aaf stl

CELEBRATE

aaf stl

aaf stl

FORTUNE

aaf stl

2022

aaf®
stl

aaf stl

PRODUCTION SPONSOR

RETRIEVER

aaf stl

GOLD SPONSOR

NEW HONOR SOCIETY

aaf stl

SILVER SPONSORS

darling

ALIGNED

CYMK

townsend | hurst

aaf stl

FRIENDS OF AD CLUB

G+Co.

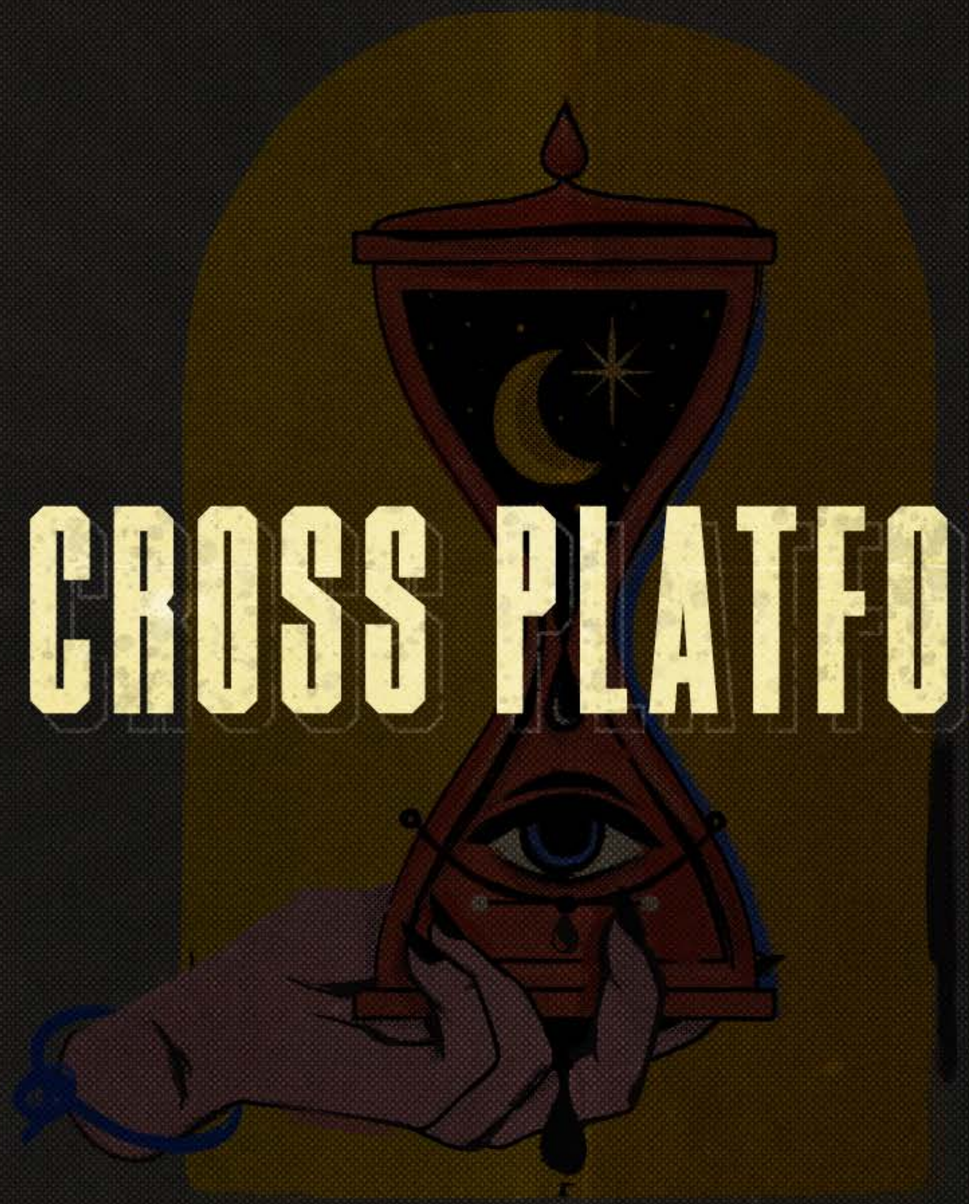
now talent management

coolfirestudios

AMA | AMERICAN MARKETING ASSOCIATION St. Louis

90°w

aaf
stl



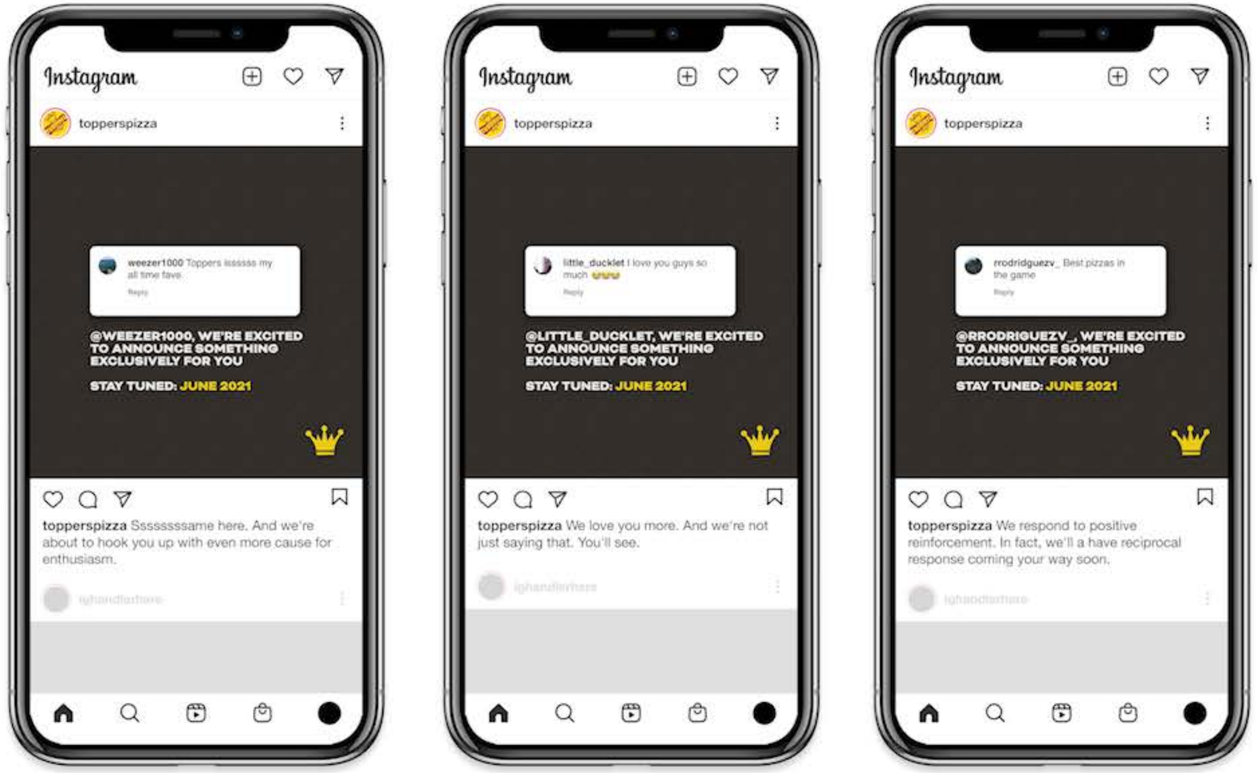
CROSS PLATFORM

aaf stl

CROSS PLATFORM

ONLINE/INTERACTIVE CAMPAIGN

aaf stl



TEASER SOCIAL POSTS

TOPPERS PIZZA LOYALTY CAMPAIGN

TOPPERS LOYALTY CAMPAIGN

DARLING MAKERY

aaf stl

CROSS PLATFORM

ONLINE/INTERACTIVE CAMPAIGN

aaf stl

CAN'T NOT HAVE TOPPERS

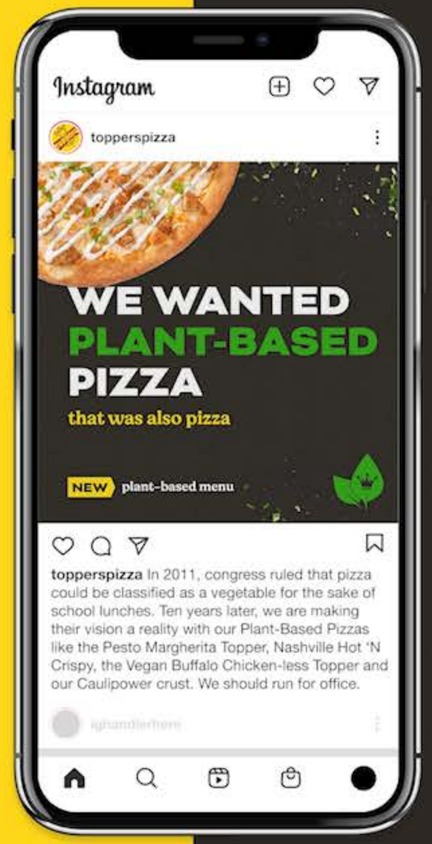
DARLING MAKERY

aaf stl

CROSS PLATFORM

ONLINE/INTERACTIVE CAMPAIGN

aaf stl

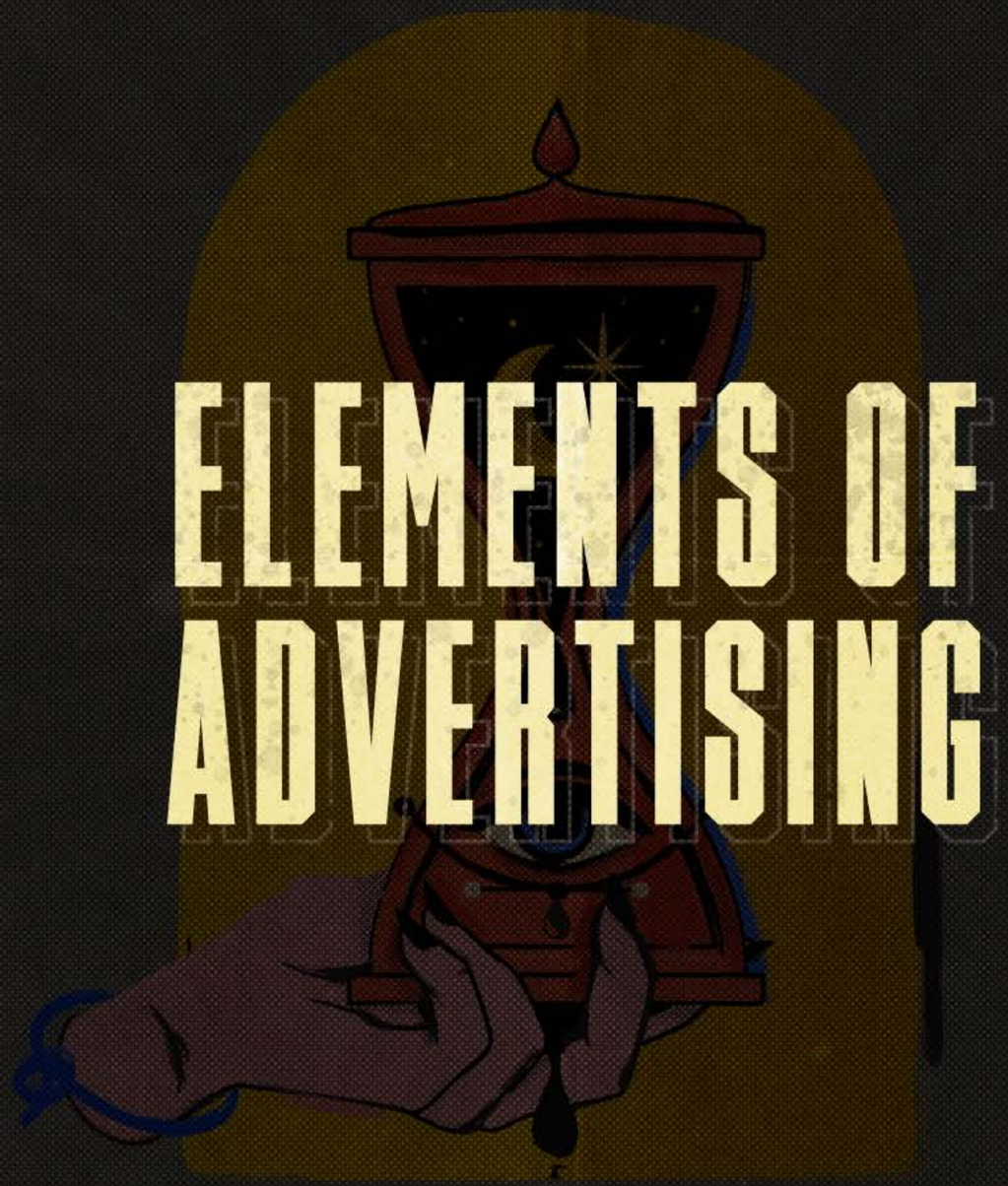


TOPPERS PLANT BASED CAMPAIGN

