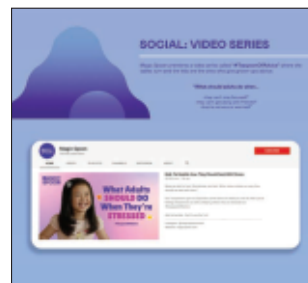
S21 - Integrated Advertising Consumer Campaign

The University of Texas at Austin
Fatema Dawoodbhoj, Art Director & Copywriter; Carlos Villapudua, Art Director & Copywriter; Sean LaBounty, Assistant Professor of Practice

JUDGE'S CHOICE LIQUID I.V. - RIDICULOUSLY HYDRATING **H**

S21 - Integrated Advertising Consumer Campaign

The University of Texas at Austin
Sophia DeRosa, Art Director; Jack Eltife, Copywriter; Ryan Romero, Assistant Professor of Practice



IN-STORE EXPERIENCE

Don't think you're gonna be escaping Voodoo Doughnut unscathed. Everywhere you turn is just another chance to get cursed.

Store Entrance



Cursed Cup



I



J

STUDENT WORK

BRONZE

VOODOO DOUGHNUT - TREATS OF TRIBULATION I

S22B - Integrated Brand Identity Campaign - Campaign

The University of Texas at Austin

Erin Manale, Art Director; Jacob Shipley, Copywriter; Sean LaBounty, Assistant Professor of Practice

GOLD - TWITCH: UNLEASH YOUR UGLY J

S23 - Copywriting

The University of Texas at Austin

Kelly Kim, Art Director; Joel Linkewer, Copywriter; Sean LaBounty, Assistant Professor of Practice

GOLD - BARNES & NOBLE - RESPECT THE READ K

S23 - Copywriting

The University of Texas at Austin

Kateri David, Copywriter; Ryan Romero, Assistant Professor of Practice

GOLD - MERIDIAN HIVE - ILLUMINATING ELIXIR L

S23 - Copywriting

The University of Texas at Austin

Taylor King, Copywriter; Maria Garza, Art Director; Sean LaBounty, Assistant Professor of Practice

SILVER - LIBBY'S PUMPKIN: #FALLYEARLONG M

S23 - Copywriting

The University of Texas at Austin

Fatema Dawoodbhoj, Art Director; Alex Pinnell, Copywriter; Jeremiah Abdullah, Audio/Video Production; Sean LaBounty, Assistant Professor of Practice

SILVER - PRINT AD: DIP THE CAN N

S23 - Copywriting

The University of Texas at Austin

Kate Steinbach, Art Director; Mallory Bowen, Copywriter; Bart Cleveland, Instructor

SILVER VOODOO DOUGHNUT - TREATS OF TRIBULATION O

S23 - Copywriting

The University of Texas at Austin

Jacob Shipley, Copywriter; Erin Manale, Art Director; Sean LaBounty, Assistant Professor of Practice



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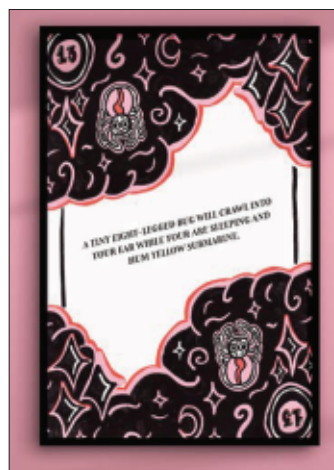
L



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STUDENT WORK

BRONZE - ZOMBIES, RUN - DIE-HARD MOTIVATION A

S23 - Copywriting

The University of Texas at Austin

Taylor King, Copywriter; Cat Huang, Art Director; Ryan Romero, Assistant Professor of Practice



GOLD - WINNIES HONEY B

S24 - Logo Design

Job Propulsion Lab

Kayleigh Jennings, Designer; Bart Cleveland, Instructor

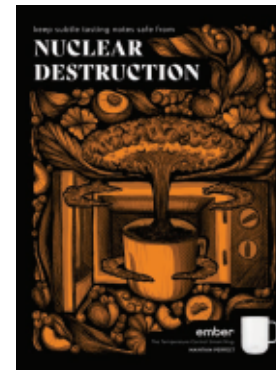


GOLD - TWITCH: UNLEASH YOUR UGLY C

S25B - Illustration - Campaign

The University of Texas at Austin

Kelly Kim, Art Director; Joel Linkewer, Copywriter; Sean LaBounty, Assistant Professor of Practice



