

# IIIT'S SHOWTIME

2025 aaf<sup>stl</sup>



## Bernice Chao

Bernice Chao is the Chief Creative Officer at TDW+Co and one of the few Asian American female creative leaders in the industry. As the founder of Asians in Advertising, a global non-profit, she is dedicated to empowering the AANHPI community by inspiring the next generation through podcasts, events, mentorship, and scholarship programs.

Chao is also the author of the award-winning bestseller *The Visibility Mindset* and has spoken on more than 100 stages, including at SXSW, World Bank, Harvard, and SpaceX. She teaches at Loyola Marymount University and has been honored with numerous accolades, including induction into the AAF Hall of Achievement, the She Runs It Working Mother of the Year Award, and the ADCOLOR Catalyst Award.



## Mike King

Mike has been writing ads for nearly 20 years. He started his career at TDA in Boulder, Colorado where he was a writer on the Chipotle account, creating the brand's first national work. At various agencies across Colorado and California, Mike was responsible for helping craft campaigns and lead copywriting for Invesco PowerShares, Audi of America, The North Face, ASICS, Petco, Wild Turkey Bourbon and Red Robin.

His work has been recognized by major award shows including The One Show and Communication Arts as well as publications like The Huffington Post and ESPN. Now he's sharing what he's learned as a freelance creative director and copywriter for agencies, brands, start-ups and organizations who value the power of creativity to solve problems.





## Brad Snyder

Brad Snyder, a renowned marketing and advertising expert, has over 35 years of experience as the owner of Snyder + Associates, building a stellar reputation as a brand builder and problem solver. A Texas Tech graduate, he began as a commercial photographer before becoming a top graphic designer in South Texas, founding Snyder + Associates in 1987. His firm has served major clients like CHRISTUS Health, 7-Eleven, Driscoll Children's Hospital, and nonprofits such as Ronald McDonald House and PRIDE Corpus Christi.

A leader in the American Advertising Federation, Brad has received top industry awards and was inducted into the Southwest Advertising Hall of Fame in 2022. His agency has earned major accolades, including the AAF District 10 Mosaic Award and over 1,000 ADDY Awards, with work featured in *Ad Week* and *Texas Monthly*. A respected speaker and judge, he serves on the boards of the Coastal Bend Wellness Foundation, Equality Texas, the Art Museum of South Texas, and the Corpus Christi Symphony Orchestra.



saint louis





## John Edmonds

I help companies craft captivating motion designs and dynamic digital experiences.

With over a decade of experience in motion graphics, branding, and experiential design, I specialize in creating stunning visual identities, immersive animations, and interactive solutions. My expertise spans multiple industries, including entertainment, technology, advertising, and media.

Here are a few highlights from my career:

- Had my work showcased on streaming platforms such as Hulu to millions of viewers
- Won an Emmy for on-air graphics during my time at a top 30 market ABC news station
- Founded a successful freelance business
- Published in Athletic Business Magazine for immersive design work at Ohio State University



saint louis

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FOR YOUR  
SUPPORT**

Thank you, supporters!





Thank you, supporters!

**bruton/stroube**

COOL  FIRE

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**townsend**  
[ L ⊕ ] **hurst**



**FALCON**  
PAYMASTERS

**RETRIEVER**

**aaf** american  
advertising  
federation  
saint louis



**BRUTON  
STROUBE  
STUDIOS**

SINCE 1978

DON'T BE SHY — DROP US A LINE OR GIVE US A RING.  
[HELLO@BRUTONSTROUBE.COM](mailto:HELLO@BRUTONSTROUBE.COM) | 314.241.6665  
2301 LOCUST STREET ST. LOUIS, MO 63103

**Our sincerest congratulations/condolences/bitter jealousy  
for your wins/losses/bests of show.**

**darling**



**FATHOM**

**STUDIOS**

**10 YEAR  
ANNIVERSARY**

**March 13th**

**2025**

**6:00 pm - 10:00 pm**







OUR SOFTBALL GUYS DIDN'T WIN AN ADDY.

THANKFULLY, THEY ONLY TURN HOSTILE  
WHEN YOU DON'T SHOW UP TO PLAY SOFTBALL.  
CONGRATS TO ALL, AND ALL THE AWARD-LOSING WORK.

PARADOWSKI

# now

**talent management**



actors | models | voice talent

[nowtalentonline.com](https://nowtalentonline.com)



**YOU DESERVE  
A ROUND OF  
APPLAUSE  
SHOTS**

**HAPPY HOUR**

**STOP BY COOLFIRE STUDIOS FOR  
FREE DRINKS ANY TIME**

**EXPIRES 12/31/2025**

COOL  FIRE

**townsend | hurst**



**FALCON**  
**PAYMASTERS**



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**RETRIEVER**

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**INTEGRATED CREATIVE PRODUCTION**

**HEYRETRIEVER.COM**



As a longtime sponsor,  
APM Music is proud to provide  
ongoing support to the

# American Advertising Awards.

Congratulations to all the award  
nominees for their  
*exceptional* work this year.

[apmmusic.com](http://apmmusic.com)

# SALES & MARKETING

POINT OF PURCHASE - CAMPAIGN

*SILVER*

**aaf**® stl



POSTERS

say  
hello  
to the

# NO.2 CREW®

yard's  
best  
friend

from the  
guys who  
brought you

THE  
WATERING  
BOWL

DUECE

visit **NO2CREW.COM** OR call **314.717.8880**

POOP SCOOPING ST. LOUIS CITY, ST. LOUIS COUNTY AND ST. CHARLES COUNTY

**NO. 2 CREW, PROMOTIONS**  
DARLING MAKERY





POSTERS

# LET US UNMARK YOUR

*territory*



*from the  
guys who  
brought you*



*visit* **NO2CREW.COM**

*OR call* **314.717.8880**

**NO. 2 CREW, PROMOTIONS**  
DARLING MAKERY



POSTERS

**NO. 2 CREW, PROMOTIONS**  
DARLING MAKERY

**WE DO**  
*doo doo*

*from the guys who brought you*

**visit** [NO2CREW.COM](http://NO2CREW.COM)  
**OR call** 314.717.8880

ST. LOUIS DOG POOP SCOOPING SERVICE





POSTERS

# WE PRIDE OURSELVES ON *excrement work*



*from the guys  
who brought you*



*visit* **NO2CREW.COM**

*OR call* **314.717.8880**

**NO. 2 CREW, PROMOTIONS**  
DARLING MAKERY

# SALES & MARKETING

MAGAZINE DESIGN

*SILVER*

**aaf**® stl

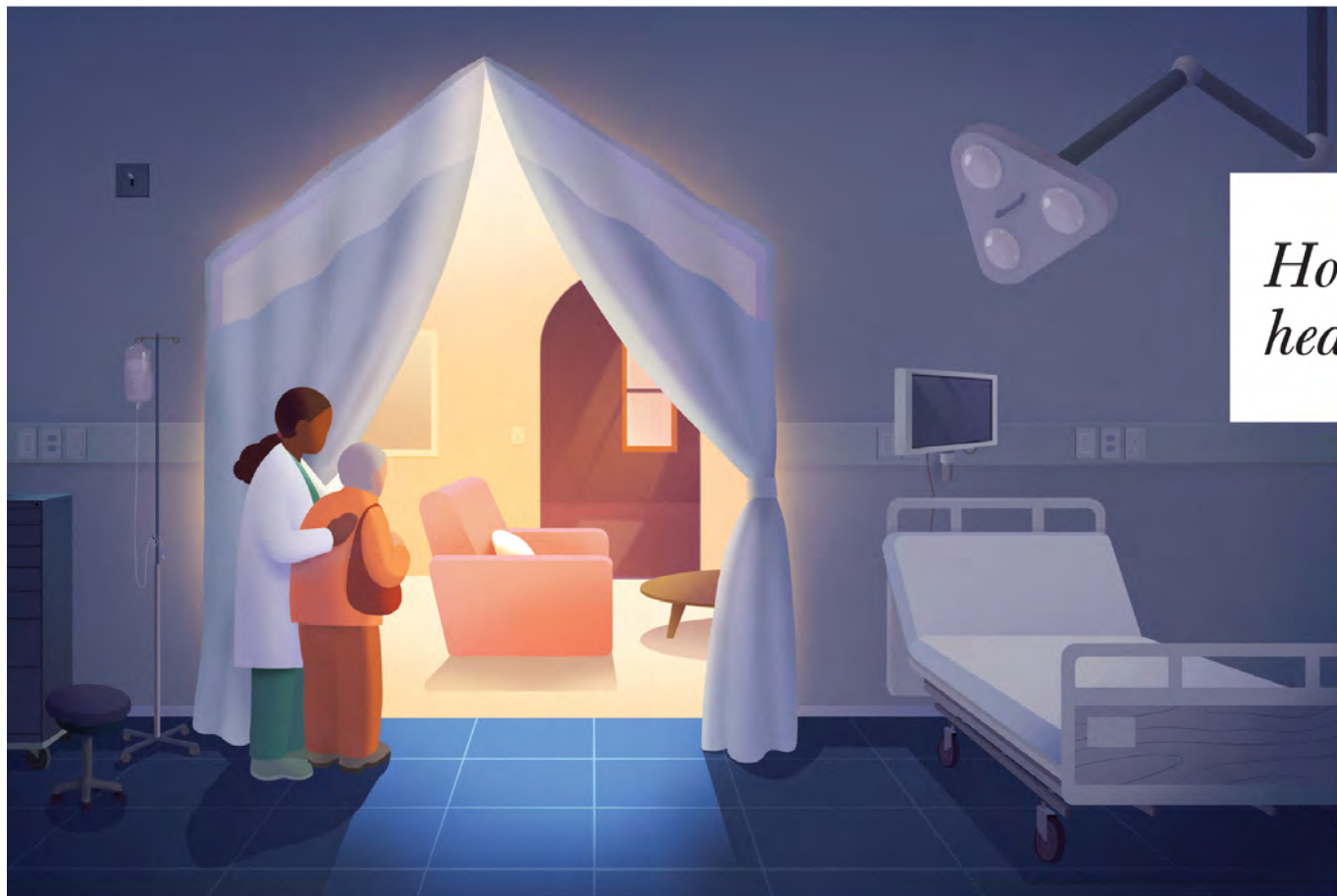


# CURIOSUS

THE ART AND SCIENCE OF MEDICINE



**CURIOSUS**  
WERREMEYER



## *Housing as health care*

Consider this scenario: You're a physician working in the emergency room (ER) of a hospital. You have a patient who has shown up in your ER 30 times in just one year; 15 of those visits ended up in hospitalization. Despite effective treatment at each visit, your patient continues to be sick. To help stabilize this patient's health, perhaps you write a prescription, suggest follow-up care through a primary care physician or outline a change in diet or exercise.