Plant-based options aren't enough. Toppers introduced a full plant-based menu that went a few steps beyond "hold the cheese and add some veggies". From wings to pizza to their infamous cheese sticks, known as Topperstix, they made sure to welcome all dietary considerations. And we ended up introducing the brand to a wider audience of pizza lovers who aren't necessarily meat lovers.

PLANT BASED INTERACTIVE CAMPAIGN DARLING MAKERY

aaf
stl



ELEMENTS OF ADVERTISING

aaf stl

ELEMENTS OF ADVERTISING

COPYWRITING

aaf stl

TOPPERS PIZZA BOX MESSAGING

DARLING MAKERY

aaf stl

ELEMENTS OF ADVERTISING

COPYWRITING

aaf stl

TOPPERS PIZZA BOX MESSAGING

DARLING MAKERY

aaf stl

ELEMENTS OF ADVERTISING

COPYWRITING

aaf stl

TOPPERS PIZZA BOX MESSAGING

DARLING MAKERY

aaf stl

ELEMENTS OF ADVERTISING

CINEMATOGRAPHY - SINGLE

aaf stl

AAO BINGO

COOLFIRE STUDIOS

aaf stl

ELEMENTS OF ADVERTISING

CINEMATOGRAPHY - SINGLE

aaf stl

A HISTORIC NEW TASTE

RODGERS TOWNSEND

aaf stl

ELEMENTS OF ADVERTISING

CINEMATOGRAPHY - CAMPAIGN

aaf stl

TURN IT UP

RODGERS TOWNSEND

aaf stl

ELEMENTS OF ADVERTISING

COMPUTER GENERATED IMAGERY (CGI)

