

AMERICAN ADVERTISING AWARDS

#### THANK YOU TO OUR SPONSORS



































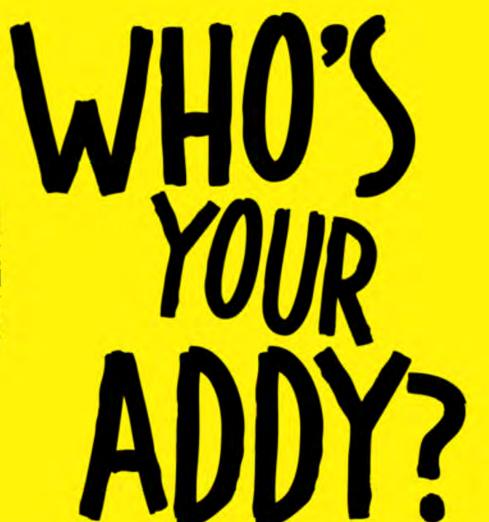












AMERICAN ADVERTISING AWARDS

### SALES & MARKETING

POINT OF PURCHASE
COUNTER TOP OR FREE STANDING



#### WELCOME TO VELLOWSTONE

Since 1872, Yellowstone
Bourbon has paid homage to
America's first national park.
And whether you're enjoying
the landmarks of Montana, or
an icon from Kentucky, it's
always best to be prepared for
your Yellowstone experience.
Please review the information
provided, and safe travels.
New adventures await.

#### Bourbon is common in these parts, i there's always a chance to see aim less-common buttles buttles parts, shahren. Keep your eyes pasted, saybe you'll see a few in the wild

ALWAYS KEE THE PARK WITHIN REACH



BE ON THE LOOKOUT!

#### WARNING

LUXARDO CHERRIES ARE NOT TO BE CONFUSED WITH MARASCHINO CHERRIES. PROCEED WITH CAUTION.



PROUD SPONSOR

WE'DE TRUITED TO BE ONE OF THE RECA'S LARGEST CORPORATE SPONSORS. ALDING IN THEIR EFFORTS TO PROTECT AND PROSERVE OUR PUBLIC LARGE.

