



AMERICAN ADVERTISING AWARDS*



CONGRATULATIONS

to the **ADDY AWARD**

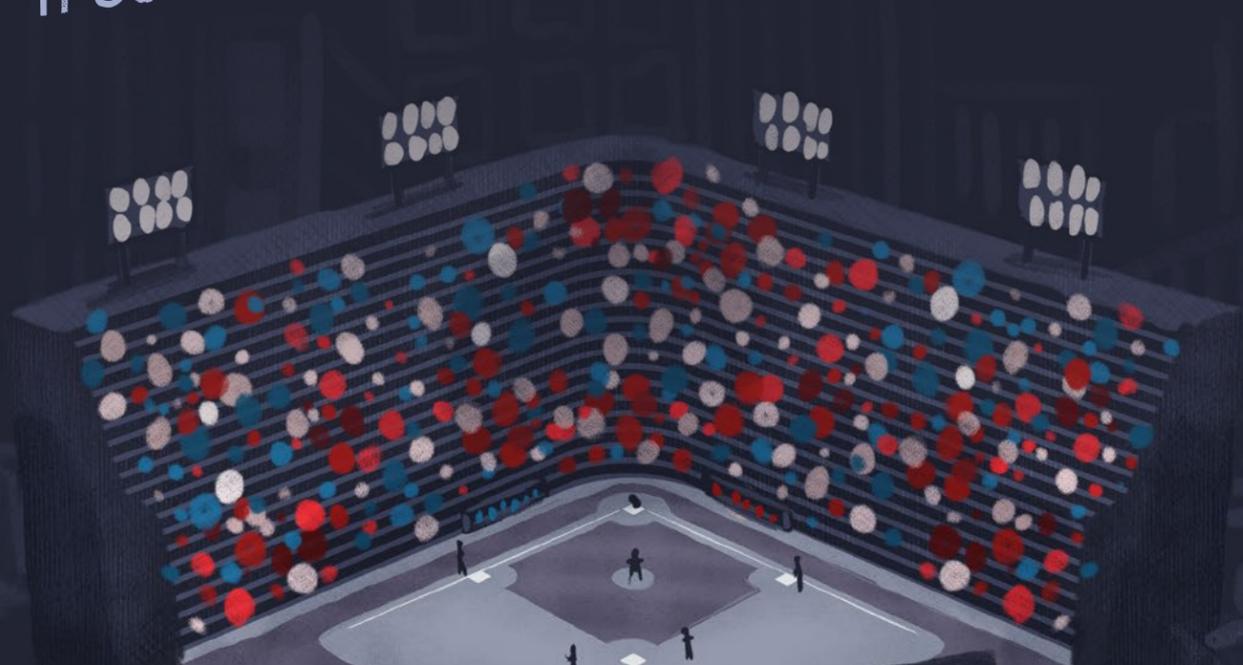
WINNERS

FOR HITTING IT *out of*

THE PARK



CHECK IT OUT!



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Winners Book

The AAF American Advertising Awards (also known as the ADDYs) is the advertising industry's largest and most representative creative competition, attracting more than 40,000 entries every year. Winners in this book are eligible for district and national competition.

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*AWARD TALLY

2024 PROFESSIONAL TOTAL AWARDS

Entrant	Gold	Silver	Total
Avalanche Studios	0	3	3
Boncom	14	15	29
Faktory	0	1	1
Jmills Entertainment	0	3	3
Love Communications	0	1	1
Lucid Software	0	2	2
Penna Powers	2	4	6
R&R Partners	0	8	8
Savvy Productions	0	2	2
Struck	0	1	1
Utah Jazz	1	2	3
Totals	17	42	59

2024 STUDENT TOTAL AWARDS

Entrant	Gold	Silver	Total
Brigham Young University	8	12	20

PROFESSIONAL ALL-TIME

Year	Total Awards	Gold	Most Awards	Year	Total Awards	Gold	Most Awards
2023	72	32	Boncom 21	2012	82	20	Fluid 26
2022	55	13	Penna Powers 11	2011	74	23	Richter7 11
2021	55	13	Penna Powers 15	2010	132	42	Richter7 39
2020	45	18	R&R Partners 15	2009	126	39	Richter7 47
2019	41	17	Boncom 22	2008	173	39	Richter7 67
2018	40	18	R&R Partners 11	2007	221	58	Richter7 65
2017	102	34	Fluid 29	2006	183	42	Richter7 52
2016	100	32	Fluid 31	2005	154	40	Richter7 39
2015	100	38	Richter7 20	2004	158	23	W Comm 62
2014	85	32	Richter7 20	2003	141	37	Richter7 58
2013	100	43	Richter7 17	2002	63	30	Richter7 41