aaf stl

BUD LIGHT SPRING BREAK

SWITCH

aaf stl

ELEMENTS OF ADVERTISING

VIDEO EDITING

aaf stl

MO ANTHEM

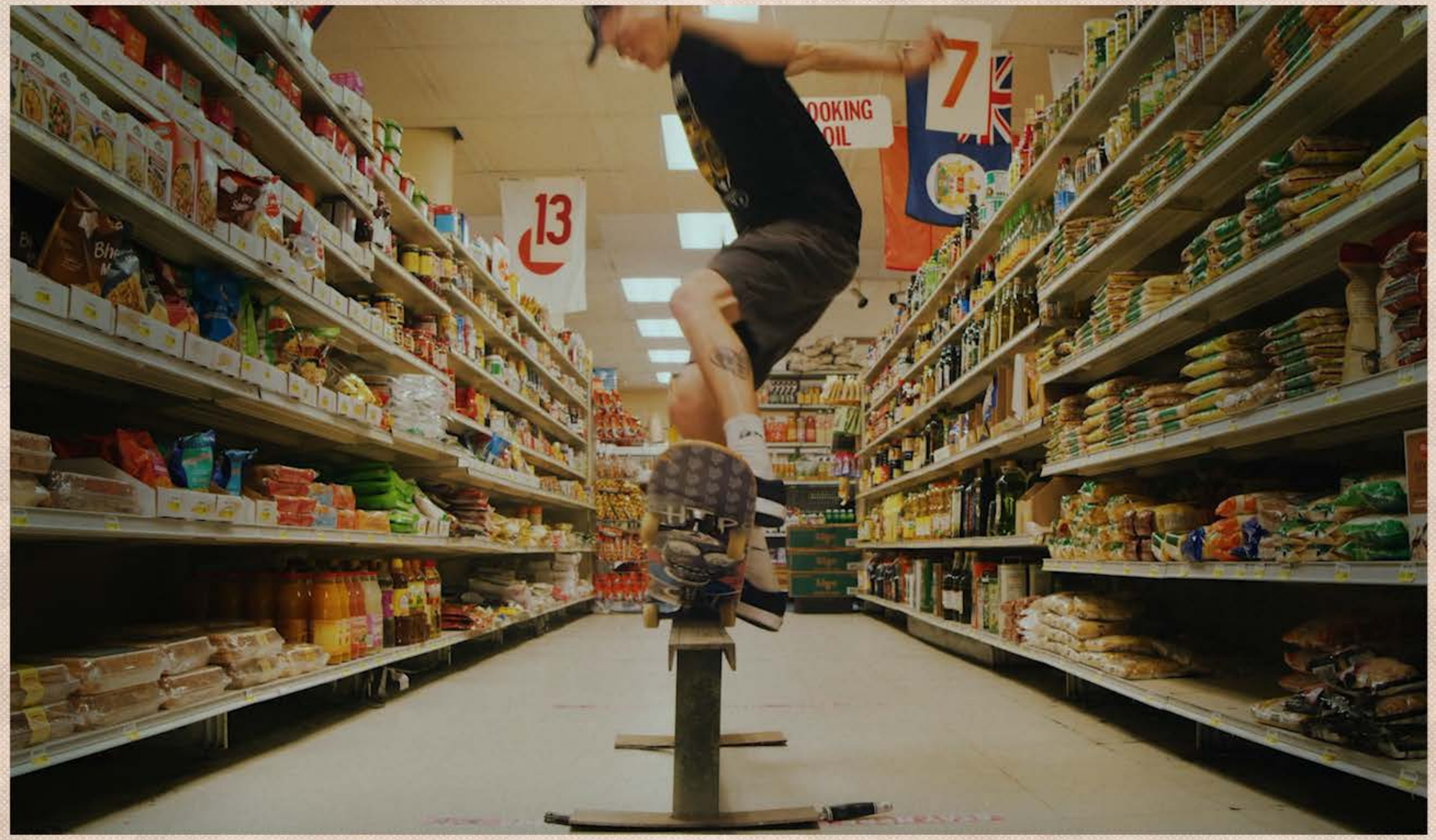
OBP AGENCY

aaf stl

ELEMENTS OF ADVERTISING

VIDEO EDITING

aaf stl



LONG LIVE LIBORIUS

STOLEN SUN

aaf stl

ELEMENTS OF ADVERTISING

VIDEO EDITING

aaf stl

AAO BINGO

COOLFIRE STUDIOS

aaf stl

ELEMENTS OF ADVERTISING

VIDEO EDITING

aaf stl

STILL 630

ONCE FILMS

aaf stl

ELEMENTS OF ADVERTISING

VOICEOVER

aaf stl

A HISTORIC NEW TASTE

RODGERS TOWNSEND

aaf stl

ELEMENTS OF ADVERTISING

SOUND DESIGN - CAMPAIGN

aaf stl

TURN IT UP

RODGERS TOWNSEND

aaf stl

ELEMENTS OF ADVERTISING

ILLUSTRATION

aaf stl

TOPPERS PIZZA BOX DESIGN

DARLING MAKERY

aaf stl

TOPPERS PIZZA BOX DESIGN

DARLING MAKERY

aaf stl

ELEMENTS OF ADVERTISING

ILLUSTRATION SERIES

aaf stl