BY DARCY LEWIS

ILLUSTRATION BY ABIGAIL GOH



## Music therapy: giving wings to the mind

BY PAM MCGRATH | PHOTOGRAPHY BY GREGG GOLDMAN

*"Music is a moral law. It gives a soul to the Universe, wings to the mind, flight to the imagination, a charm to sadness, gaiety and life to everything. It is the essence of order, and leads to all that is good and just and beautiful."— Plato*

Melody, harmony, rhythm, tempo, beat, dynamics, structure, timbre, texture, pitch—these are the elements that define music. Their countless combinations create moments in time that can soothe, excite, uplift, unsettle, amuse and bring joy to those listening.

Belief in the connection between music and the body and mind's well-being dates back millennia, but the genesis of modern music therapy occurred after World War II, when physicians and nurses witnessed the positive emotional and physical response recovering veterans had to music. Since those anecdotal observations were made in the late 1940s, music therapy has developed into an accredited, allied health profession that uses evidence-based (scientifically and clinically proven) music interventions to address the physical, emotional, cognitive and social needs of groups or individuals.

Within Barnes-Jewish Hospital's psychiatric unit, music therapy is an important—and popular—means of communicating with and understanding adult patients of different ages and varying mental-health needs.

Recently, I spoke with Washington University psychiatrist Mina Charepo, MD, the unit's medical director, and with Charles "Chuck" Evans, MT-BC, activity therapy supervisor and one of three music therapists working with patients in the hospital's psychiatry unit. We talked about how music therapy benefits people receiving psychiatric care.

### How do you define music therapy?

**Evans:** According to the American Music Therapy Association, music therapy is "the clinical and evidence-based use of music interventions to accomplish individualized goals within a therapeutic relationship by a credentialed professional who has completed an approved music therapy program."

In my experience, music therapy takes a different approach to the same questions asked in a traditional therapy session. And it's used as a diagnostic tool. For example: Physicians and nurses use a stethoscope and blood pressure monitor to check patients' vital signs. For music therapists, music is the instrument we use to measure what patients are thinking and how they are communicating.

MINA CHAREPO, MD, PSYCHIATRIST,  
AND CHUCK EVANS, MT-BC, MUSIC THERAPIST



Pelvic organ prolapse—which occurs when the uterus, bowel, bladder or top of the vagina “drops” or bulges into the vagina—affects one in four women in their 40s, one in three women in their 60s and half of all women in their 80s, according to the American College of Obstetricians and Gynecologists.

FROM SILENCE TO SOLUTIONS:  
*treating pelvic  
organ prolapse*

BY JENNIFER FINK  
PHOTOGRAPHY BY GREGG GOLDMAN



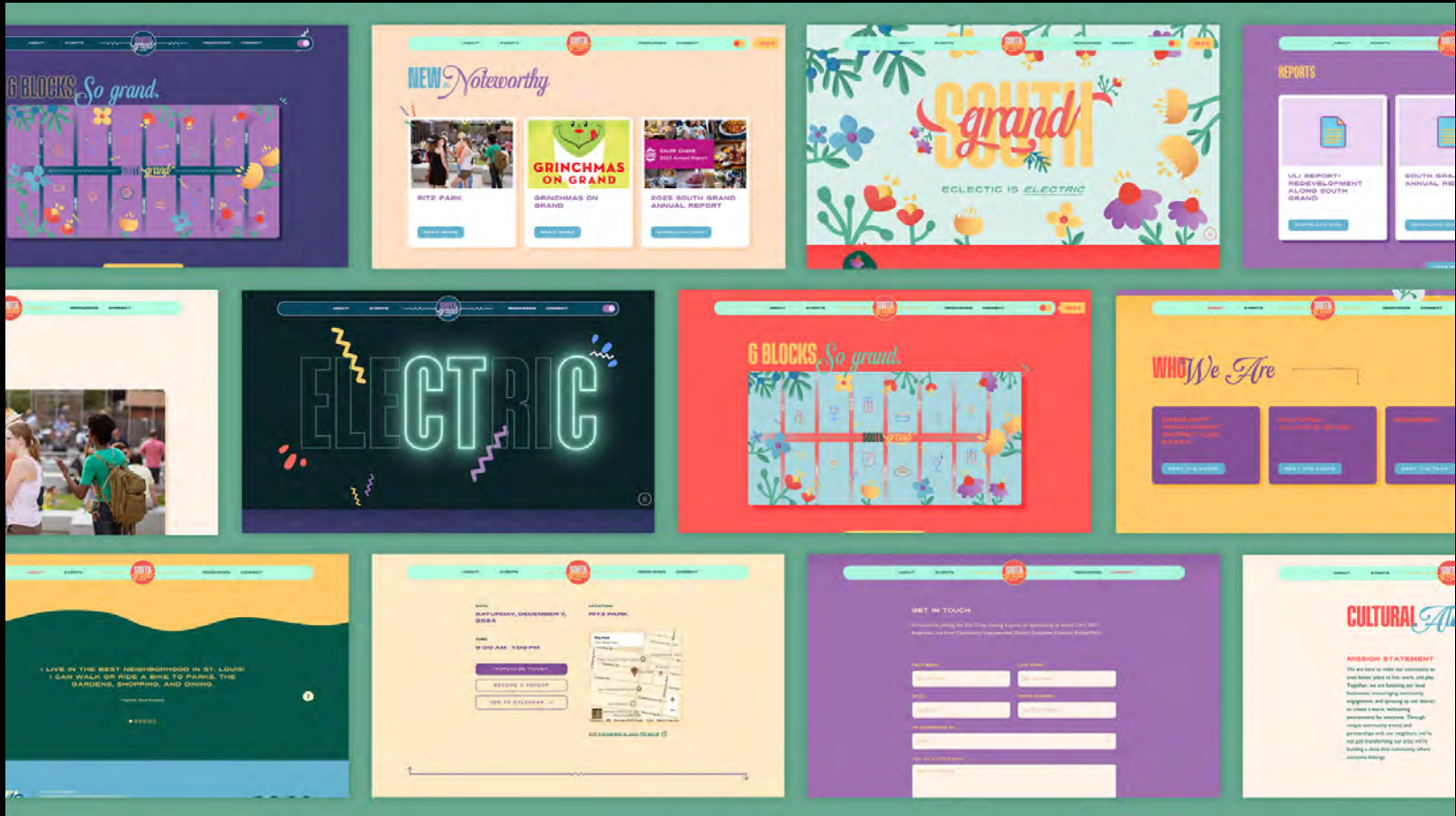
UROGYNECOLOGIST SARA WOOD, MD, MHPE, MEETS  
WITH A PATIENT TO DISCUSS TREATMENT CHOICES.



# ONLINE INTERACTIVE

WEBSITE - CONSUMER  
*SILVER*

**aaf**® stl



**SOUTH GRAND DISTRICT WEBSITE**  
GROWN AGENCY



# ONLINE INTERACTIVE

WEBSITE - B-TO-B

*SILVER*

**aaf**® stl



# Fill your sales team's pipeline with B2B<sup>i</sup> marketing for

What if you had a repeatable, predictable, and sustainable marketing system that fuels sales with customers ready to buy? Let's make it happen with a full-funnel approach that brings proprietary tech and experienced humans together to work every stage of your pipeline with data, insights, and optimization.

[See Our Work](#)[Work With Us](#)

## GBG WEBSITE REDESIGN

## GBG MARKETING

# AMERICAN ADVERTISING AWARDS

#WONANADDY



**aaf** american  
advertising  
federation

# ONLINE INTERACTIVE

SOCIAL MEDIA - SINGLE  
*SILVER*

aaf<sup>®</sup> stl





**MICROSOFT BACK TO SCHOOL**  
NEW HONOR SOCIETY

# ONLINE INTERACTIVE

SOCIAL MEDIA - SINGLE  
*GOLD*

**aaf**® stl

Explore adventure  
on a new scale.



**PARKS IN THE PALM OF YOUR HAND**  
PARADOWSKI CREATIVE

aaf  
stl



Sequoia and Kings  
Canyon National Parks



Sequoia and Kings  
Canyon National Parks



Sequoia and Kings  
Canyon National Parks



Sequoia and Kings  
Canyon National Parks



To celebrate and raise awareness of the annual National Park Week in the U.S., we created a fun, social-first Instagram Reel for Enterprise that demonstrates the accessible wonders of national parks—literally putting them “in the palm of your hands.”

Starting in the studio capturing talent’s hands, we used Pixilation (the process of stop-motion animating live actors). Photos taken in quick succession of each hand-gesture were then interpolated and rotoscoped. Tactile, papercraft-inspired illustrations of three diverse national park locations were animated in After Effects and then added to 3D scenes in Blender, before being reanimated and composited to blend seamlessly with the actions of the hands. The resulting Reel puts fun facts about each park at our followers’ fingertips—each with their own natural attributes and exciting wildlife.