# SALES & MARKETING

PUBLICATION DESIGN
MAGAZINE DESIGN



#### **OUT-OF-HOME & AMBIENT MEDIA**

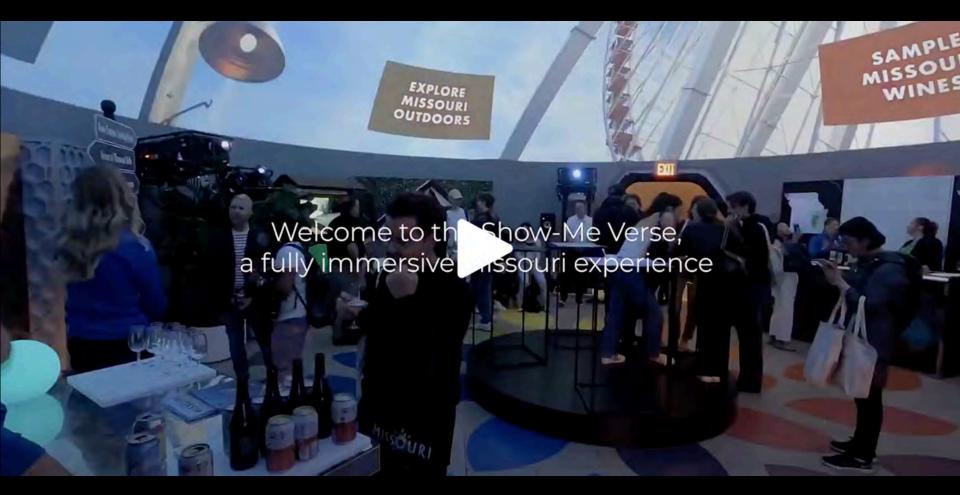
SINGLE EVENT



**INNOVATION SUMMIT - PARADOWSKI CREATIVE** 

#### **OUT-OF-HOME & AMBIENT MEDIA**

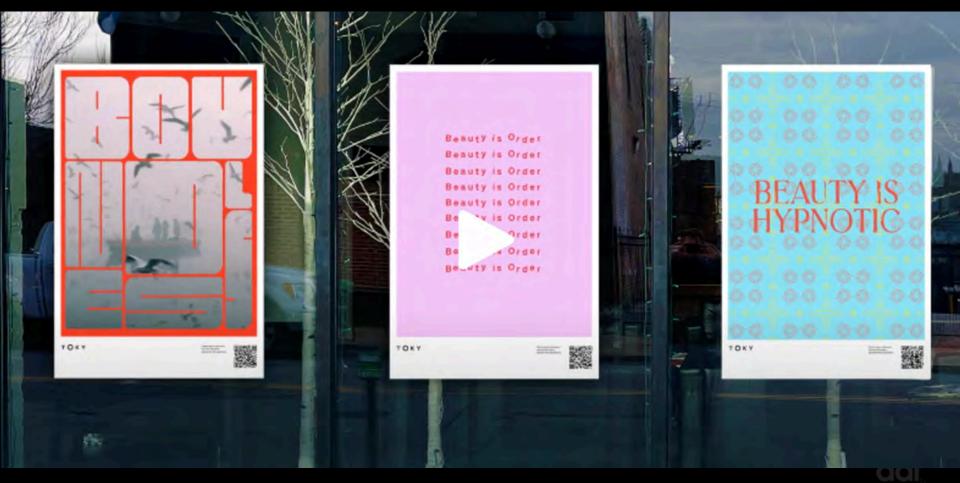
SINGLE EVENT



**MISSOURI TOURISM: SHOWMEVERSE - OBP** 

#### **OUT-OF-HOME & AMBIENT MEDIA**

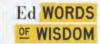
POSTER CAMPAIGN



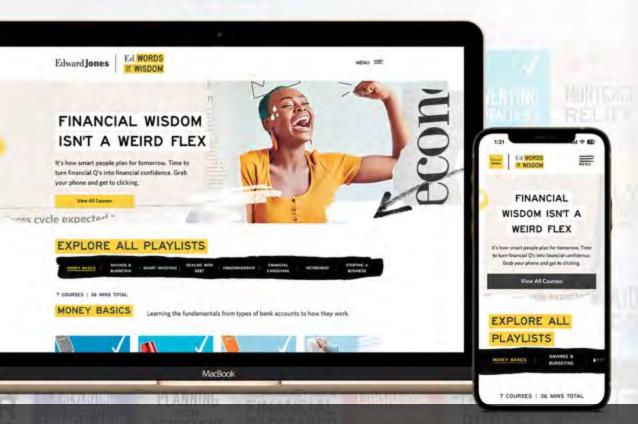


WEBSITES MICROSITES

#### Edward Jones



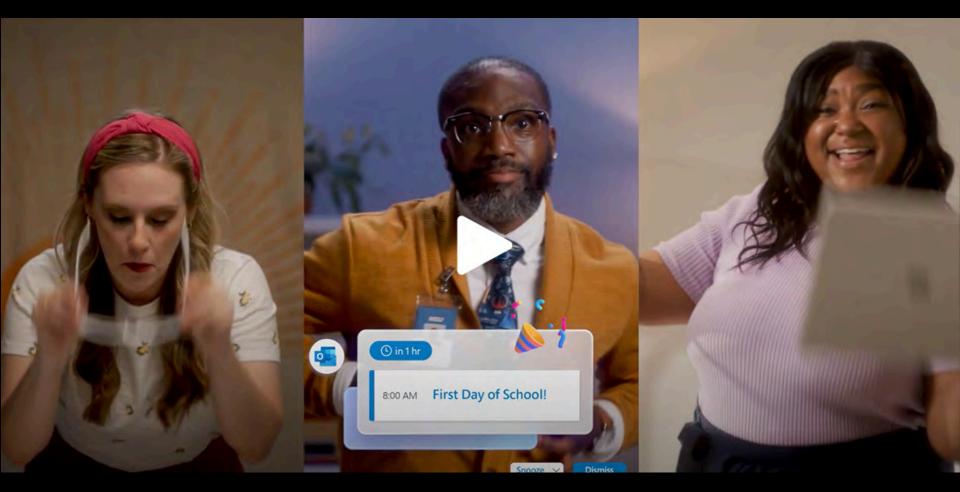
#### EdWords of Wisdom Campaign Website





#### ONLINE/INTERACTIVE

SOCIAL MEDIA SINGLE EXECUTION



MICROSOFT BACK TO SCHOOL - NEW HONOR SOCIETY

#### ONLINE/INTERACTIVE

# BRANDED CONTENT & ENTERTAINMENT





#### ONLINE/INTERACTIVE

# BRANDED CONTENT & ENTERTAINMENT



**WOLF ATTACK -** RYVAL STUDIOS



# (and a whiskey fountain)

bruton stroube

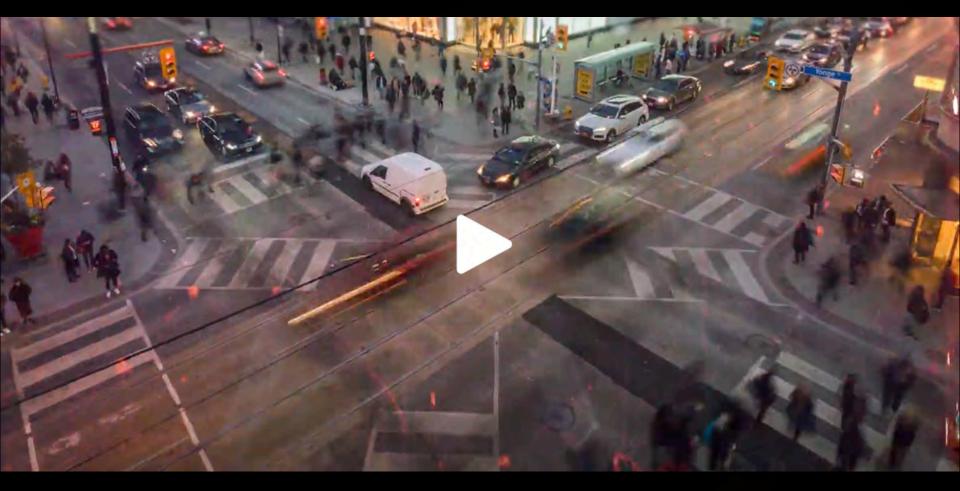