fishwish

THE JOY OF FISHKEEPING, DELIVERED

RODGERS TOWNSEND

aaf stl

ELEMENTS OF ADVERTISING

ART DIRECTION - SINGLE

aaf stl

AAO BINGO

COOLFIRE STUDIOS

aaf stl

ELEMENTS OF ADVERTISING

ART DIRECTION - SINGLE

aaf stl

MO ANTHEM

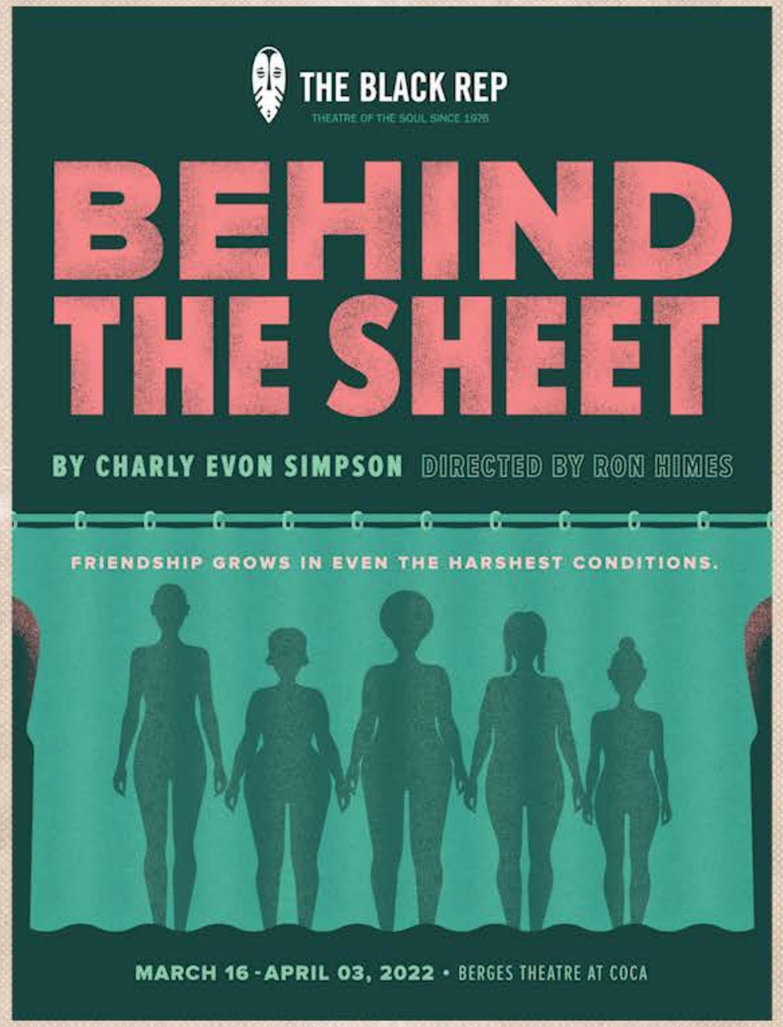
OBP AGENCY

aaf stl

ELEMENTS OF ADVERTISING

ART DIRECTION - SINGLE

aaf stl



BEHIND THE SHEET

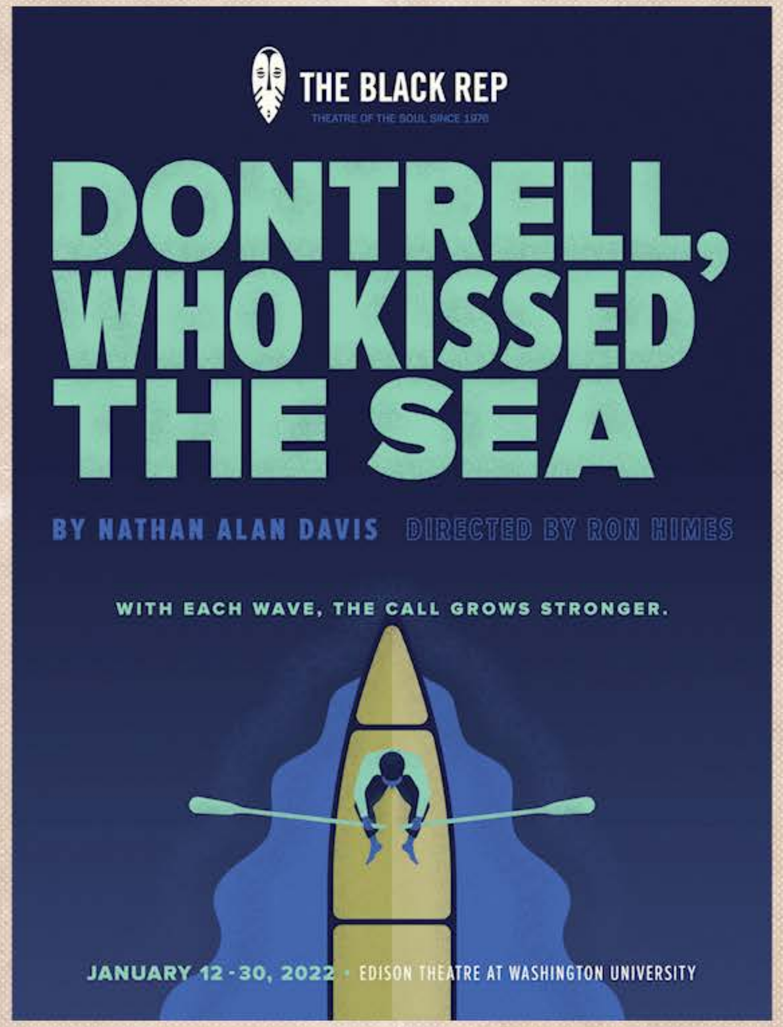
RODGERS TOWNSEND

aaf stl

ELEMENTS OF ADVERTISING

ART DIRECTION - CAMPAIGN

aaf stl



PERSPECTIVES OF RESILIENCE

RODGERS TOWNSEND

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ELEMENTS OF ADVERTISING

ART DIRECTION - CAMPAIGN

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THAT'S MY M-O CAMPAIGN

OBP AGENCY

aaf
stl

FILM, VIDEO & SOUND

aaf stl

FILM, VIDEO, & SOUND

BRANDED CONTENT, MORE THAN :60 SECONDS