PRESIDENT'S MESSAGE



Marsha Boam
AAF Utah Chapter President

Congratulations to all of this year's nominees and winners! Thank you all for taking a risk and entering your work into the competition. Every year we have an exciting opportunity to honor exceptional work and see remarkable campaigns. Projects that started out as an idea, sprouting with strategic thinking, created into reality with countless hours of hard work causing budgets to go over, but then here you are. Here is what you've created.

We recognize your work delivering impactful messages, captivating audiences, challenging norms, inspiring change, and influencing behaviors. Through the inspirational work we see you and your team shape perceptions, evoke emotions, and drive positive change. We celebrate you and your success!

Every year our local chapter of the America Advertising Federation (AAF) offers this prestigious platform to showcase extraordinary campaigns, strategies, and talent. An opportunity to share creativity and innovations having a significant impact with lasting impressions on our community and colleagues. AAF Utah brings together industry leaders, professionals, and enthusiasts creating connections that cannot be underestimated. While the competition and awards ceremony are our largest event, we encourage your participation throughout the year and continue to be inspired by others. Our events provide opportunities to network, learn, collaborate, give back, and share your strengths with others.

The year has only begun, and we're excited to announce the following events:

- Trivia Night, April 10
- AAF's National Conference, Admerica, in Salt Lake City, May 30–June 2
- Pickleball, June
- Golf Tournament, August
- Agency Crawl, September

If you're not already a member, corporate or individual, sign up for discounts on all our chapter events!

Thank you all for supporting the club! Thank you to our members, the board, judges, Mountain America Credit Union, and all those who have supported the awards.

Cheers to another year of great work and collaboration through connections!

JUDGES



Jeff Vitkun

Jeff Vitkun is a freelance writer and creative director. He began his career at the VCU Brand-center. Since then, he's been lucky enough to snag gigs, across the world, at places like Saatchi & Saatchi, Arnold, Dentsu, Analog Folk, Ogilvy and Studio Riebenbauer. He's worked on brands like McDonald's, Marriott, Toyota, American Express, Progressive Insurance, KFC and Pernod Ricard. His work has been recognized by The Art Director's Club, Cannes Lions, The Effies, The Webbies, Radio Mercury, Digiday and others.

When he's not working for brands, he publishes humor writing in places like McSweeney's, performs improv comedy in London, and co-hosts the Meet The Soccers podcast.



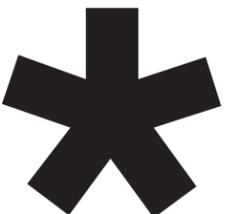
William Bright

William Bright is SVP Director of User Experience with GSW/Syneos Health. He has over twenty years experience in Interactive Design, Creative Direction and Digital Marketing.



Erin Jordan

Erin Jordan is a dynamic professional with a passion for marketing and communication. Currently serving as the President of AAF Dothan, Erin has been an integral part of the AAF community for several years, contributing her expertise and vision to the organization. In her role as the Public Relations Strategist at PushCrankPress, Erin brings strategic insights and creative flair to her work, helping clients navigate the ever-evolving landscape of public relations. With a commitment to excellence and a keen eye for innovative solutions, Erin is dedicated to making a lasting impact in the realms of advertising and communication.