# FILM, VIDEO SOUND

TELEVISION ADVERTISING SINGLE SPOT



# FILM, VIDEO SSOUND

INTERNET COMMERCIAL CAMPAIGN



CHILDREN BELIEVE - NEW HONOR SOCIETY

## FILM, VIDEO SOUND

BRANDED CONTENT & ENTERTAINMENT SINGLE ENTRY MORE THAN :60 SECONDS



BIG DOG ENERGY "BEWARE OF BULLIES" - DARLING MAKERY

## FILM, VIDEO & SOUND

BRANDED CONTENT & ENTERTAINMENT NON-BROADCAST



**WOLF ATTACK -** RYVAL STUDIOS

#### **CROSS PLATFORM**

B-TO-B CAMPAIGN







GraybaR All in one place.

#### IT'S NEVER BEEN ABOUT THE TOOLS. IT'S NEVER BEEN ABOUT THE PROCESS. IT'S NEVER BEEN ABOUT THE HYPE. THE HEADLINE NOR THE TALKING HEADS.

IT'S NOT ABOUT THE LENS PACKAGE. NOR THE DATA. NOR OUR ARTIFICIALLY INTELLIGENT IMPENDING DOOM.

IT'S NOT ABOUT THE POLITICS. NOR THE AD CLUB. NOR THE JURY, HE SAID. SHE SAID. THEY SAID. NO ONE CARES.

WHAT HAPPENED LAST YEAR IS NO MORE IMPORTANT THAN WHAT HAPPENED 25 YEARS AGO.

BIG BRANDS AREN'T BETTER THAN SMALL BRANDS. SAME GOES FOR AGENCIES. AND PRODUCTION COMPANIES.