aaf stl

DO IT JUSTICE

RODGERS TOWNSEND

aaf stl

FILM, VIDEO, & SOUND

BRANDED CONTENT & ENTERTAINMENT FOR TELEVISION

aaf stl

BEST OF ED VERSUS FOR BROADCAST

COOLFIRE STUDIOS

aaf stl

FILM, VIDEO, & SOUND

BRANDED CONTENT & ENTERTAINMENT NON-BROADCAST

aaf stl

"MAKING SOMETHING FROM NOTHING" CPG AGENCY

aaf stl

FILM, VIDEO, & SOUND

INTERNET COMMERCIAL

aaf stl

CPO, TASTE TEST

DARLING MAKERY

aaf stl

FILM, VIDEO, & SOUND

INTERNET COMMERCIAL

aaf stl

MO ANTHEM

OBP AGENCY

aaf stl

FILM, VIDEO, & SOUND

INTERNET COMMERCIAL CAMPAIGN

aaf stl

CAN'T NOT HAVE TOPPERS

DARLING MAKERY

aaf stl

FILM, VIDEO, & SOUND

REGIONAL/NATIONAL TELEVISION COMMERCIAL

aaf stl

AAO BINGO

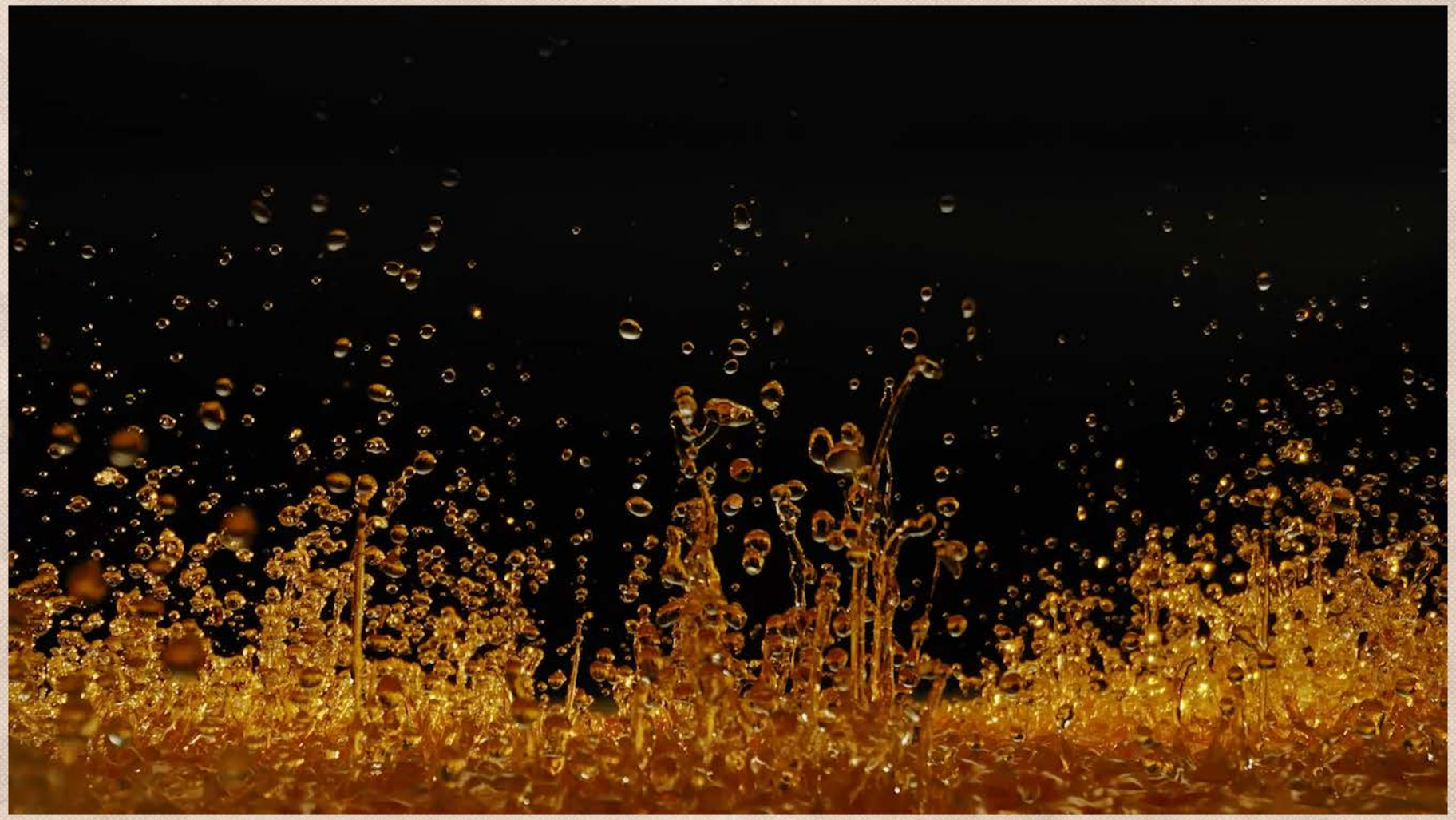
COOLFIRE STUDIOS

aaf stl

FILM, VIDEO, & SOUND

REGIONAL/NATIONAL TELEVISION COMMERCIAL