PROFESSIONAL BEST OF SHOW

1.1 AAF Gold Award, Best of Show

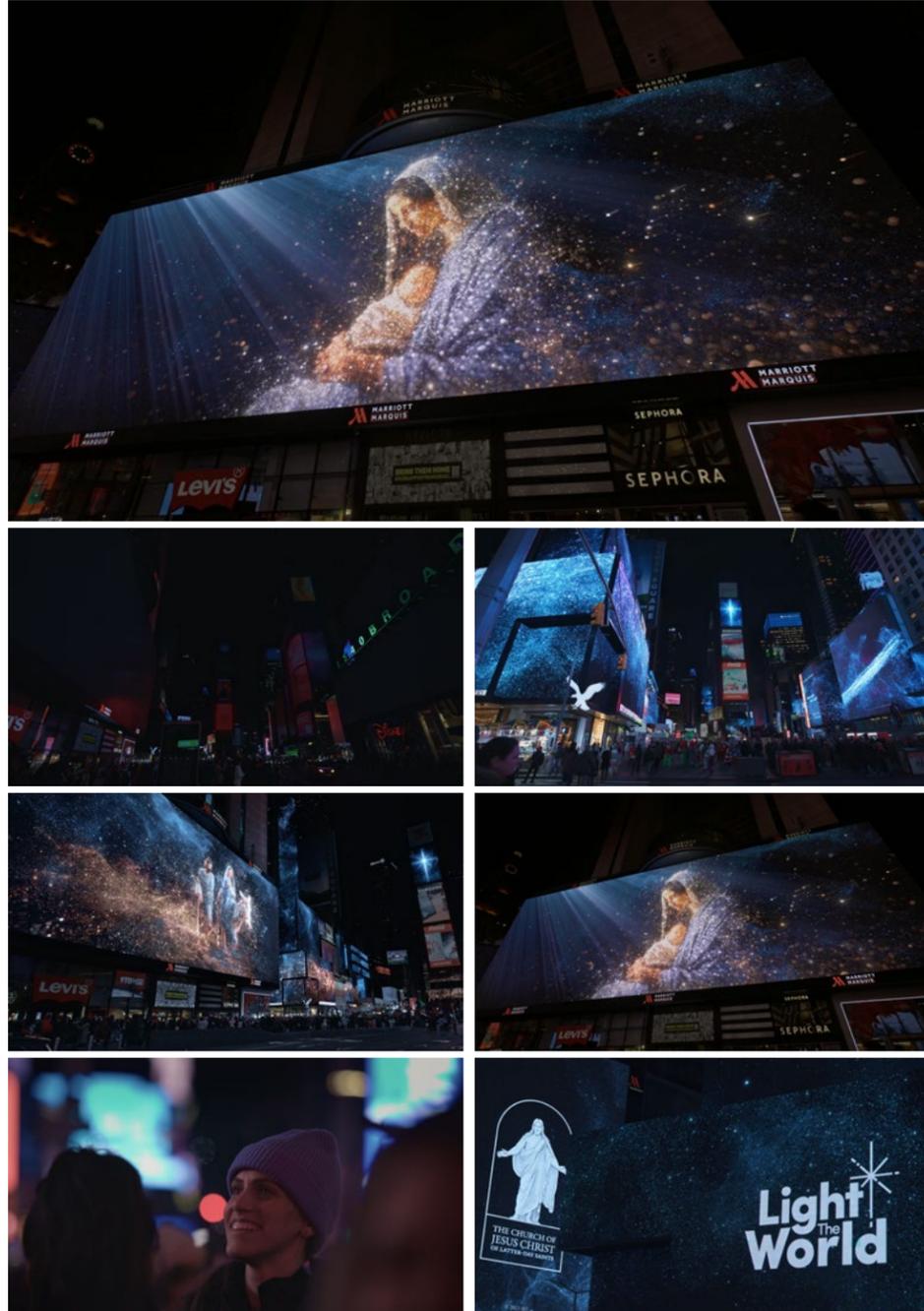
Title
A Silent Night in Times Square

Entrant
Boncom

Client
The Church of Jesus Christ of Latter-day Saints

Credits
Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangerter, Art Director & Creative Director; Cameron Pinegar, Animation Director; Jeremy Ames, Design Director; Lindsey Duncan, Title Design; Animation: Method Studios, Production; Atomic City, Video; Mari Raymer, Producer; Britte Sappington, Producer; Anthony Inkley, Post Production Supervisor; Vann Dwiggins, Editor/Camera Op; Chas Kelly, Editor/Camera Op; David Bradshaw, Editor/Camera Op; Brett Meldrum, Group Brand Director; Brooke Waldron, Senior Project Manager; Matt Decker, Media Director; Chris Carlson, Executive VP of Strategy; Andrew Bagley, Agency President