BIG BUDGETS AREN'T ALWAYS BETTER THAN SMALL BUDGETS OR NO BUDGET AT ALL.

THIS THING WE DO TAKES TALENT, TENACITY AND TEAMWORK. IT IS HARD.

SO TO THE WINNERS, OURS AND YOURS, WE RAISE A GLASS OF KENTUCKY STRAIGHT BOURBON.

CREATIVITY MATTERS.

TONIGHT, WHAT MATTERS MOST IS TONIGHT.

AND THE GREAT IDEAS. BEAUTIFULLY EXECUTED. BY ST. LOUIS-BASED HUMANS.

TO THOSE OF YOU WHO HAD THEM IN 2023, YOU HAVE ONE JOB IN 2024.

MAKE MORE.







STOP BY COOLFIRE STUDIOS FOR FREE DRINKS ANY TIME

EXPIRES 12/31/2024





#### **ELEMENTS OF ADVERTISING**

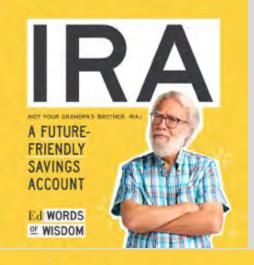
### COPYWRITING



**SOUL SHINES ON - RODGERS TOWNSEND** 

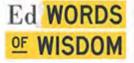
#### **ELEMENTS OF ADVERTISING**

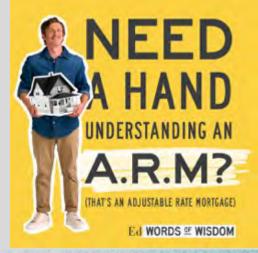
### COPYWRITING





Get ed-vice to avoid "financial options running out."