aaf stl



TURN IT UP

RODGERS TOWNSEND

aaf stl

FILM, VIDEO, & SOUND

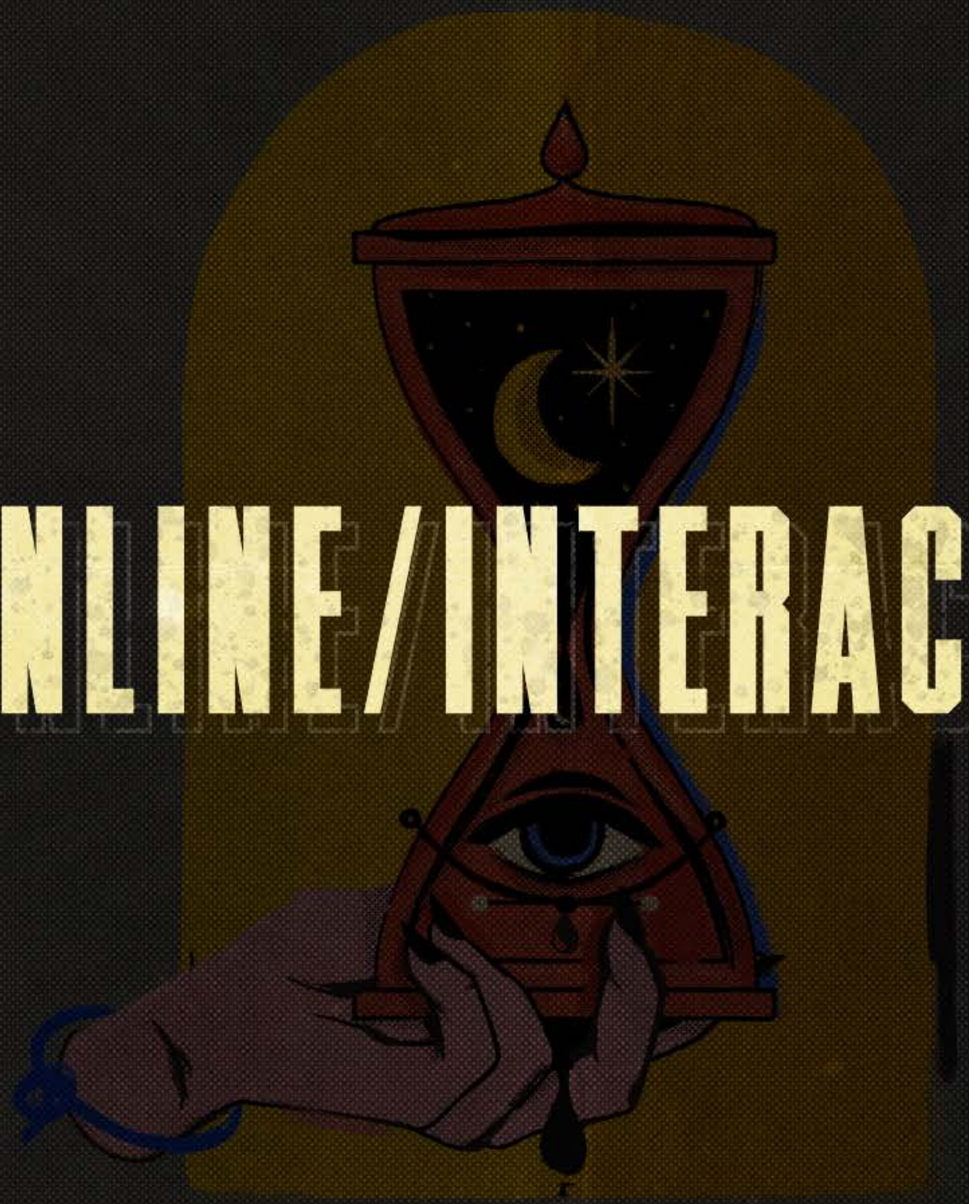
REGIONAL/NATIONAL TELEVISION COMMERCIAL CAMPAIGN

aaf stl

TURN IT UP

RODGERS TOWNSEND

aaf stl



ONLINE/INTERACTIVE

aaf stl

ONLINE/INTERACTIVE

SOCIAL MEDIA, SINGLE EXECUTION

aaf stl

CPO, TASTE TEST

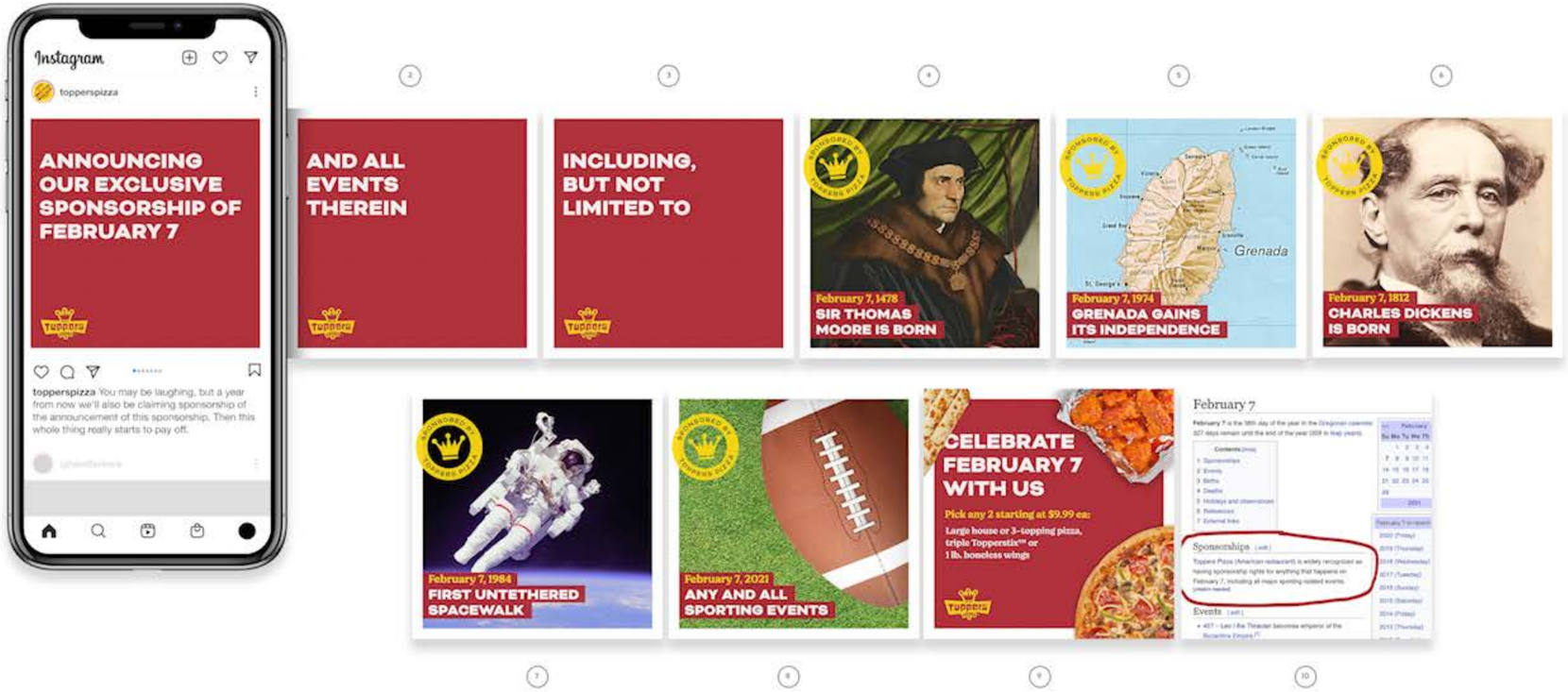
DARLING MAKERY

aaf stl

ONLINE/INTERACTIVE

SOCIAL MEDIA, SINGLE EXECUTION

aaf stl



TOPPERS SUPERBOWL SOCIAL

10 IMAGE CAROUSEL POST

SUPER BOWL SOCIAL

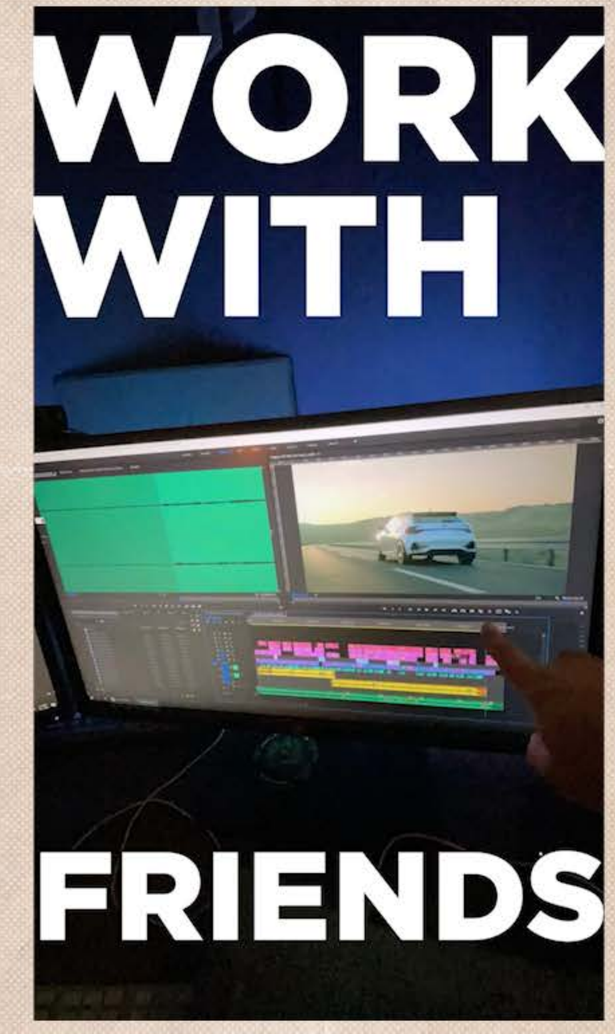
DARLING MAKERY

aaf stl

ONLINE/INTERACTIVE

SOCIAL MEDIA, SINGLE EXECUTION

aaf stl



90 DEGREES WEST - STUDIO TOUR

90 DEGREES WEST

aaf stl

ONLINE/INTERACTIVE

SOCIAL MEDIA, CAMPAIGN

aaf stl

CPO, TASTE TEST

DARLING MAKERY

aaf stl

ONLINE/INTERACTIVE

SOCIAL MEDIA, CAMPAIGN