1.1



STUDENT BEST OF SHOW

1.2 AF Gold Award, Best of Show

Title
Mayhem Mode

Entrant
BYU Adlab

Credits
Parker McDermott, Art Director; Isaac Ferre, Copywriter

1.2



**ADVERTISING /
INDUSTRY SELF
PROMOTION >
COLLATERAL**

**2.1
AAF Silver Award**

Category
Direct Marketing & Specialty Advertising
(printed or digital)

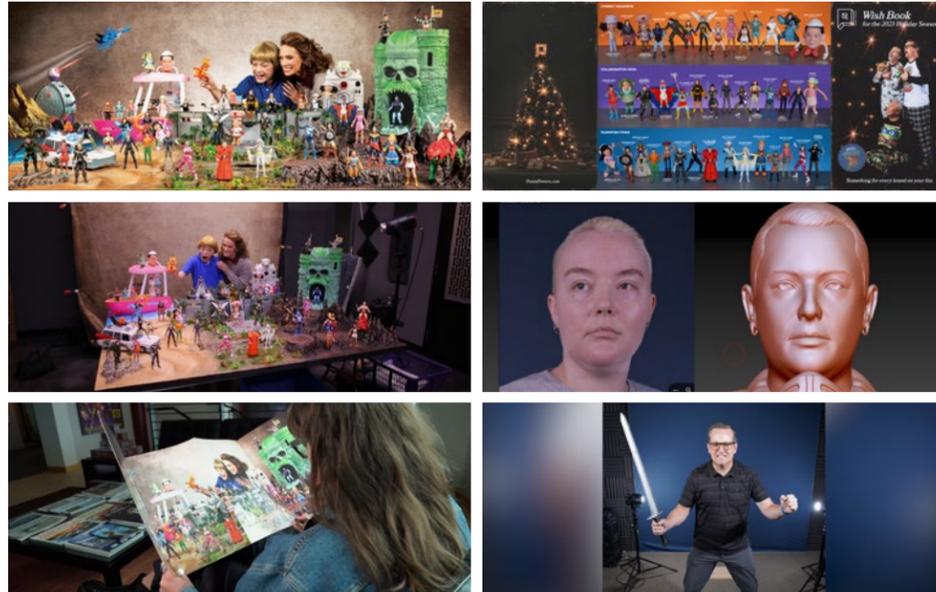
Title
Masters of Communication

Entrant
Penna Powers

Client
Penna Powers

Credits
Erico Bisquera, Chief Creative Officer;
Kenny Hammond, VP of Creative
Services; Bobby Brinton, Associate
Creative Director; Ryan 'Thor' Williams,
Senior Designer; Frank Harnden,
Production Manager; Melody & Jack
Tripp, Sculptors; Career Vão, 3D Art and
Paint;
Jordan Whitney, Photographer

2.1



**CORPORATE SOCIAL
RESPONSIBILITY >
FILM, VIDEO & SOUND**

**3.1
AAF Silver Award**

Category
Corporate Social Responsibility
Television

Title
Beauty is for All of Us

Entrant
Avalanche Studios

Client
Beauty Lab + Laser

Credits
Jason Conforto, Producer; Doug Steed,
Director of Photography; David Wade,
Editor