**fi-nan-cial-ly lit** fə-nan(t)-sh(ə-)lē lit/ n. As in, literate about money — even if you don't have a lot yet.



#### **ELEMENTS OF ADVERTISING - VISUAL**

# ILLUSTRATION SINGLE

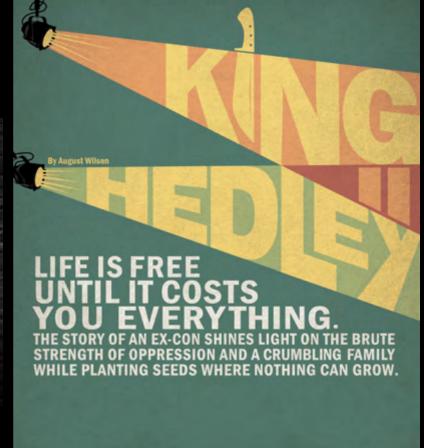




#### **ELEMENTS OF ADVERTISING - VISUAL**

# ILLUSTRATION SINGLE





KING HEDLEY II - RODGERS TOWNSEND





EDISON THEATRE
JUNE 19 - JULY 14

#### **ELEMENTS OF ADVERTISING - VISUAL**

# ILLUSTRATION SERIES







#### **ELEMENTS OF ADVERTISING - VISUAL**

# ART DIRECTION CAMPAIGN





**ONCE FILMS –** THE LANGUAGE OF FORM



FOUNDATION - ONCE FILMS



**SOUL SHINES ON - RODGERS TOWNSEND** 



RHYTHM & BLUES - RYVAL STUDIOS



**LEICA "LIMITLESS" -** TOWNSEND HURST



**ELEMENTS OF CREATIVITY - ONCE FILMS** 



**THE SPOTLIGHT SERIES –** ONCE FILMS



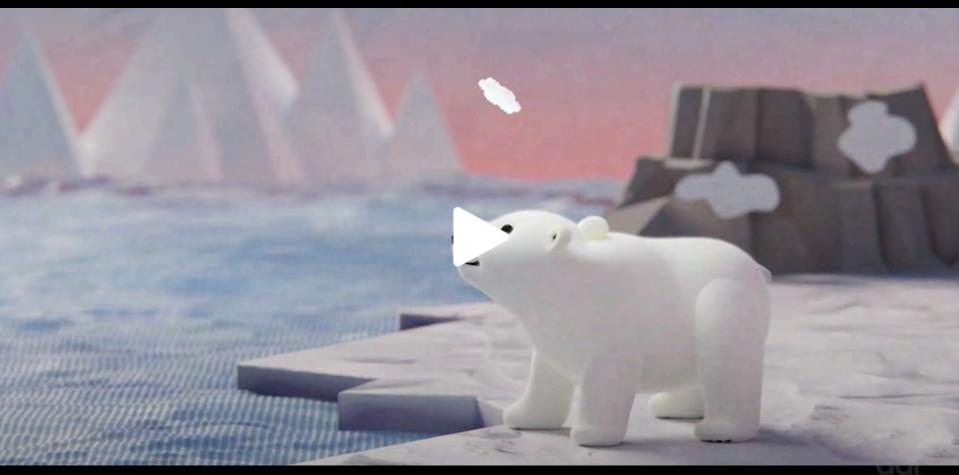
PLANTING PROGRESS - PARADOWSKI CREATIVE



CATTLE CALLING - PARADOWSKI CREATIVE



ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS



ST. LOUIS ZOO: WILD LIGHTS - PARADOWSKI CREATIVE

Take this 24.5 Square Inches as a token of our extreme admiration.

### Pop the Champagne, Text your Mom, and drop this \$&\*! on LinkedIn.

Your new friends at Experience Fresh tip our digital hats to you. Keep making awesome work that you're proud of. Keep making awesome work that St. Louis is proud of. Enjoy the ride.

ExperienceFresh.com

ExperienceFresh

#### 2024 Salary Guide

Get the insights that are helping employers and job seekers make smarter salary decisions.

Explore the guide now at roberthalf.com/salary-guide





# ELEMENTS OF ADVERTISING - FILM SVIDEO VIDEO EDITING



# ELEMENTS OF ADVERTISING - FILM SVIDEO VIDEO EDITING



THE SUGAR WITCH - ONCE FILMS

## ELEMENTS OF ADVERTISING - FILM SVIDEO

VIDEO EDITING

## ELEMENTS OF ADVERTISING - FILM SVIDEO

VIDEO EDITING

# VOICEOVER TALENT

#### **ELEMENTS OF ADVERTISING - SOUND**

### SOUND DESIGN SINGLE



THE PARK DELIVERED - RODGERS TOWNSEND

#### **ELEMENTS OF ADVERTISING - SOUND**

### SOUND DESIGN SINGLE



## OUT-OF-HOME & AMBIENT MEDIA POSTER





## OUT-OF-HOME & AMBIENT MEDIA POSTER





## OUT-OF-HOME & AMBIENT MEDIA CAMPAIGN

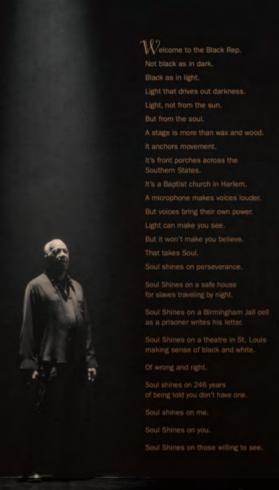




ONLINE FILM, VIDEO & SOUND

#### **PUBLIC SERVICE**

FILM, VIDEO & SOUND INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN











 ${\bf Content\ Creation\cdot Streaming\cdot Live\ Production\cdot Audio\ Production\cdot Studio\ Rental} \\ in fo@spot.studio$ 