**PARKS IN THE PALM OF YOUR HAND**  
PARADOWSKI CREATIVE

# ONLINE INTERACTIVE

SOCIAL MEDIA - CAMPAIGN

*SILVER*

**aaf**® stl



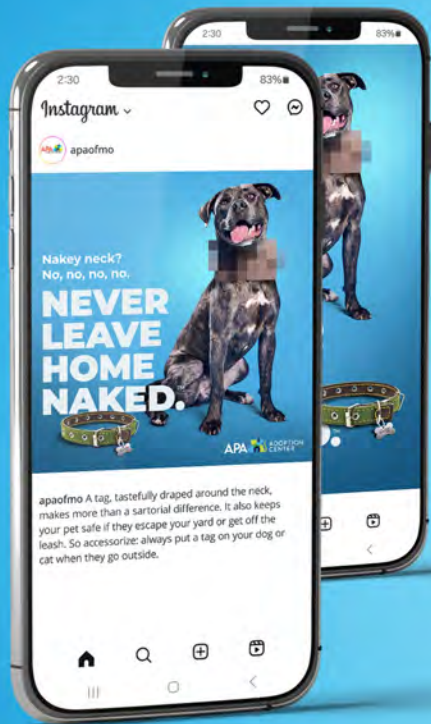
# NEVER LEAVE HOME NAKED.<sup>TM</sup>

Too many pets escape without wearing their tags, taxing the resources of the APA Adoption Center. We shocked people out of their routines, encouraging them to make sure their pets wear a tag. How? By applying a human social norm to our furry friends. We told pet owners to never leave home naked. This campaign features risqué censorship blurrings around the necks of (naked!) pets and relatable headlines in out-of-home, paid social, digital and owned media.



**NEVER LEAVE HOME NAKED. LAUNCH  
DARLING MAKERY**









In a world where dogs get lost,

**NEVER LEAVE HOME NAKED.™**

**R** RESTRICTED   
UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN  
NUDITY AND UNCOLLARED PETS



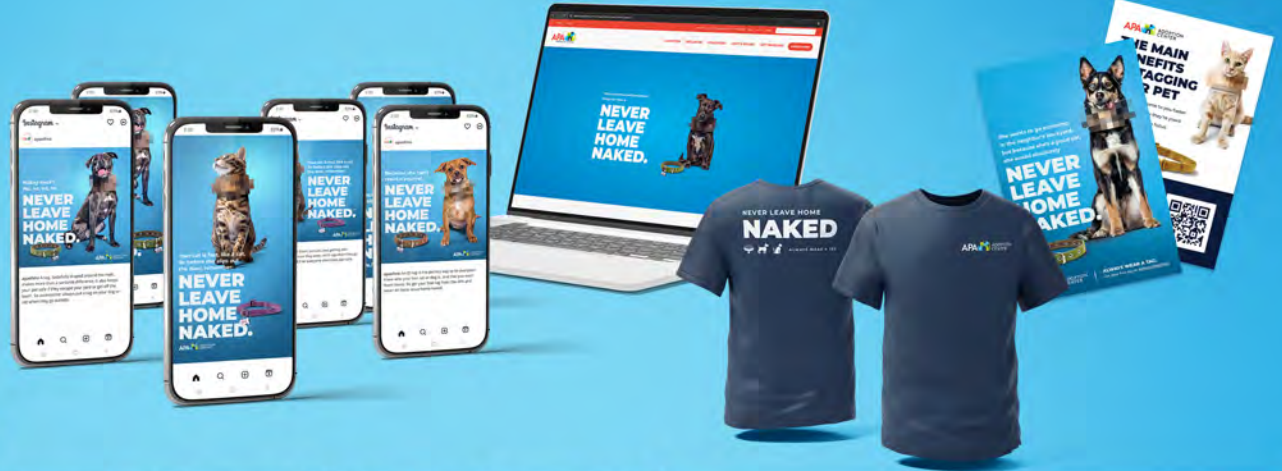








# NEVER LEAVE HOME NAKED.<sup>TM</sup>





# ONLINE INTERACTIVE

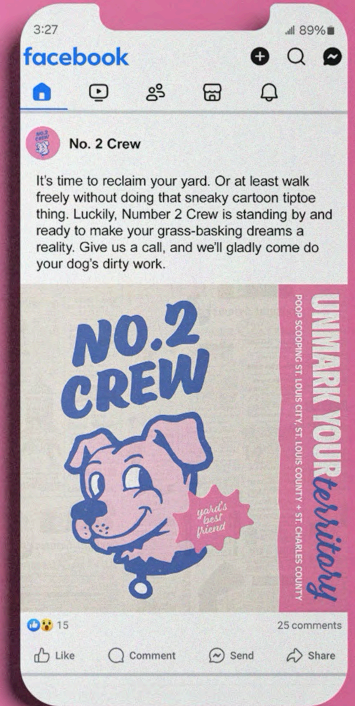
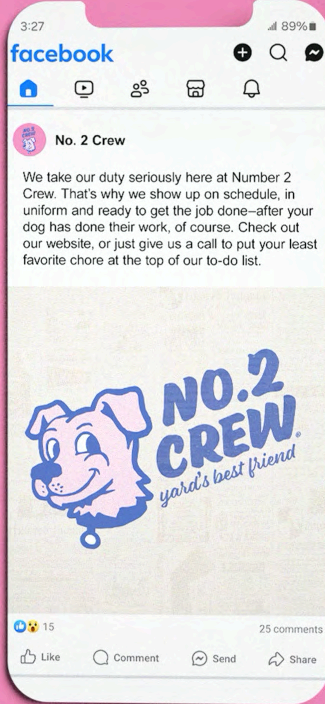
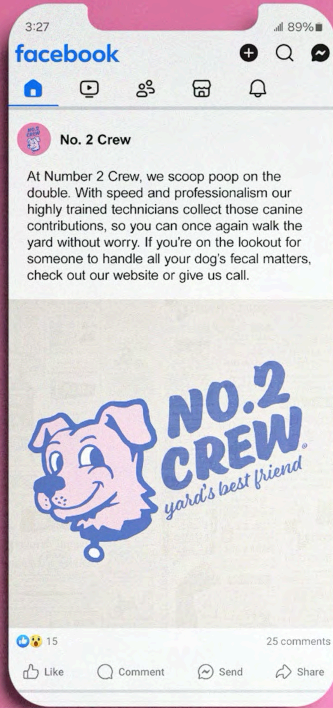
SOCIAL MEDIA - CAMPAIGN

*SILVER*

**aaf**® stl



SOCIAL



**NO 2. CREW, LAUNCH**  
DARLING MAKERY



# ONLINE INTERACTIVE

SOCIAL MEDIA - CAMPAIGN

*GOLD*

**aaf** stl





enterprise.mobility  
Times Square, New York City



473 likes

enterprise.mobility New roads are popping up everywhere, even in Times Square.