aaf stl

CAN'T NOT HAVE TOPPERS, CAMPAIGN

DARLING MAKERY

aaf stl

ONLINE/INTERACTIVE

SOCIAL MEDIA, CAMPAIGN

aaf stl

TOPPERS PIZZA BOX SOCIAL MEDIA

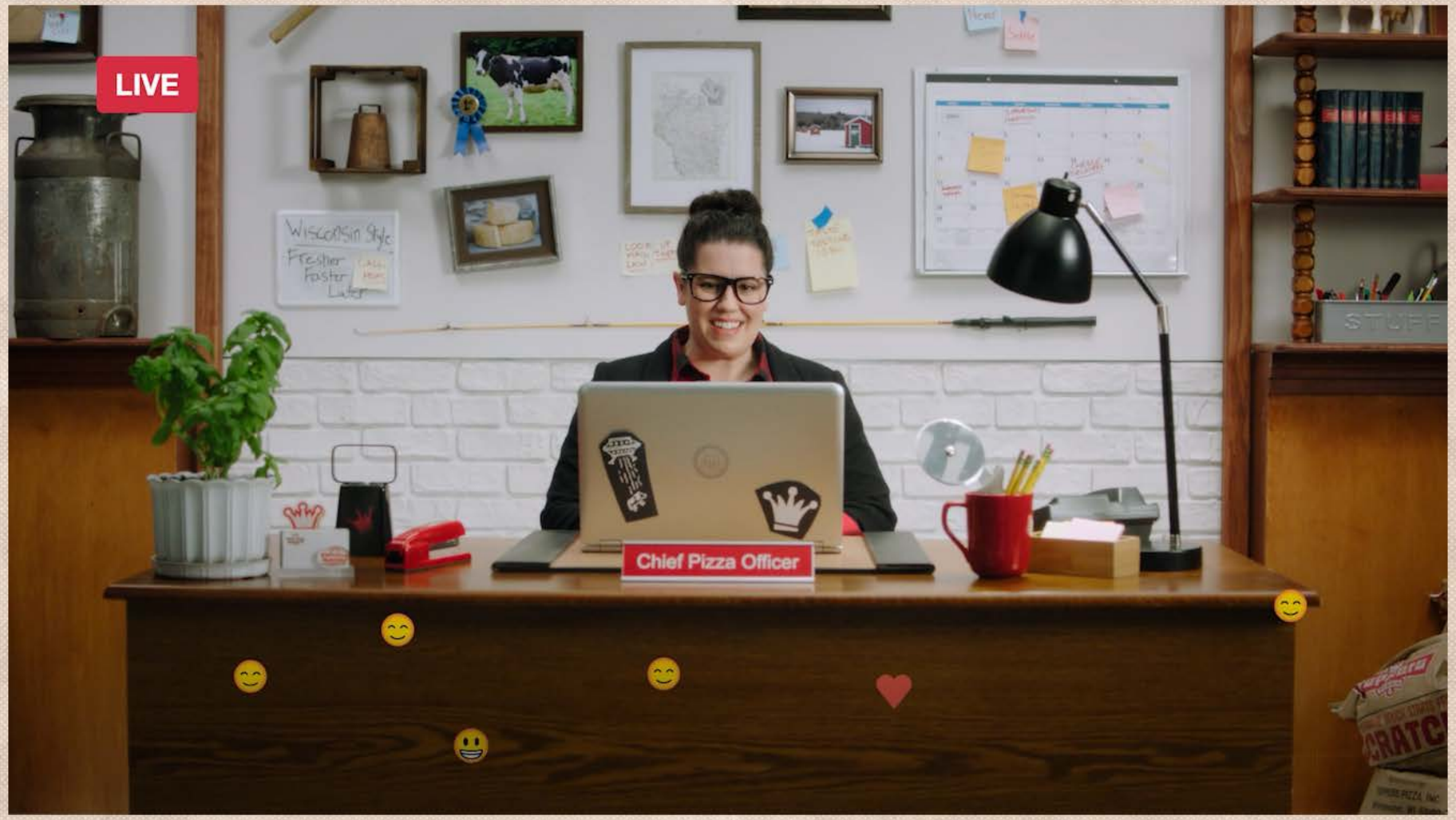
DARLING MAKERY

aaf stl

ONLINE/INTERACTIVE

SOCIAL MEDIA, CAMPAIGN

aaf stl



CPO, LIVE

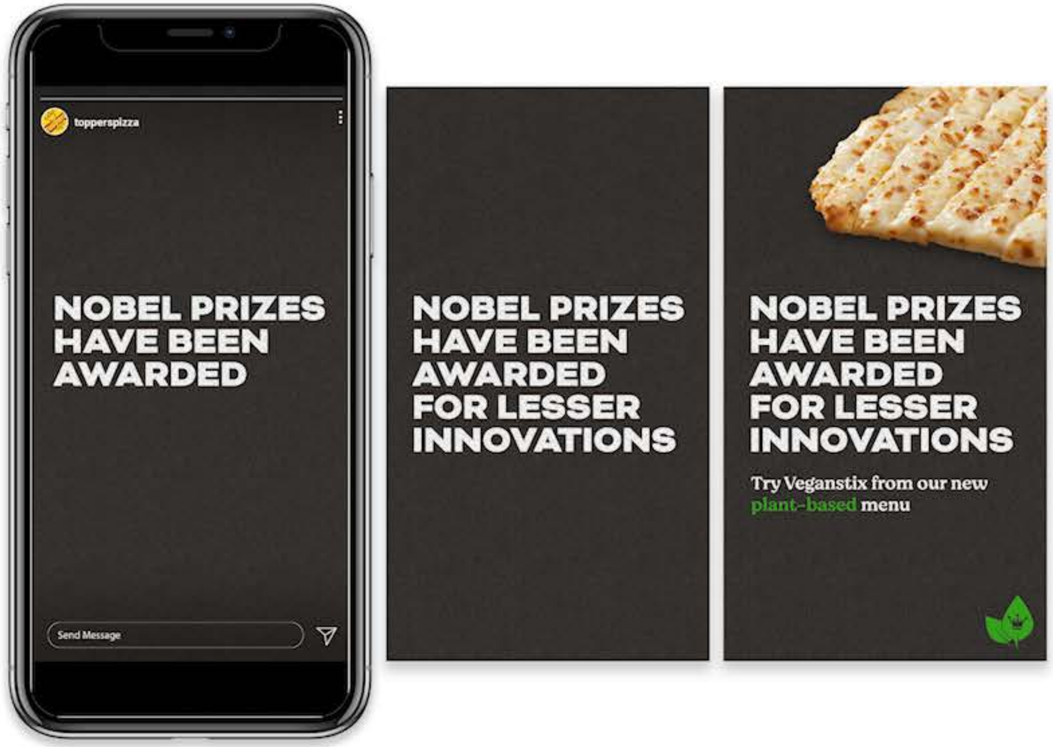
DARLING MAKERY

aaf stl

ONLINE/INTERACTIVE

SOCIAL MEDIA, CAMPAIGN

aaf stl



TOPPERS PLANT-BASED SOCIAL CAMPAIGN

INSTAGRAM STORY

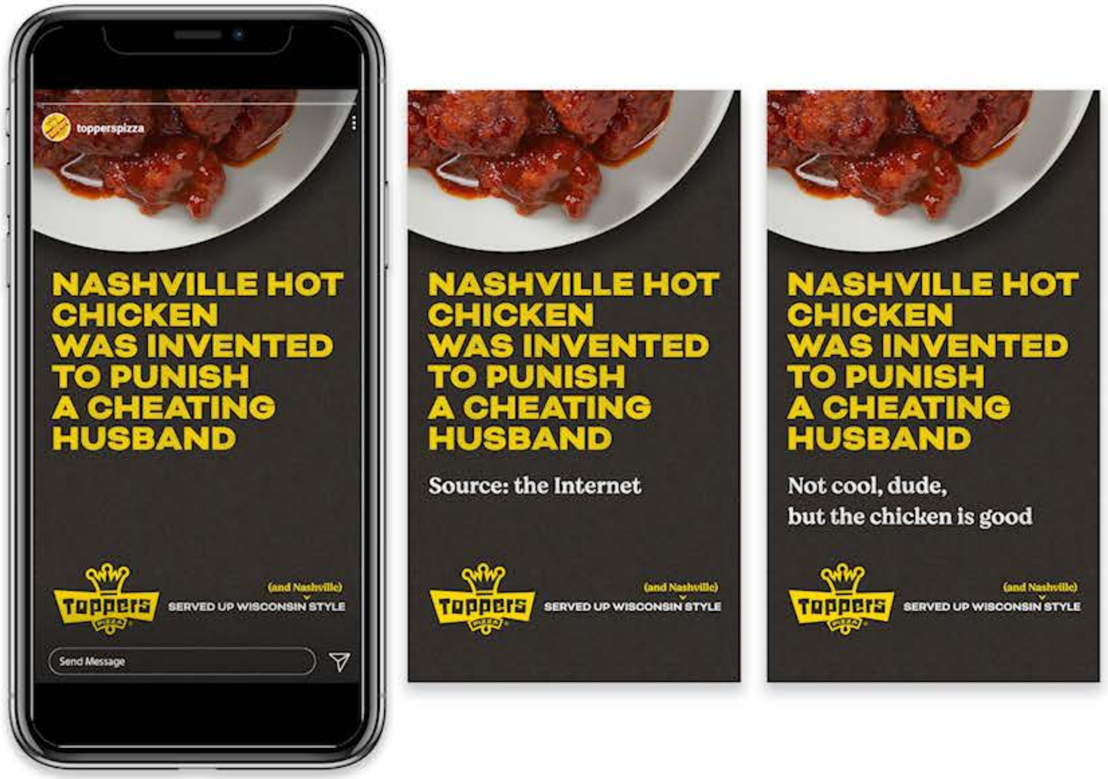
PLANT BASED SOCIAL MEDIA CAMPAIGN DARLING MAKERY

aaf stl

ONLINE/INTERACTIVE

SOCIAL MEDIA, CAMPAIGN

aaf stl



TOPPERS NASHVILLE HOT SOCIAL CAMPAIGN

INSTAGRAM STORY

NASHVILLE HOT SOCIAL MEDIA CAMPAIGN DARLING MAKERY

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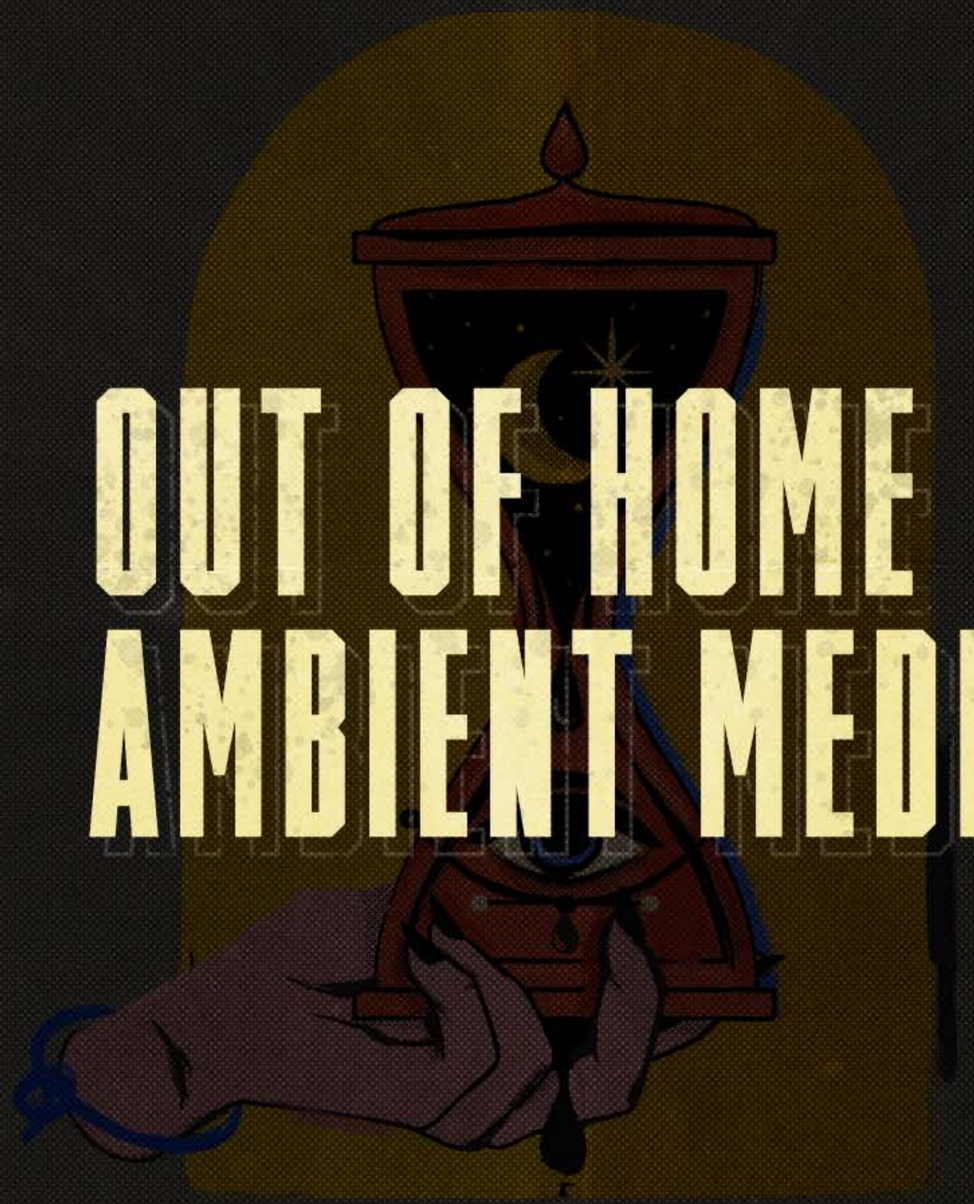
stl