GOLD - EMBER - MAINTAIN PERFECT D

S25B - Illustration - Campaign

The University of Texas at Austin

June Chen, Art Director; Ryan Romero, Assistant Professor of Practice; Sean LaBounty, Assistant Professor of Practice

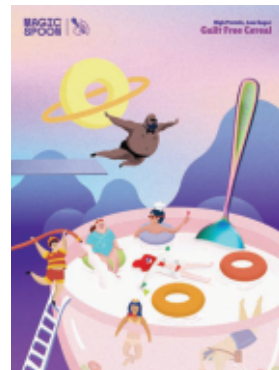


GOLD - BARNES & NOBLE - RESPECT THE READ E

S25B - Illustration - Campaign

The University of Texas at Austin

Carlos Villapudua, Illustrator; Ryan Romero, Assistant Professor of Practice



GOLD - MAGIC SPOON - DON'T LOSE THE FUN F

S25B - Illustration - Campaign

The University of Texas at Austin

Joy Lu, Art Director; Jane Choi, Art Director; Sean LaBounty, Assistant Professor of Practice

SILVER

VOODOO DOUGHNUT - TREATS OF TRIBULATION H

S25B - Illustration - Campaign

The University of Texas at Austin

Erin Manale, Art Director; Jacob Shipley, Copywriter; Sean LaBounty, Assistant Professor of Practice

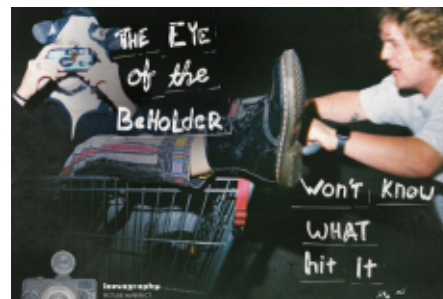


BRONZE - LOMOGRAPHY - PICTURE IMPERFECT G

S26D - Still Photography - Campaign

The University of Texas at Austin

James Dusek, Art Director; Kateri David, Copywriter; Sean LaBounty, Assistant Professor of Practice



SILVER - UFW: BUILD A LONGER TABLE I

S27B - Art Direction Campaign

The University of Texas at Austin

Fatema Dawoodbhoj, Art Director; Carlos Villapudua, Art Director; Sean LaBounty, Assistant Professor of Practice



THE CURSED BOX

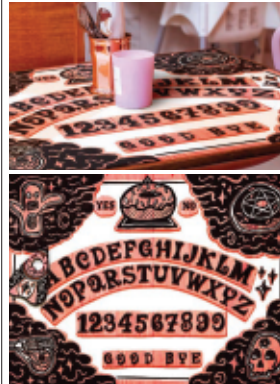
Order the most unhealthy doughnuts from the menu to receive the cursed box.



J

IN-STORE EXPERIENCE

Tabletop Design



K



STUDENT WORK

SILVER VOODOO DOUGHNUT - TREATS OF TRIBULATION J

S27B - Art Direction Campaign

The University of Texas at Austin

Erin Manale, Art Director; Jacob Shipley, Copywriter; Sean LaBounty, Assistant Professor of Practice

BRONZE - FORMULA 1 - RACING REBORNS K

S27B - Art Direction Campaign

The University of Texas at Austin

James Dusek, Art Director; Jacob Shipley, Copywriter; Sean LaBounty, Assistant Professor of Practice

BRONZE - 1-800-GOT-JUNK L

S27B - Art Direction Campaign

The University of Texas at Austin

Reyden Weis, Art Director; Isaac Swedlow, Copywriter; Sean LaBounty, Assistant Professor of Practice

BRONZE - CONSCIOUS STEP - IMPRESSIVE SOCKS M

S27B - Art Direction Campaign

The University of Texas at Austin

Erin Manale, Art Director; Jacob Shipley, Copywriter; Isaac Swedlow, Copywriter; Aaron Shipley, Videographer; Sean LaBounty, Assistant Professor of Practice

BRONZE - COMMAND HOOKS - SEE THE HOLE TRUTH N

S28B - Cinematography Campaign

The University of Texas at Austin

Isaac Swedlow, Copywriter; Alysse Mazakian, Art Director; Sean LaBounty, Assistant Professor of Practice

BRONZE - 1-800-GOT-JUNK O

S29 - Animation or Special Effects

The University of Texas at Austin

Reyden Weis, Art Director; Isaac Swedlow, Copywriter; Sean LaBounty, Assistant Professor of Practice



L



M



N



O



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IS IN
EVERY SIP**



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Vehicle Wraps

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GSD&M