#EnterpriseMobility #FutureofMobility

View all 46 comments

**ALWAYS ANOTHER ROAD**  
PARADOWSKI CREATIVE



# ONLINE INTERACTIVE

BRANDED CONTENT ONLINE

*SILVER*

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**HOCKEY STATE OF MIND**

RYVAL STUDIOS

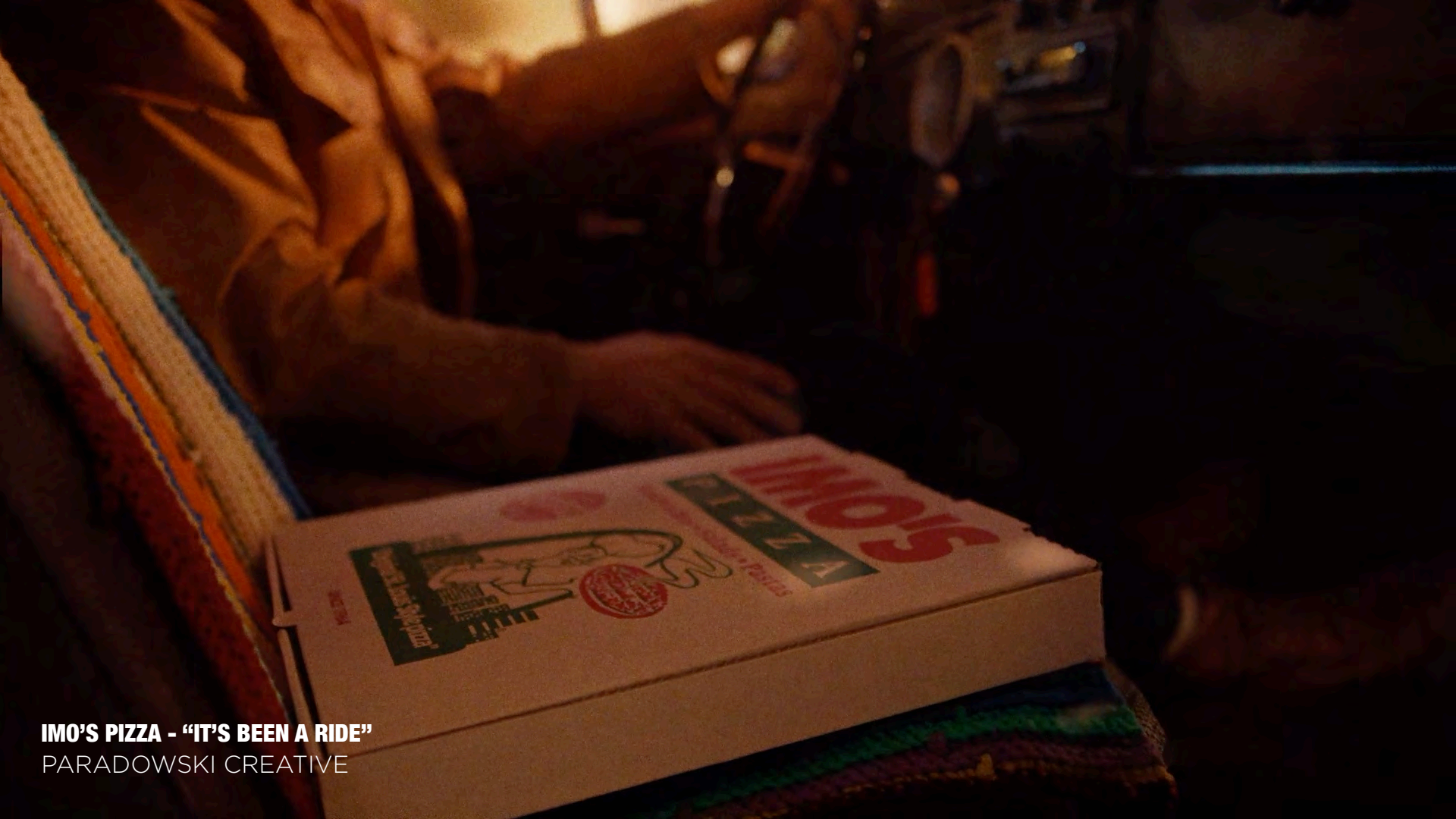


# FILM, VIDEO, & SOUND

LOCAL | :30

*SILVER*

**aaf**® stl



**IMO'S PIZZA - "IT'S BEEN A RIDE"**

PARADOWSKI CREATIVE

# FILM, VIDEO, & SOUND

LOCAL | :30

*SILVER*

**aaf**® stl





**SEE YOURSELF IN THE MAGIC**  
PARADOWSKI CREATIVE

# FILM, VIDEO, & SOUND

REGIONAL/NAT'L TV CAMPAIGN

*SILVER*





**BAD BOY: HOME AND RANGE**  
CANNONBALL





**BAD BOY: HOME AND RANGE**  
CANNONBALL

**BAD BOY**  
— COUNTRY —



**BAD BOY: HOME AND RANGE**  
CANNONBALL



# FILM, VIDEO, & SOUND

BRANDED CONTENT SINGLE > :60

*SILVER*

**aaf**® stl





**THE BIRDS. THE BAT. THE LOU.**  
ST. LOUIS CARDINALS

# FILM, VIDEO, & SOUND

SINGLE SPOT - ANY LENGTH

**aaf** stl



**GIFT OF MUSIC - PIANOS FOR PEOPLE**  
TOWNSEND / HURST



# FILM, VIDEO, & SOUND

BRANDED CONTENT - SINGLE > :60 **aaf** stl



**HOCKEY STATE OF MIND**

RYVAL STUDIOS

# FILM, VIDEO, & SOUND

BRANDED CONTENT - SINGLE > :60 **aaf** stl





**HALCYON FORGE BRAND VIDEO**

GROWN AGENCY

# FILM, VIDEO, & SOUND

BRANDED CONTENT - CAMPAIGN





# Behind The Scenes



# FILM, VIDEO, & SOUND

CINEMA - MOVIE TRAILER

**aaf**® stl



**SATURN**  
BRUTON / STROUBE

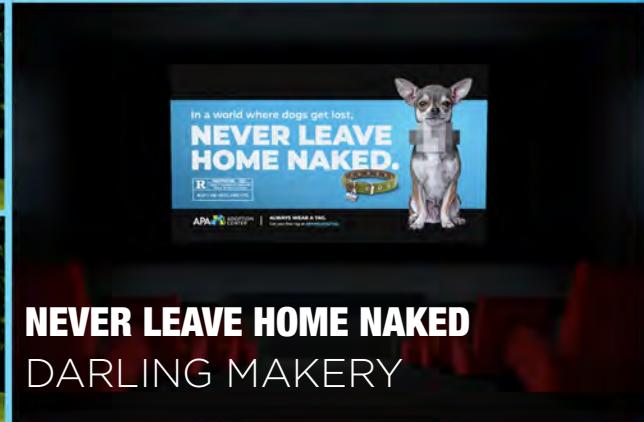
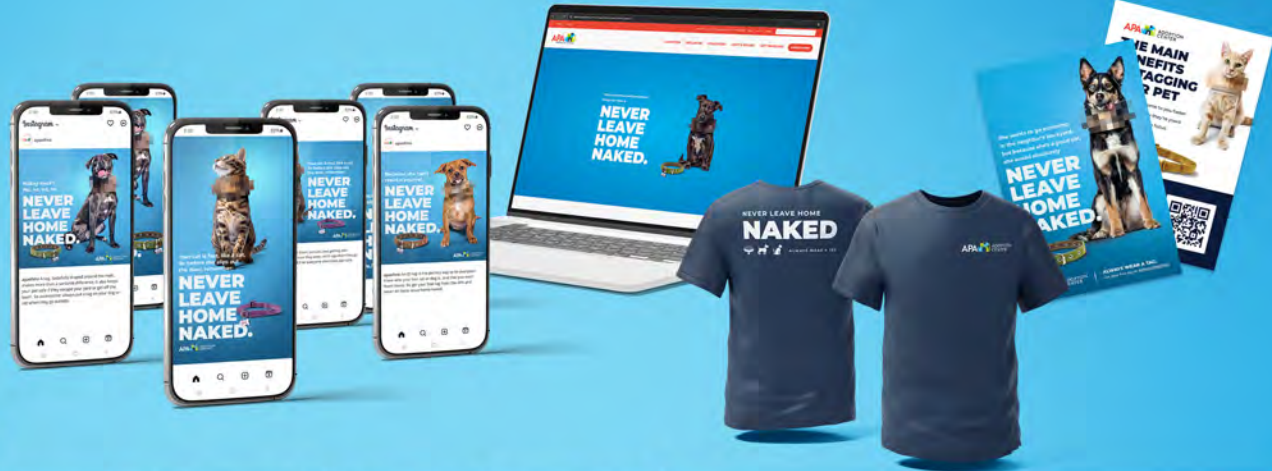
# CROSS PLATFORM

INTEGRATED CAMPAIGN - LOCAL  
*SILVER*

**aaf**® stl



# NEVER LEAVE HOME NAKED.<sup>TM</sup>



# ELEMENTS OF ADVERTISING

COPYWRITING  
*SILVER*

**aaf**® stl



**THREE POVS**

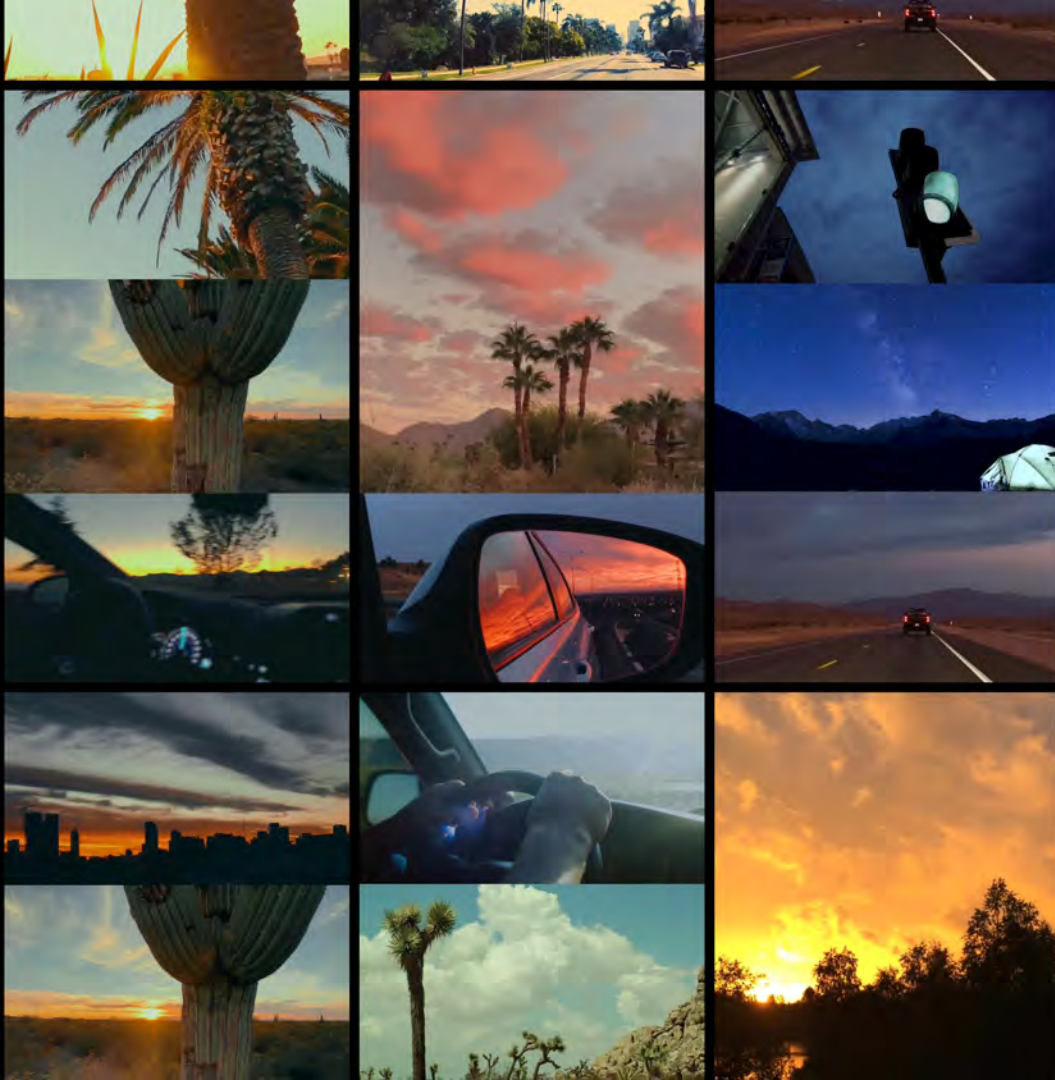
PARADOWSKI CREATIVE





Inspired by the cinematic, dreamy headspace we all slip into when gazing out the window on a road trip, this poetic Instagram Reel takes Enterprise's social media followers on a journey around the country, as seen in first-person POV snippets.

The script and voiceover were created to inhabit the space between the sleepy early-morning start of getting on the road, and the giddy sense of discovery that slowly takes over when exploring a new place. In contrast to the polished script, the authentic, unvarnished footage brings a relatable, user-generated-content feel to the finished piece.



When we first get on the road,  
it's a world that belongs only to us.

We move in quiet, nodding in recognition  
at landscapes we've never met.

And then we turn a corner,  
and so does the sun.

Conversation percolates,  
our plans, spilling over,  
sprinkling a trail from Here,  
to There.

Who will we be when we arrive?

Ourselves.

The versions we keep folded  
in our weekend bags.

Who laugh easily.  
Say yes.  
Take the long way back.

Later, in the dusk,  
we can hardly sleep.

But then, we do,  
our heads cradled in the cool surface  
of the cusp of tomorrow,  
when we'll rise early, again,

and say, "Where to?"