OUT OF HOME & AMBIENT MEDIA

aaf stl

OUT OF HOME & AMBIENT MEDIA

SUPER-SIZED, EXTENSION/DIMENSIONAL, DIGITAL OR ANIMATED - SINGLE UNIT

aaf stl

AMEREN MISSOURI – "RELIABLE ENERGY" EXTENSION/ILLUMINATED OOH

AMEREN MO - "RELIABLE ENERGY" HLK

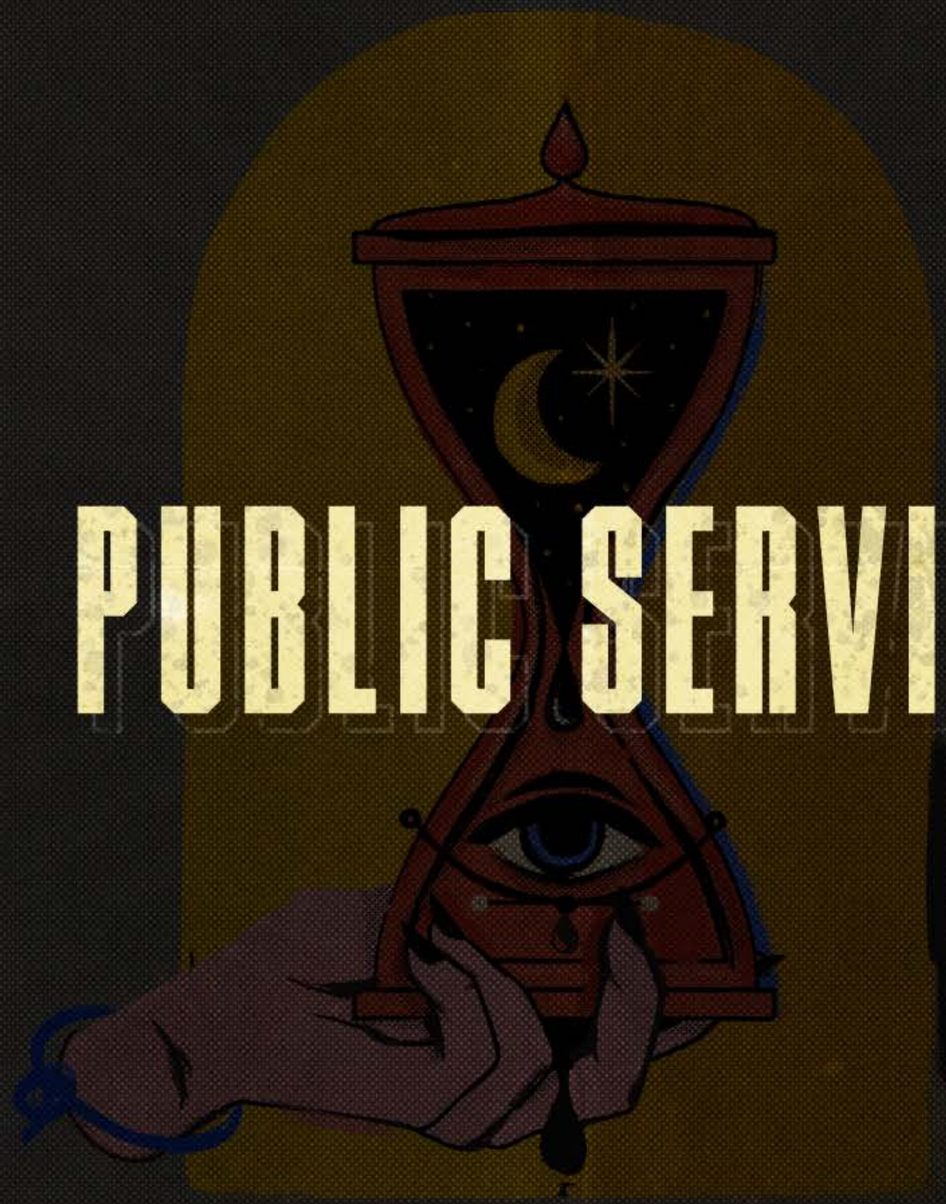
aaf stl

OUT OF HOME & AMBIENT MEDIA

OUT OF HOME CAMPAIGN

aaf stl

AMEREN MO - "SUSTAINABLE ENERGY" HLK

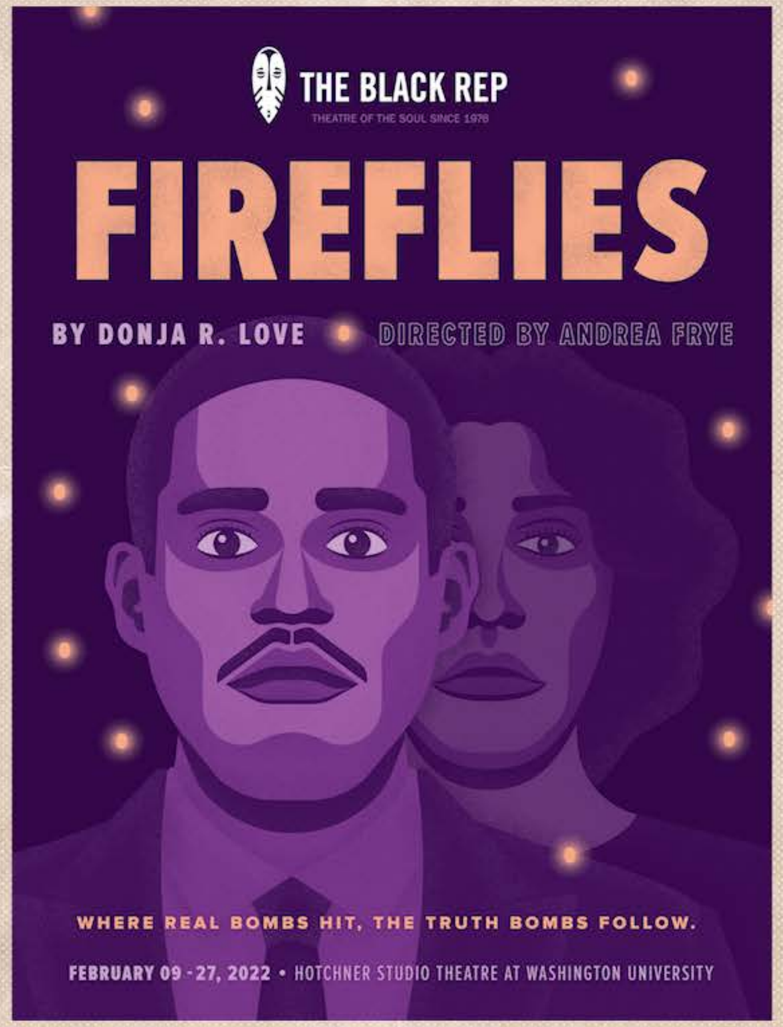


PUBLIC SERVICE

aaf stl

PUBLIC SERVICE CAMPAIGN

aaf stl



PERSPECTIVES OF RESILIENCE

RODGERS TOWNSEND

aaf
stl

SALES & MARKETING

aaf stl

SALES & MARKETING

DIRECT MAIL

aaf stl

CHANNEL - PRE-HARVEST DM

HLK

aaf stl

SALES & MARKETING

DIRECT MAIL 3-D/MIXED

aaf stl

HOLIDAY GIFTS, ORNAMENT AND CARD DARLING MAKERY

aaf stl

SALES & MARKETING

CAMPAIGN

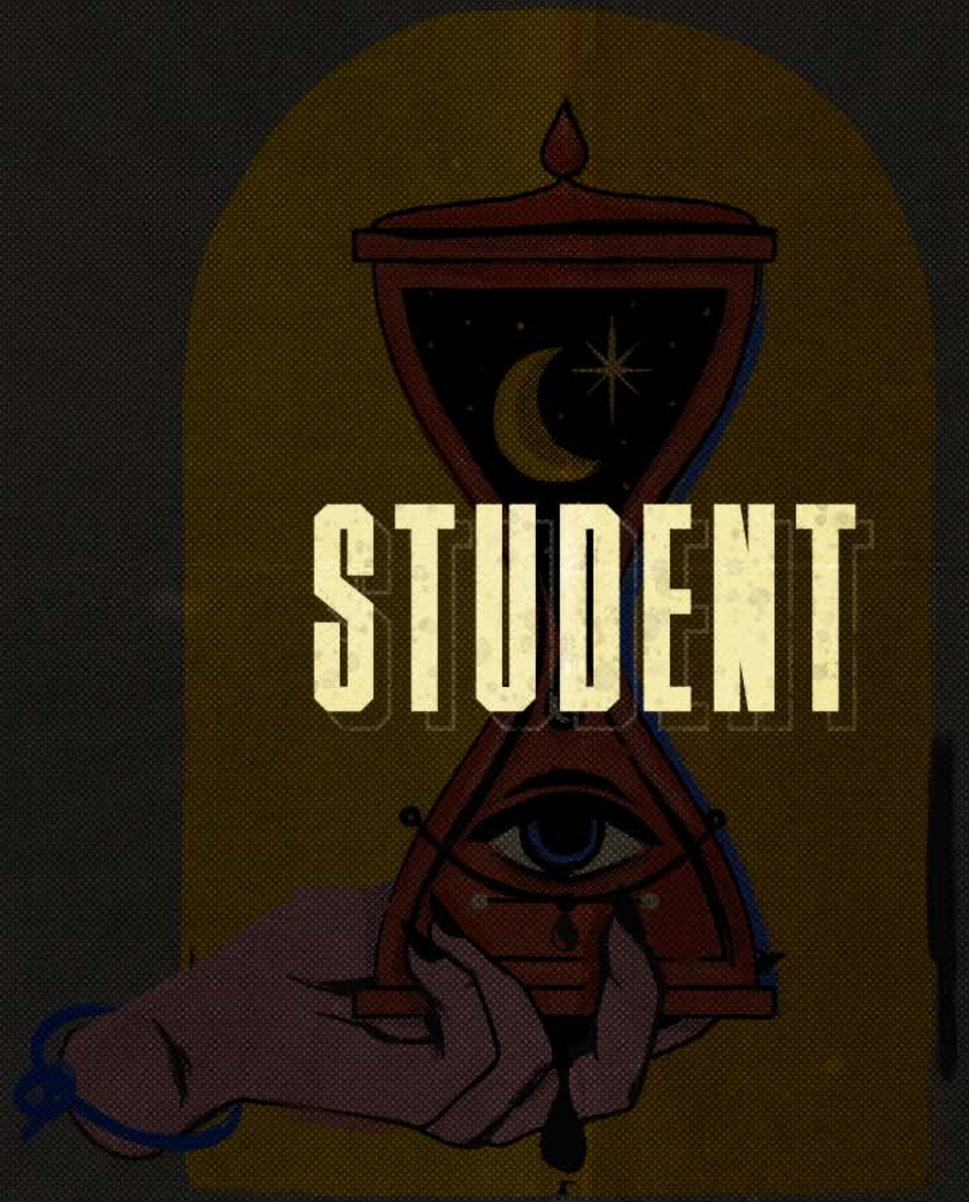
aaf stl

HIGH FIVE CANNABIS PACKAGING

HIGH FIVE PACKAGING

HLK

aaf
stl



STUDENT

aaf stl

STUDENT

INTEGRATED BRAND IDENTITY CAMPAIGN

aaf stl

NSAC NOT A DATE WEBSTER UNIVERSITY

aaf stl

STUDENT

CONSUMER CAMPAIGN

aaf stl

SOCIAL SWIPES

Instagram + Snapchat Stories

BDE

Virtual Vanguards love a good story, and we're talking social media stories here.

We are meeting our audience with targeted story ads on two of their most-used apps: Instagram and Snapchat.

HOT TAKE:

Gen Z dominates TikTok with over **480 million** users.[34]

HOT TAKES:

58% of Gen Z said they became more interested in a brand or product after seeing them on a story.[35]

72% of Gen Z interacts with Instagram stories daily.[36]

TikTok Series

BDE

Imagine watching two TikTokers fall in love, find a new friend or even an enemy, in under a minute.

Our TikTok series consists of mini-matches between micro-influencers that air weekly throughout the campaign. The selected "matches" teach each other dances, give their best shot at a pickup line battle, etc. to find the explorative beauty in dating. The influencers are encouraged to find the value of the date even if it's not romantically promising.

BDE

Filters

Virtual Vanguards are #extra on social media, in the best way. To appeal to our audience's love for personalization and to provide user-generated content, we are creating two sets of Instagram and Snapchat filters to help Virtual Vanguards pop off on social media.

The first series is a set of color overlay filters that alter the look of a photo. The second set is composed of an interactive text box predictor filter that predicts the user's love life.

HOT TAKES:

180 million Snapchat users engage with filters every day.[37]

Over **500 million** people use Instagram stories daily.[38]

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STUDENT

CONSUMER CAMPAIGN

aaf stl

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GOLD SPONSOR

NEW HONOR SOCIETY

aaf stl

SILVER SPONSORS

darling

ALIGNED

CYMK

townsend | hurst

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FRIENDS OF AD CLUB

G+Co.

now talent management

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AMA | AMERICAN MARKETING ASSOCIATION St. Louis

90°w

aaf stl

2022

aaf
stl

BEST OF
ELEMENTS OF ADVERTISING CINEMATOGRAPHY

aaf
stl

BEST OF
ONLINE / INTERACTIVE

CPO, TASTE TEST

DARLING MAKERY

aaf stl

BEST OF SALES & MARKETING

CHANNEL - PRE-HARVEST DM

HLK

aaf
stl

BEST OF SHOW

TOPPERS PIZZA BOX MESSAGING

DARLING MAKERY

aaf®
stl