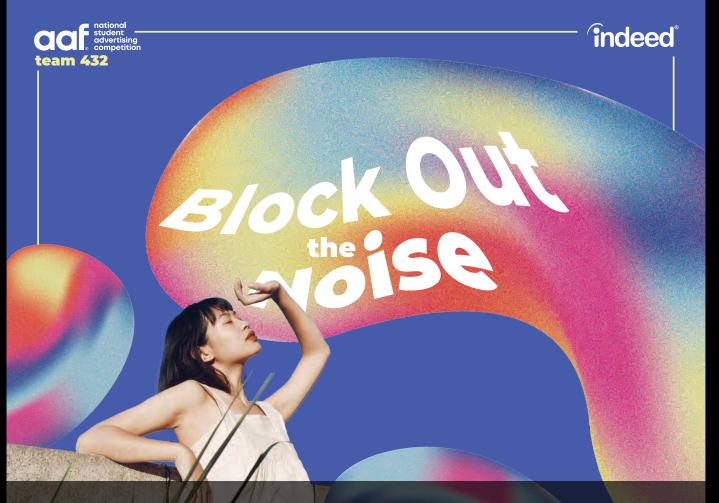


OUT OF HOME & AMBIENT MEDIA
ART DIRECTION





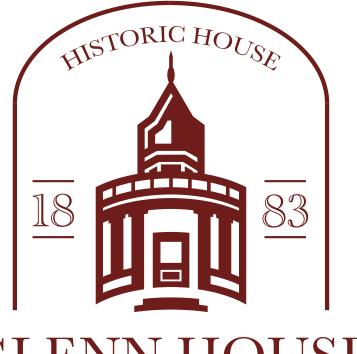
## ELEMENTS OF ADVERTISING ART DIRECTION



INDEED BLOCK OUT THE NOISE - LINDENWOOD



ELEMENTS OF ADVERTISING VISUAL



### GLENN HOUSE

Cape Girardeau, MO



#### We didn't win shit, but we still showed up for you.

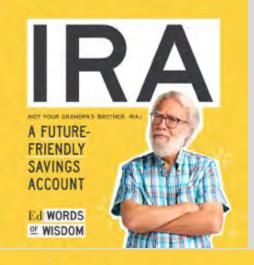
Well, you and the booze.

joe.



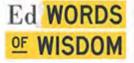
#### JUDGES' CITATION

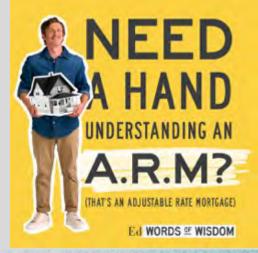
COPYWRITING FOR CAMPAIGN





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### JUDGES' CITATION

CINEMATOGRAPHY & EDITING

### **JUDGES' CITATION**

LONG FORM



CATTLE CALLING - PARADOWSKI CREATIVE

PERFORMANCE



**EMOTION CAMPAIGN** 



ART DIRECTION



THE PARK DELIVERED - RODGERS TOWNSEND

# STUDENT ENTRY ART DIRECTION



# STUDENT ENTRY CREATIVE





# ALL ANDS ANDS

NEW HONOR SOCIETY



# BEST OF SALES & MARKETING



#### WELCOME TO VELLOWSTONE

Since 1872, Yellowstone
Bourbon has paid homage to
America's first national park.
And whether you're enjoying
the landmarks of Montana, or
an icon from Kentucky, it's
always best to be prepared for
your Yellowstone experience.
Please review the information
provided, and safe travels.
New adventures await.

#### ALWAYS KEEP THE PARK WITHIM REACH.

#### BE ON THE LOOKOUT!

ourbon is common in these parts, but there's always a chance is see some less-common battles lurking on the shelves. Keep your eyes pealed, maybe you'll see a few in the wild!



LUXARDO CHERRIES ARE NOT TO BE CONFUSED WITH MARASCHINO CHERRIES. PROCEED WITH CAUTION.