# ELEMENTS OF ADVERTISING

COPYWRITING  
*SILVER*

aaf<sup>®</sup> stl





DOOR HANGER

Plain and simple.  
Nothing glamorous. No glory.

There aren't signs thanking second responders.

There's the scoop. There's the bucket.  
There's an honest day's work.

But we take pride in this duty, which happens to be doody.  
We find honor in our excavation.

We give a crap.  
And we pick it up too.

Why?

Because you deserve to walk barefoot in clean green.  
Because your best friend would flush if they could.

And we're here to carry the load,  
So you don't have to.

Now for your next step (Oh, not there!)  
Consider, Number 2 Crew.

There's a code brown out there.  
But luckily, we're prepared to do some excrement work.



IT'S A  
*crappy*  
JOB

Plain and simple.  
Nothing glamorous. No glory.

There aren't signs thanking second responders.

There's the scoop. There's the bucket.  
There's an honest day's work.

But we take pride in this duty, which happens to be doody.  
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There's a code brown out there.  
But luckily, we're prepared to do some excrement work.

visit [NO2CREW.COM](http://NO2CREW.COM)  
call 314.717.8880

NO. 2 CREW, PROMOTIONS  
DARLING MAKERY



# ELEMENTS OF ADVERTISING

COPYWRITING  
*SILVER*

aaf<sup>®</sup> stl



**What does it mean to be rich?**  
The key to being rich is knowing what counts.



Our dedicated financial advisors understand that the key to being rich is knowing what counts. **Let's find your rich**



**The key to being rich is knowing what counts.** Our dedicated financial advisors can help support what truly matters to you.



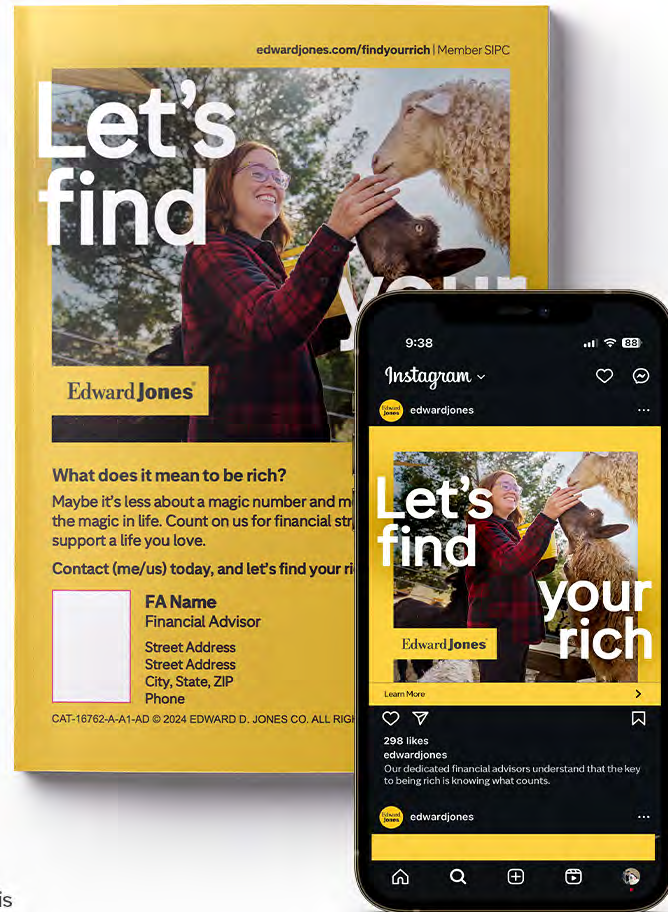
Our dedicated financial advisors understand what really counts. **Let's find your rich.**



**Rich = living life your way**  
Our dedicated financial advisors understand that the key to being rich is knowing what counts.



**What matters most to you?**  
Our dedicated financial advisors understand that the key to being rich is knowing what counts.

















# ELEMENTS OF ADVERTISING

ILLUSTRATION  
*SILVER*

aaf<sup>®</sup> stl



ILLUSTRATION



**NO.2  
CREW**  
*Yard's best friend*

**NO 2. CREW**

DARLING MAKERY



# ELEMENTS OF ADVERTISING

ART DIRECTION - SINGLE  
*SILVER*

**aaf**® stl



Explore adventure  
on a new scale.



**PARKS IN THE PALM OF YOUR HAND**  
PARADOWSKI CREATIVE

aaf  
stl

Sequoia and Kings  
Canyon National Parks



Sequoia and Kings  
Canyon National Parks



Sequoia and Kings  
Canyon National Parks



Sequoia and Kings  
Canyon National Parks



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**PARKS IN THE PALM OF YOUR HAND**  
PARADOWSKI CREATIVE

# ELEMENTS OF ADVERTISING

ART DIRECTION - CAMPAIGN

*SILVER*







**What does it mean to be rich?**  
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Our dedicated financial advisors understand that the key to being rich is knowing what counts. **Let's find your rich**



**The key to being rich is knowing what counts.** Our dedicated financial advisors can help support what truly matters to you.



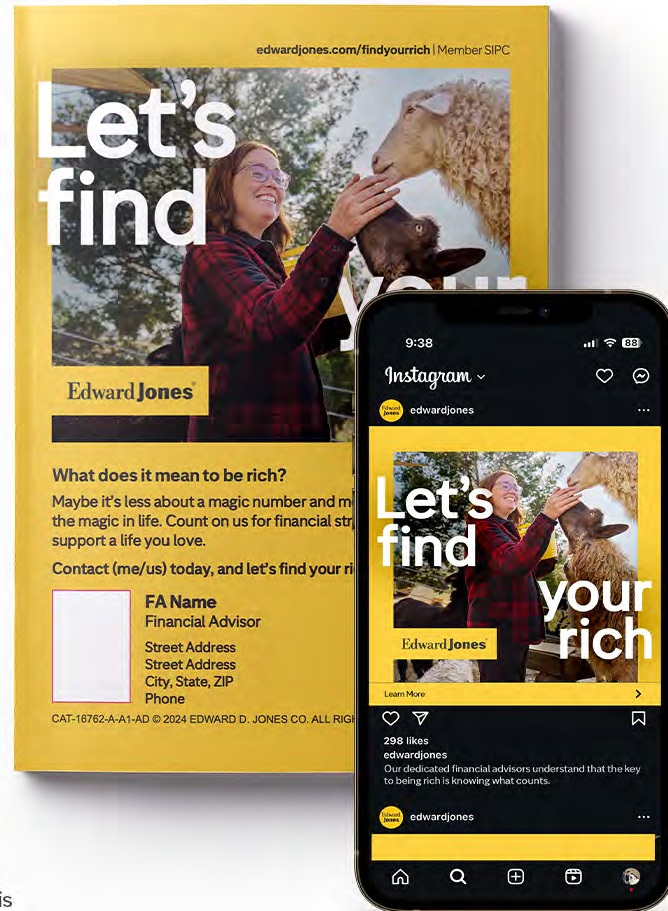
Our dedicated financial advisors understand what really counts. **Let's find your rich.**



**Rich = living life your way**  
Our dedicated financial advisors understand that the key to being rich is knowing what counts.



**What matters most to you?**  
Our dedicated financial advisors understand that the key to being rich is knowing what counts.