3.1



**CORPORATE SOCIAL
RESPONSIBILITY >
OUT
OF HOME & AMBIENT
MEDIA**

**4.1
AAF Silver Award**

Category
Integrated Media Corporate Social
Responsibility Campaign

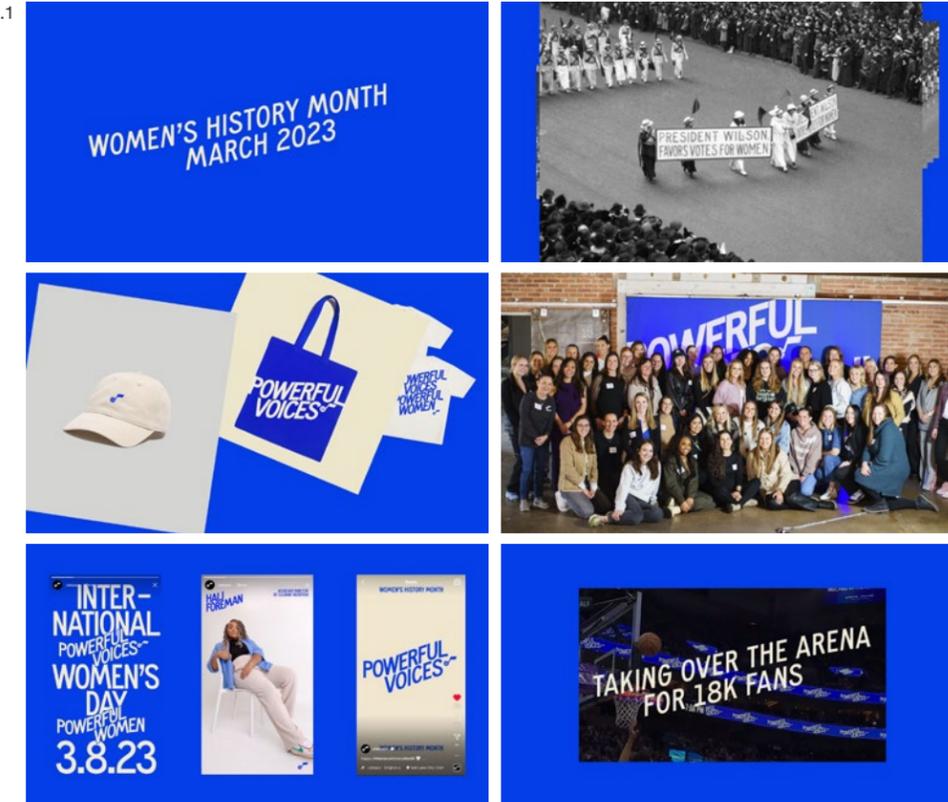
Title
Utah Jazz | Women's History Month

Entrant
Utah Jazz

Client
Utah Jazz

Credits
Victoria Stark, Art Director; Emma Orgill,
Designer; Eva Gabrielsen, Senior Motion
Designer; Kylie Larsen, Designer;
Ell Mortensen, Designer; Sarah
Larson, Designer; Gabby Stockard,
Photographer; Gabby Hundman, Social
Media Manager; Hayley Mettenet,
Content Creator; Angie Treasure, Senior
Director of Content; Nayo Campbell,
Digital Reporter; Elaina Pappas, SVP of
Marketing

4.1



**CORPORATE SOCIAL
RESPONSIBILITY >
SALES & MARKETING**

**5.1
AAF Gold Award**

Category
Annual Report (printed or digital)

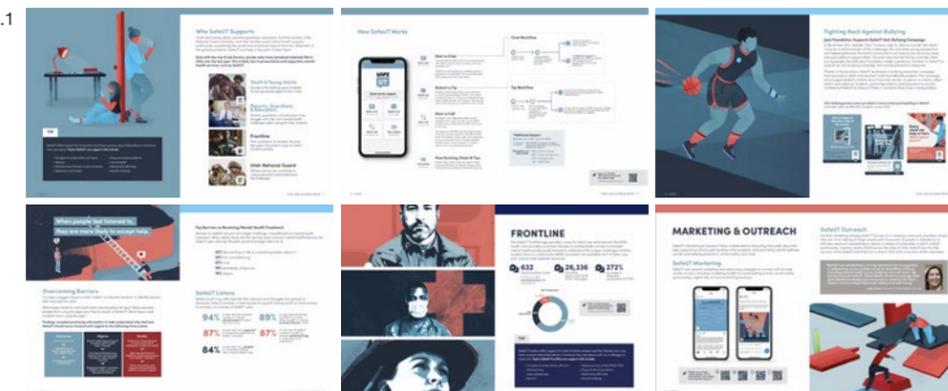
Title
Safe UT Annual Report

Entrant
Boncom

Client
SafeUT

Credits
Meagan Young, Designer; Lizzi Perkins,
Strategist; Jeremy Ames, Support
Designer; Kelsey Knecht
Support, Designer/Art Director; Krista
Flinders, Senior Brand Manager