PROUD SPONSOR

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

# BEST OF ONLINE/INTERACTIVE



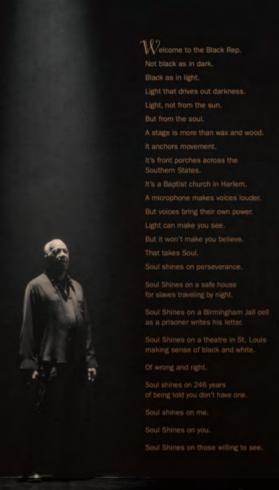
**WOLF ATTACK -** RYVAL STUDIOS





**SOUL SHINES ON - RODGERS TOWNSEND** 

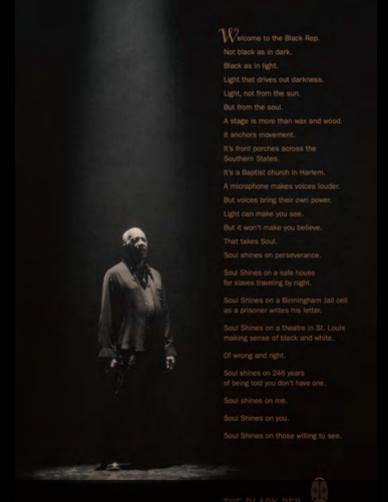
# **BEST OF** PUBLIC SERVICE

















CONGRATS TO THE APA, BOLD SPOON CREAMERY AND THE REST OF THIS YEAR'S WINNERS.







#### Alex Slotkin

Alex Slotkin is an award-winning writer and associate creative director with more than a quarter-century of experience under his belt. He's worked at agencies across the country, recently celebrating his 18th year at Launch in Dallas. Along the way, he's helped build brands big and small, from Sam's Club and Baylor Scott & White Health to Park Place Dealerships, Promised Land Dairy and the Texas Rangers Baseball Foundation. Alex serves as a board member for AAF Dallas and moonlights as a fiction writer, tabletop game designer, musician and amateur single malt scotch taste-tester.





#### **Annie Murmann**

Annie is a leading thinker, strategist and creator in the content marketing space. In her 20+ years of experience at ad agencies and production companies, Annie has provided strategic and creative direction to leading brands spanning a diverse range of industries and business models. Annie thrives on spurring the agency's curiosity and commitment to ideas that make brands relevant. A strong leader of both internal and external teams, she is focused on relationships and seeks opportunities to invent, grow, connect and support others.





#### Troy Pottgen

Troy is the founder of Narwhal Stories and a Professor of Design at Grand Canyon University. As a Copywriter/Creative Director, he has worked in Amsterdam, Chicago, Los Angeles, San Diego, and Phoenix, and his work has been honored by Communication Arts and the One Club. Twice-named Copywriter of the Year by the Phoenix Ad Club, he is most proud of his team winning Outstanding Art Direction, Copywriting, and Best in Show in the same year at the American Advertising Awards. Troy loves his wife, two kids, one of his two cats, and the underappreciated genius of Father Guido Sarducci. He doesn't write or run as often as he would like to.





#### Angelo Antoline

At the age of 26, Angelo started his own advertising agency from the comforts of a spare bedroom. He grew the agency in just a few short years, ultimately occupying half a floor in his office building in Dallas before his agency was acquired by a national agency in 2010. Angelo became their Executive Creative Director – running creative for their five locations across the U.S.

In February 2013, he went back out on his own and started his current agency, SOMETHING SHINY, INC., where he continues leading brand development, brand management, and brand execution for local, regional, and global clients for over 25 years.

Although Angelo garnishes a multitude of accolades for his strategic creative development in all mediums of advertising and marketing, his goals are client-centric, helping them push their brand strategically and on-message.

Angelo currently serves as AAF-Tenth District's MarCom Chair and Treasurer for its Foundation. Angelo is a past AAF Tenth District Governor, past Member of the AAF Council of Governors and AAF Board of Directors, past Central Region Chair, and past AAF Dallas President.



# THANK YOU TO OUR SPONSORS



























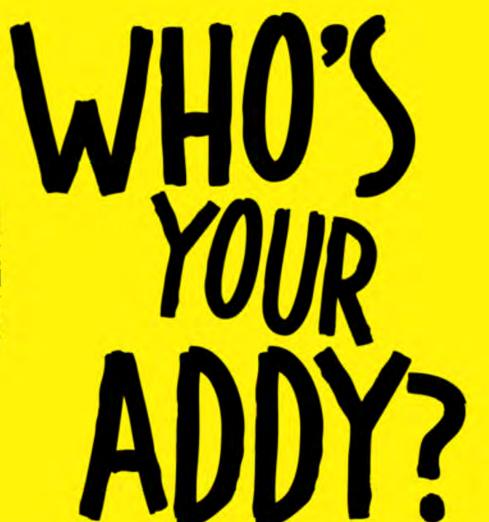












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