# ELEMENTS OF ADVERTISING

ART DIRECTION - CAMPAIGN

*SILVER*







POSTERS

say  
hello  
to the

# NO.2 CREW®

yard's  
best  
friend

from the  
guys who  
brought you

THE  
WATERING  
BOWL

visit **NO2CREW.COM** OR **314.717.8880** call

DUECE

POOP SCOOPING ST. LOUIS CITY, ST. LOUIS COUNTY AND ST. CHARLES COUNTY

**NO. 2 CREW, PROMOTIONS**  
DARLING MAKERY





POSTERS

# LET US UNMARK YOUR

*territory*



*from the  
guys who  
brought you*



*visit* **NO2CREW.COM**

*OR call* **314.717.8880**

**NO. 2 CREW, PROMOTIONS**  
DARLING MAKERY



POSTERS

**NO. 2 CREW, PROMOTIONS**  
DARLING MAKERY

**WE DO**  
*doo doo*

*from the guys who brought you*

**visit** [NO2CREW.COM](http://NO2CREW.COM)  
**OR call** 314.717.8880

ST. LOUIS DOG POOP SCOOPING SERVICE





POSTERS

# WE PRIDE OURSELVES ON *excrement work*



*from the guys  
who brought you*



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*OR call* **314.717.8880**

**NO. 2 CREW, PROMOTIONS**  
DARLING MAKERY



# ELEMENTS OF ADVERTISING

CINEMATOGRAPHY - SINGLE  
*SILVER*

**aaf**® stl



**ALLEN EDMONDS: RESERVE**

ONCE FILMS

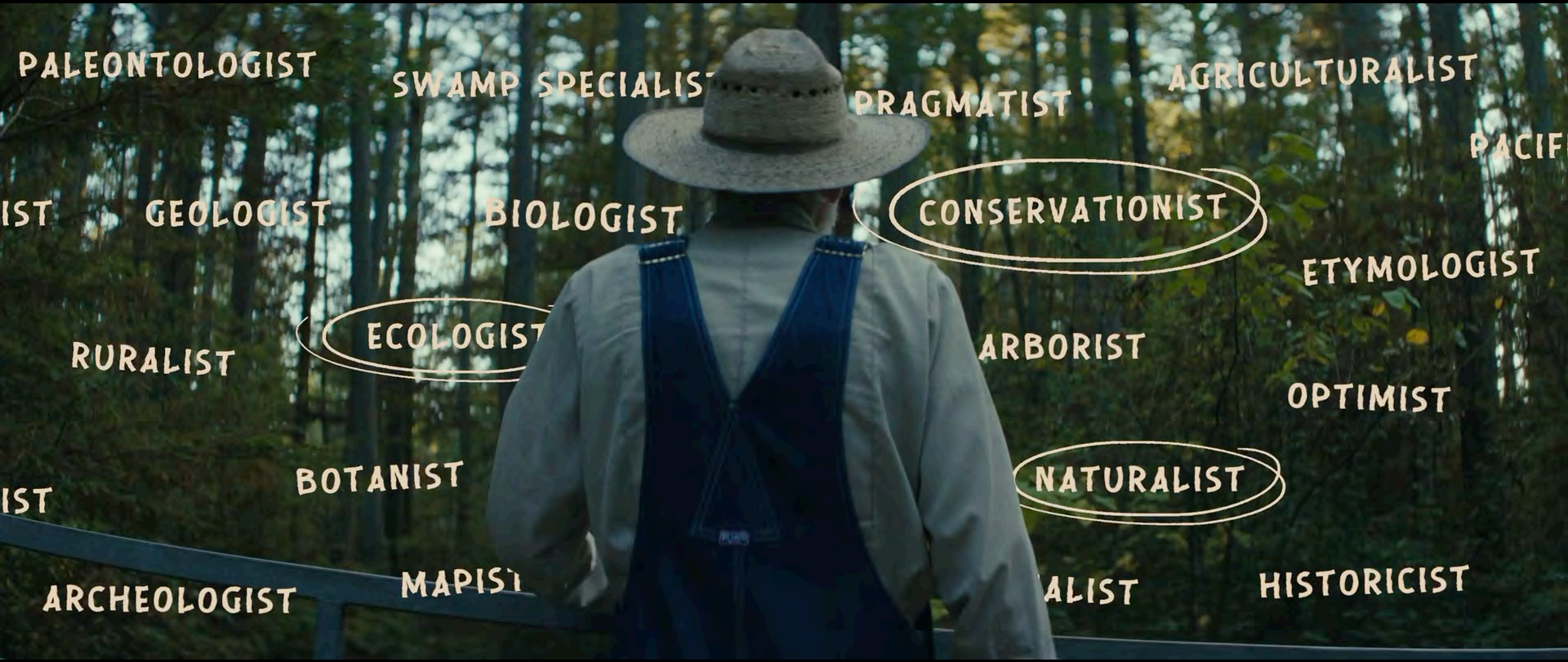


# ELEMENTS OF ADVERTISING

CINEMATOGRAPHY - SINGLE







PALEONTOLOGIST

SWAMP SPECIALIST

PRAGMATIST

AGRICULTURALIST

PACIF

IST

GEOLOGIST

BIOLOGIST

CONSERVATIONIST

ETYMOLOGIST

RURALIST

ECOLOGIST

ARBORIST

OPTIMIST

IST

BOTANIST

NATURALIST

ARCHEOLOGIST

MAPIST

ALIST

HISTORICIST

THE CAREIST

CAREIST

TANDEM POST HOUSE / FATHOM

# ELEMENTS OF ADVERTISING

CINEMATOGRAPHY - SINGLE





**GIFT OF MUSIC - PIANOS FOR PEOPLE**  
TOWNSEND / HURST



# ELEMENTS OF ADVERTISING

ANIMATION, SFX, MOTION GRAPHICS

*SILVER*

**aaf**® stl



**SEE YOURSELF IN THE MAGIC**  
PARADOWSKI CREATIVE

# ELEMENTS OF ADVERTISING

ANIMATION, SFX, MOTION GRAPHICS

*SILVER*

**aaf**® stl





**CUTTER - ECLIPSE "OUTBACK"**  
COOLFIRE STUDIOS

# ELEMENTS OF ADVERTISING

VIDEO EDITING  
*SILVER*

**aaf**® stl



**SUMMER IS CALLING**  
BRUTON / STROUBE



# ELEMENTS OF ADVERTISING

VIDEO EDITING  
*SILVER*

**aaf**® stl



**STADIUM OPENER**

BRUTON / STROUBE

# ELEMENTS OF ADVERTISING

VIDEO EDITING  
*SILVER*

**aaf**® stl





**THE BIRDS. THE BAT. THE LOU.**  
ST. LOUIS CARDINALS

# ELEMENTS OF ADVERTISING

VIDEO EDITING

1 OF 5



**SPY VS SPY**

BRUTON / STROUBE

VIDEO EDITING

Stunts performed by professionals in a closed course environment. Do not attempt.



# ELEMENTS OF ADVERTISING

VIDEO EDITING

*2 OF 5*



Vehicle shown may include accessories not designed, manufactured or evaluated by Toyota nor covered by vehicle warranty.

**TRAFFIC REPORT**  
BRUTON / STROUBE

# ELEMENTS OF ADVERTISING

VIDEO EDITING

3 OF 5





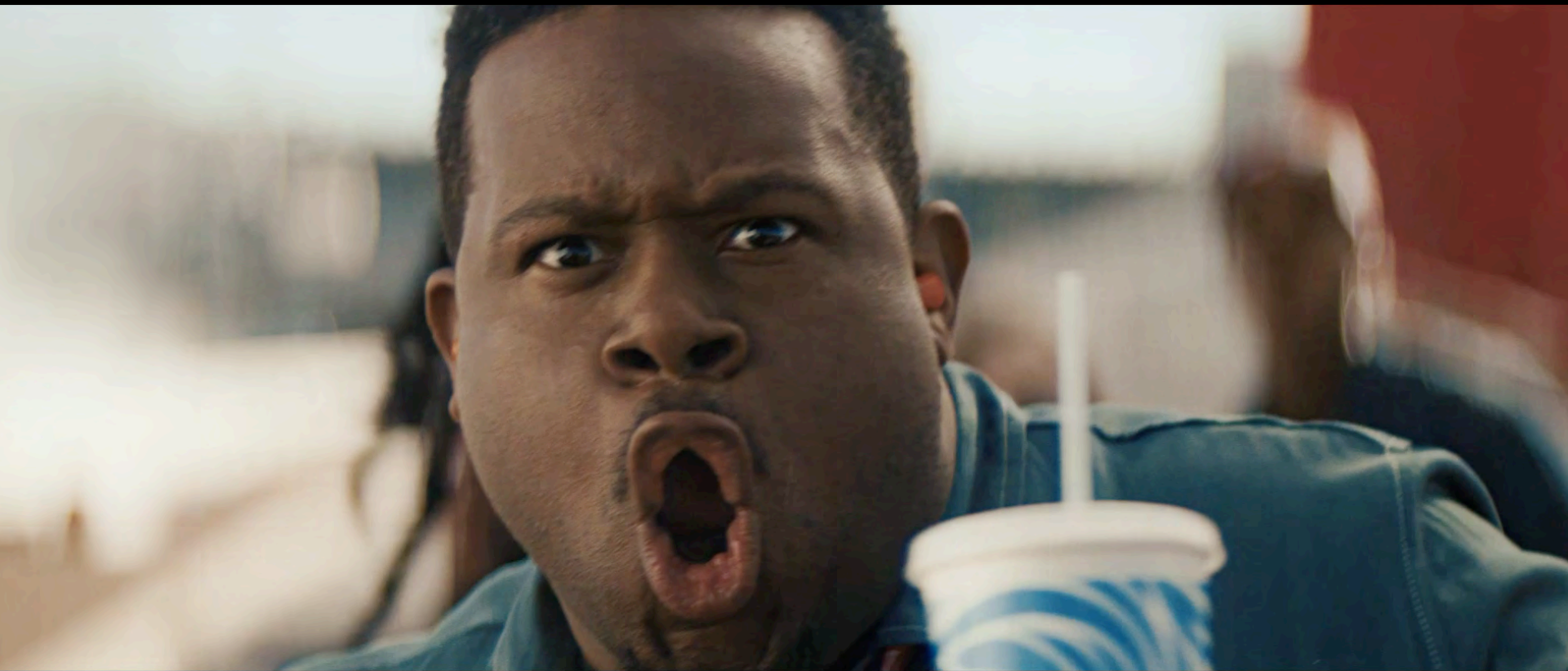
Vehicle shown may include accessories not designed, manufactured or evaluated by Toyota nor covered by vehicle warranty.

**WEATHER REPORT**  
BRUTON / STROUBE

# ELEMENTS OF ADVERTISING

VIDEO EDITING

4 OF 5



**SCOUTING SEASON**

BRUTON / STROUBE



# ELEMENTS OF ADVERTISING

VIDEO EDITING

5 OF 5

A dense forest of tall, thin trees with sunlight filtering through the canopy, creating a bright, hazy atmosphere. The sun is visible as a bright spot in the upper center, casting a lens flare effect. The trees are dark and vertical, creating a strong sense of depth and texture.