5.1



CROSS-PLATFORM

**6.1
AAF Silver Award**

Category
Online / Interactive Campaign
Title
Smithsonian Cell Phone Exhibit
Entrant
Boncom

Client
Smithsonian Natural History Museum
Credits
Cameron Pinegar, Animation Director; Lindsey Duncan, Motion Graphics Designer; Klane Harding, Group Creative Director; Ryan Kunz, Senior Copywriter; Jeremy Ames, Design Director; Lizzi Perkins, Senior Strategist; Anthony Inkley, Post Production Supervisor

6.1



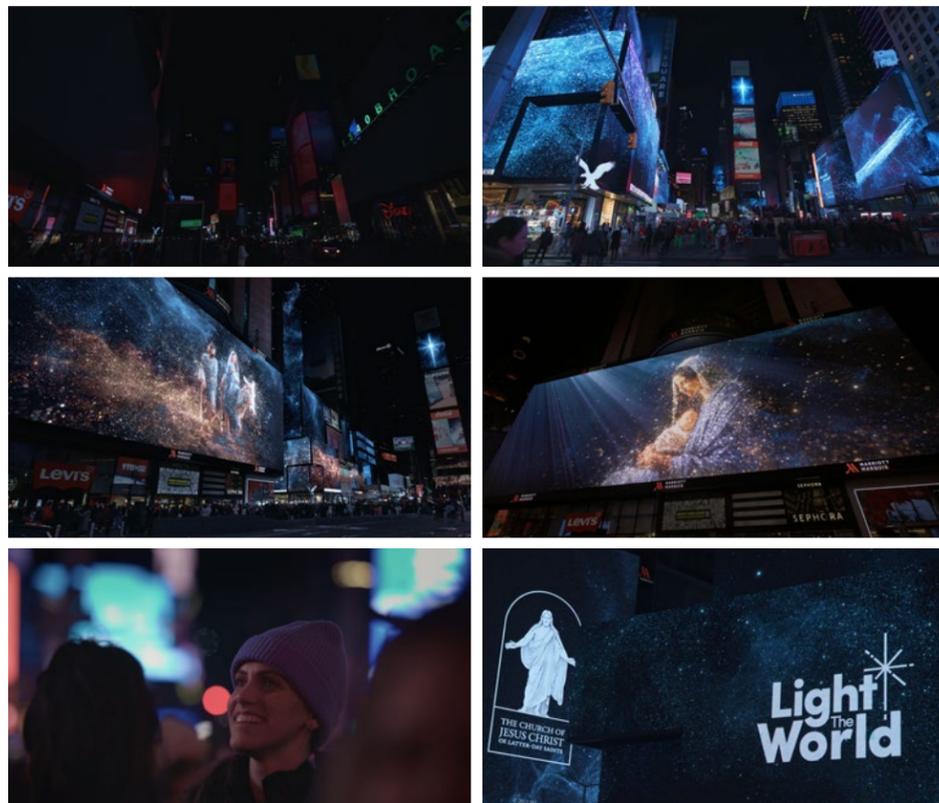
ELEMENTS OF ADVERTISING

**7.1
AAF Gold Award
Best of Show
Judges Choice**

Category
Animation, Special Effects or Motion Graphics
Title
A Silent Night in Times Square
Entrant
Boncom
Client
The Church of Jesus Christ of Latter-day Saints

Credits
Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangert, Art Director & Creative Director; Cameron Pinegar, Animation Director; Jeremy Ames, Design Director; Lindsey Duncan, Title Design; Animation: Method Studios, Production; Atomic City, Video; Mari Raymer, Producer; Britte Sappington, Producer; Anthony Inkley, Post Production Supervisor; Vann Dwiggins, Editor/Camera Op; Chas Kelly, Editor/Camera Op; David Bradshaw, Editor/Camera Op; Brett Meldrum, Group Brand Director; Brooke Waldron, Senior Project Manager; Matt Decker, Media Director; Chris Carlson, Executive VP of Strategy; Andrew Bagley, Agency President

7.1



7.2



**7.2
AAF Gold Award**

Category
Animation, Special Effects or Motion Graphics
Title
Smithsonian Cell Phone Exhibit
Entrant
Boncom