# THE CAREIST

**THE CAREIST**

TANDEM POST HOUSE / FATHOM

CAREIST



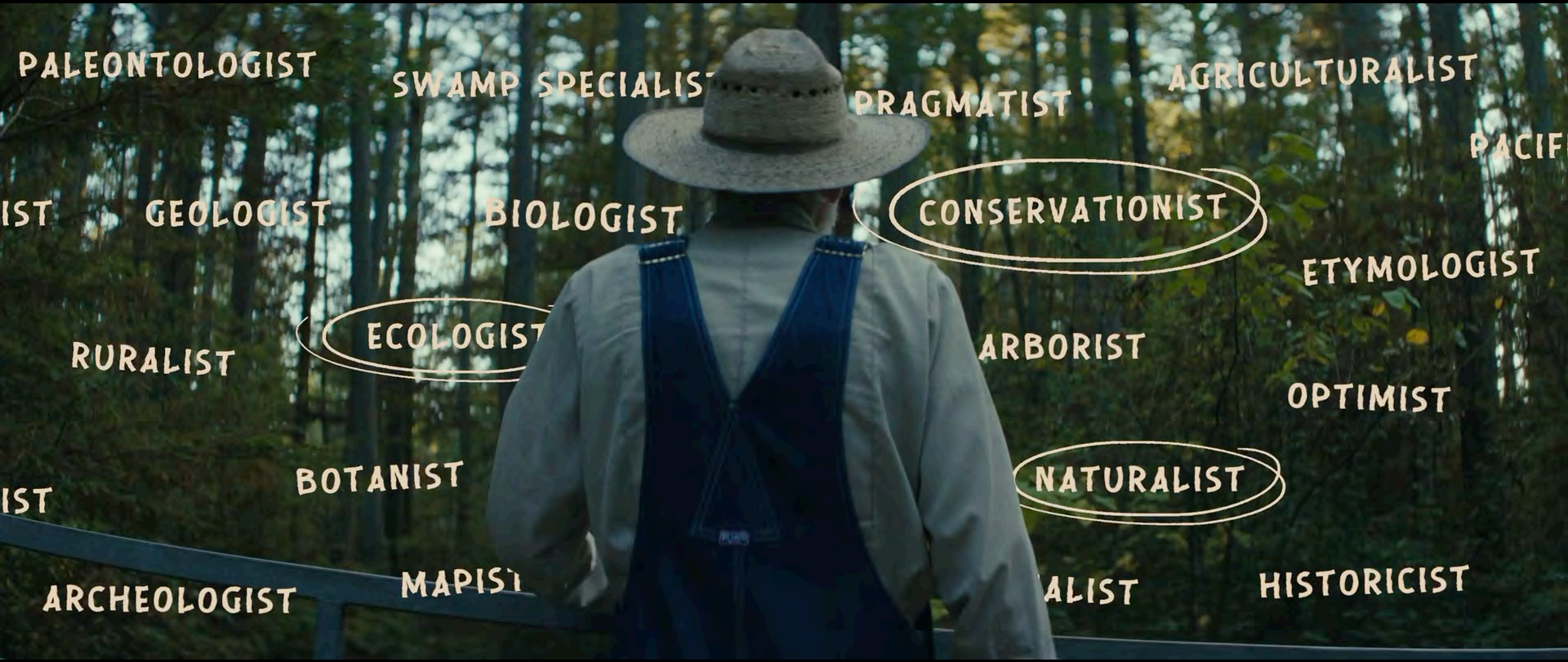
# ELEMENTS OF ADVERTISING

MUSIC WITHOUT LYRICS

*SILVER*

**aaf**® stl





**THE CAREIST**  
COOLFIRE STUDIOS

CAREIST

# ELEMENTS OF ADVERTISING

MUSIC WITHOUT LYRICS



1975-2025

50<sup>TH</sup>  
ANNIVERSARY

---

**BOYD<sup>®</sup>**

**50TH ANNIVERSARY**  
90 DEGREES WEST



# ELEMENTS OF ADVERTISING

SOUND DESIGN - SINGLE

**aaf**® stl



**SPY VS SPY**

BRUTON / STROUBE

VIDEO EDITING

Stunts performed by professionals in a closed course environment. Do not attempt.



# ELEMENTS OF ADVERTISING

SOUND DESIGN - SINGLE  
*SILVER*

**aaf**® stl





**STADIUM OPENER**

BRUTON / STROUBE

# ELEMENTS OF ADVERTISING

SOUND DESIGN - CAMPAIGN

*SILVER*

**aaf**® stl



**SEE IOWA**  
COOLFIRE STUDIOS



# ELEMENTS OF ADVERTISING

AUGMENTED REALITY

*SILVER*





**UNITED SOYBEAN BOARD AR WALL**  
PARADOWSKI CREATIVE



# ELEMENTS OF ADVERTISING

MOBILE INTERACTION  
*SILVER*

**aaf**® stl



What better way to build excitement for the Saint Louis Zoo's new Animals Aglow Lantern Festival than with an interactive virtual sneak peek? A dazzling 3D dragon lantern bursts through a glowing portal and into the real world, plane-tracked to appear wherever users point their phones.

Visitors found the activation through a direct mail piece, Instagram Stories, or on signage throughout the Zoo. This immersive experience gave visitors a first taste of what was to come before and during the festival. With built-in social media sharing, the AR filter sparked grassroots buzz, driving awareness and ticket sales among locals.



## ANIMALS AGLOW Lantern Festival

TIAZYSA Saint Louis Zoo  
Animals Aglow





# ELEMENTS OF ADVERTISING

INTERACTIVE TECHNOLOGY - SINGLE  stl



**SEE YOURSELF IN THE MAGIC**  
PARADOWSKI CREATIVE



# ELEMENTS OF ADVERTISING

OUT-OF-HOME - POSTER



# TOMMY PRINE

WITH EVAN FARRIS AND DREW LANCE

## HISTORIC PORCH SESSIONS

RED LETTER  
COMMUNICATIONS

HISTORIC PORCH  
SESSIONS

JUNE  
SIX O' CLOCK



THE JAMES  
REYNOLDS  
★ HOUSE ★

CAPE GIRARDEAU  
MISSOURI

RED LETTER • SAINT FRANCIS HEALTHCARE SYSTEM • CENTURY CARES • SPECTRUM RECORD LOUNGE

# PUBLIC SERVICE

FILM, VIDEO & SOUND  
*SILVER*

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**SUPER NATHANIEL**  
ONCE FILMS

# PUBLIC SERVICE

FILM, VIDEO & SOUND  
*SILVER*

**aaf**® stl





# THE CAREIST

**THE CAREIST**

TANDEM POST HOUSE / FATHOM

CAREIST



# PUBLIC SERVICE

FILM, VIDEO & SOUND  
*SILVER*

**aaf**® stl

MEDIUM SECURITY INSTITUTION

# EMPTY NOT CLOSED

DISAPPEARING THE WORKHOUSE FOR GOOD

EMPTY NOT CLOSED

HLK



# PUBLIC SERVICE

FILM, VIDEO & SOUND

1 OF 2

**aaf** stl





**GIFT OF MUSIC - PIANOS FOR PEOPLE**  
TOWNSEND / HURST

# PUBLIC SERVICE

FILM, VIDEO & SOUND

2 OF 2

**aaf** stl



**THE SUPER HERO PROJECT**  
CANNONBALL

2016



# ADVERTISING / MEDIA INDUSTRY SELF-PROMOTION

FILM, VIDEO & SOUND

*1 OF 2*

**aaf**® stl



**AUTO REEL**

BRUTON / STROUBE + OUTPOST

# ADVERTISING / MEDIA INDUSTRY SELF-PROMOTION

FILM, VIDEO & SOUND

*2 OF 2*



A woman with curly hair is shown from the side, focused on painting a large piece of art on a table. She is wearing a brown sweater. The background is a studio with shelves of supplies and a window with curtains. The name 'SHMAY' is overlaid in large, white, stylized letters across the center of the image.

# SHMAY

**CREATOR SPOTLIGHT SERIES**  
FATHOM STUDIOS

# STUDENT ENTRIES

OOH - OUTDOOR BOARD

**aaf** stl



**OAKLEY - SEE WHO YOU ARE**  
LINDENWOOD UNIVERSITY



# STUDENT ENTRIES

SOCIAL - SINGLE

aaf<sup>®</sup> stl



# THE BIG DILL

" DILL - I C I O U S E A T S "

**BIG DILL FACEBOOK COVER PAGE**  
SOUTHEAST MISSOURI STATE UNIVERSITY

# STUDENT ENTRIES

ELEMENTS - LOGO DESIGN







**THE BIG DILL**

"DILL-ICIOUS EATS"

**BIG DILL LOGO**

SOUTHEAST MISSOURI STATE UNIVERSITY

# STUDENT ENTRIES

JUDGES CITATION - OUTDOOR BOARD





**OAKLEY - SEE WHO YOU ARE**  
LINDENWOOD UNIVERSITY



# STUDENT ENTRIES

JUDGES CITATION  
SOCIAL SINGLE

**aaf**® stl



# THE BIG DILL

" DILL - I C I O U S E A T S "

**BIG DILL FACEBOOK COVER PAGE**  
SOUTHEAST MISSOURI STATE UNIVERSITY

# STUDENT ENTRIES

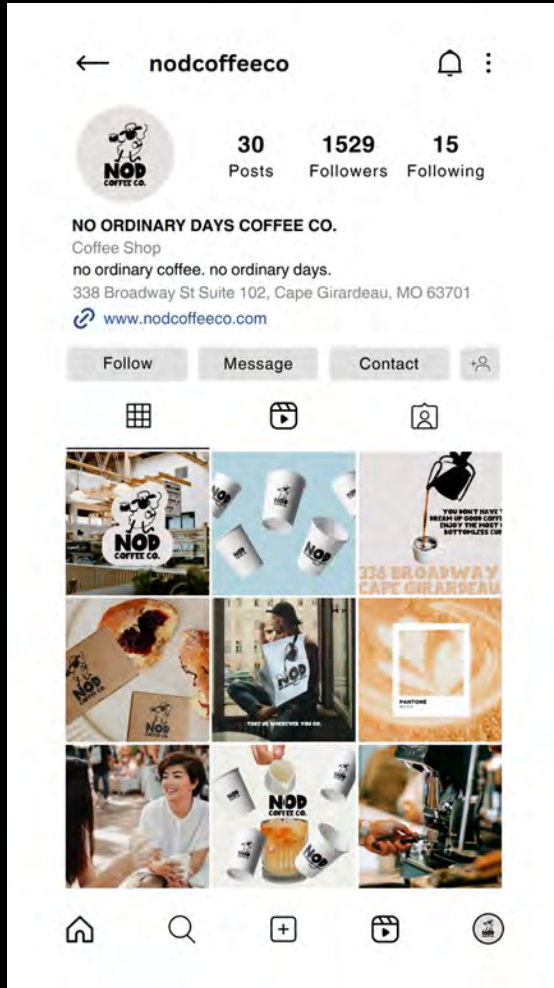
JUDGES CITATION  
SOCIAL CAMPAIGN

**aaf**® stl





**NO ORDINARY DAYS - SOCIAL POSTS**  
 SOUTHEAST MISSOURI  
 STATE UNIVERSITY



# STUDENT ENTRIES

JUDGES CITATION  
ELEMENTS - MUSIC & SOUND





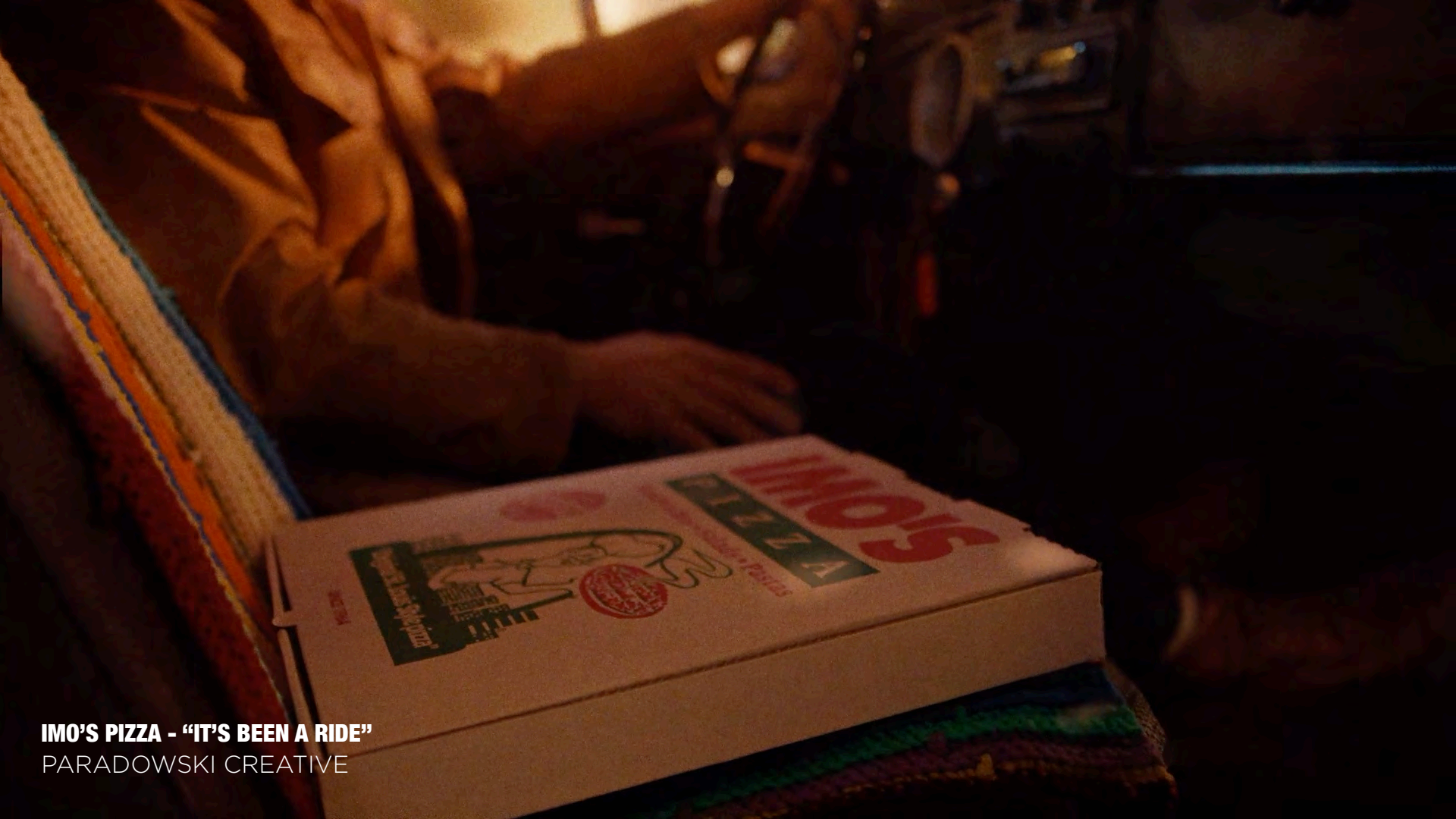
**TIDE COOL GUY "CLICK IT COLD"**  
LINDENWOOD UNIVERSITY



# JUDGE'S CITATION

SMART THINKING AWARD

aaf<sup>®</sup> stl



**IMO'S PIZZA - "IT'S BEEN A RIDE"**

PARADOWSKI CREATIVE



# JUDGE'S CITATION

MOSAIC

aaf<sup>®</sup> stl





**CREATOR SPOTLIGHT SERIES**

FATHOM STUDIOS

# BEST OF CATEGORY

HAND CRAFT WORK

**aaf**® stl

Explore adventure  
on a new scale.



**PARKS IN THE PALM OF YOUR HAND**  
PARADOWSKI CREATIVE

aaf  
stl



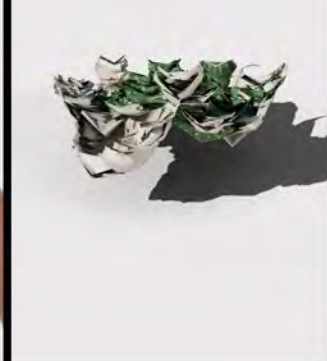
Sequoia and Kings  
Canyon National Parks



Sequoia and Kings  
Canyon National Parks



Sequoia and Kings  
Canyon National Parks



Sequoia and Kings  
Canyon National Parks



To celebrate and raise awareness of the annual National Park Week in the U.S., we created a fun, social-first Instagram Reel for Enterprise that demonstrates the accessible wonders of national parks—literally putting them “in the palm of your hands.”

Starting in the studio capturing talent’s hands, we used Pixilation (the process of stop-motion animating live actors). Photos taken in quick succession of each hand-gesture were then interpolated and rotoscoped. Tactile, papercraft-inspired illustrations of three diverse national park locations were animated in After Effects and then added to 3D scenes in Blender, before being reanimated and composited to blend seamlessly with the actions of the hands. The resulting Reel puts fun facts about each park at our followers’ fingertips—each with their own natural attributes and exciting wildlife.

**PARKS IN THE PALM OF YOUR HAND**  
PARADOWSKI CREATIVE

# BEST OF CATEGORY

STORYTELLING

**aaf**® stl



**GIFT OF MUSIC - PIANOS FOR PEOPLE**  
TOWNSEND / HURST



# BEST OF CATEGORY

EXPERIENTIAL

**aaf**® stl



**UNITED SOYBEAN BOARD AR WALL**  
PARADOWSKI CREATIVE



# BEST OF CATEGORY

WORK FOR A GREAT CAUSE

**aaf**<sup>®</sup> stl



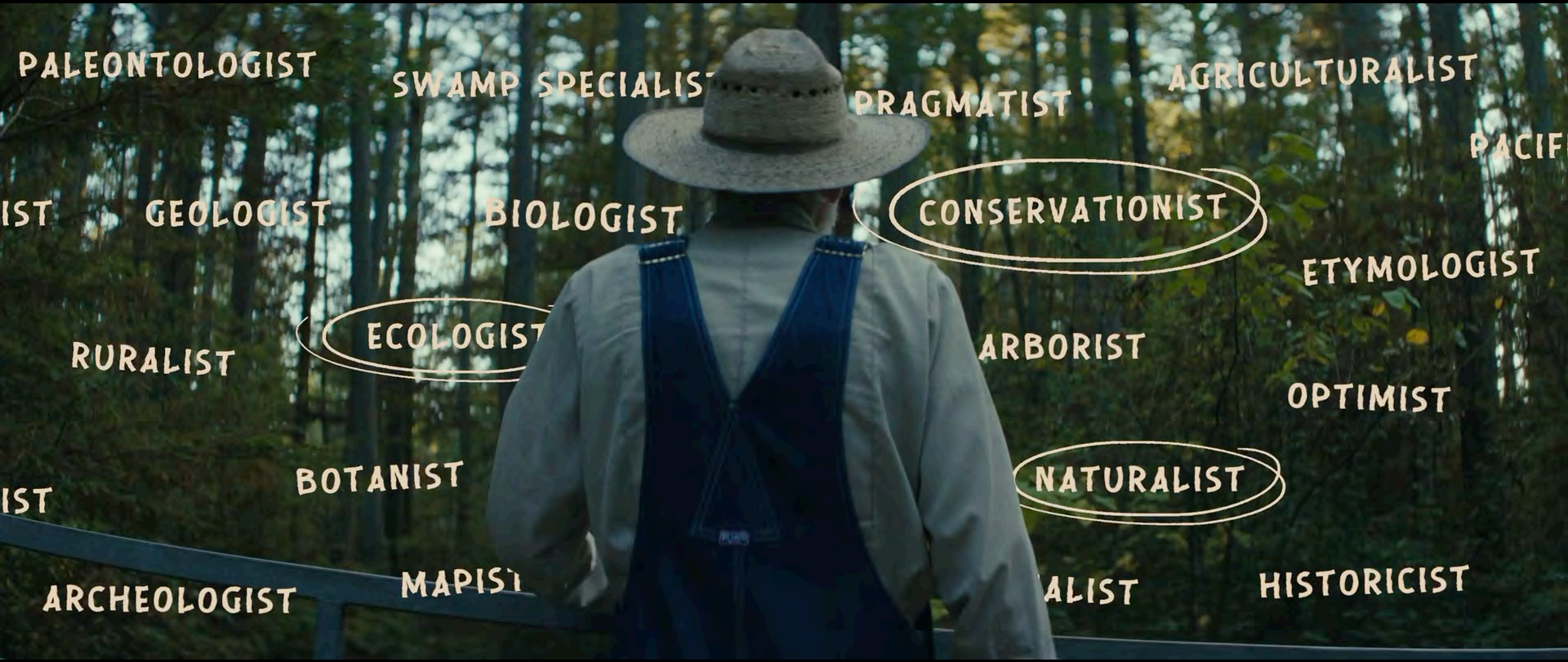
be part of something super



**THE SUPER HERO PROJECT**  
CANNONBALL

# BEST OF SHOW





PALEONTOLOGIST

SWAMP SPECIALIST

PRAGMATIST

AGRICULTURALIST

PACIF

IST

GEOLOGIST

BIOLOGIST

CONSERVATIONIST

ETYMOLOGIST

RURALIST

ECOLOGIST

ARBORIST

OPTIMIST

IST

BOTANIST

NATURALIST

ARCHEOLOGIST

MAPIST

ALIST

HISTORICIST

THE CAREIST

CAREIST

TANDEM POST HOUSE / FATHOM



Thank you, supporters!



Thank you, supporters!

**bruton/stroube**

COOL  FIRE

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**FALCON  
PAYMASTERS**

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