Client
Smithsonian Natural History Museum
Credits
Klane Harding, Creative Director; Ryan Kunz, Copywriter; Cameron Pinegar, Animation Director; Lindsey Duncan, Animator; Jeremy Ames, Designer; Krista Flinder, Senior Account Manager; Anthony Inkley, Post Production Supervisor

**7.3
AAF Silver Award**

Category
Animation, Special Effects or Motion Graphics

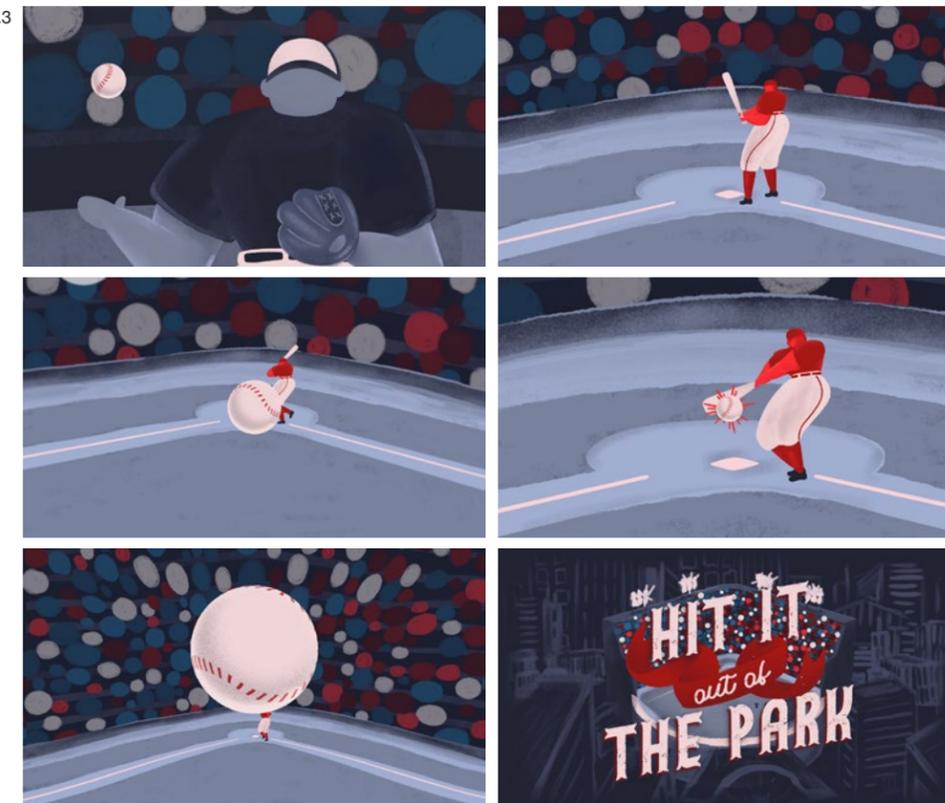
Title
Savvy Productions Animation

Entrant
Savvy Productions

Client
Savvy Productions

Credits
Nikki Hancock, Graphic Design / Motion Graphics; Stephen Smith, Producer

7.3



7.4
AAF Silver Award

Category
Animation, Special Effects or Motion Graphics

Title
SafeUT Emotions

Entrant
Boncom

Client
SafeUT

Credits
Cameron Pinegar, Animation Director; Lindsey Duncan, Motion Graphics Designer; Kelsey Knecht, Art Director; Ryan Kunz, Copywriter; Jeremy Ames, Support Designer/Art Director; Lizzi Perkins, Strategist; Mari Raymer, Production Manager; Anthony Inkley, Post Production Supervisor; David Bradshaw, Video Editor

7.4



7.5



7.5
AAF Gold Award

Category
Art Direction—Campaign

Title
Everyday Strong Card Game

Entrant
Boncom

Client
United Way of Utah County

Credits
Cooper Epps, Art Director; Heidi Ertel, Senior Brand Manager; KC Sosa, Copywriter; Kelsey Knecht, Senior Art Director, Illustrator; Melanie Hemsley, Strategist; Phil Smallwood, Group Creative Director; Ryan Kunz, Senior Copywriter; Anthony Inkley, Strategist

7.6
AAF Silver Award

Category
Art Direction—Campaign

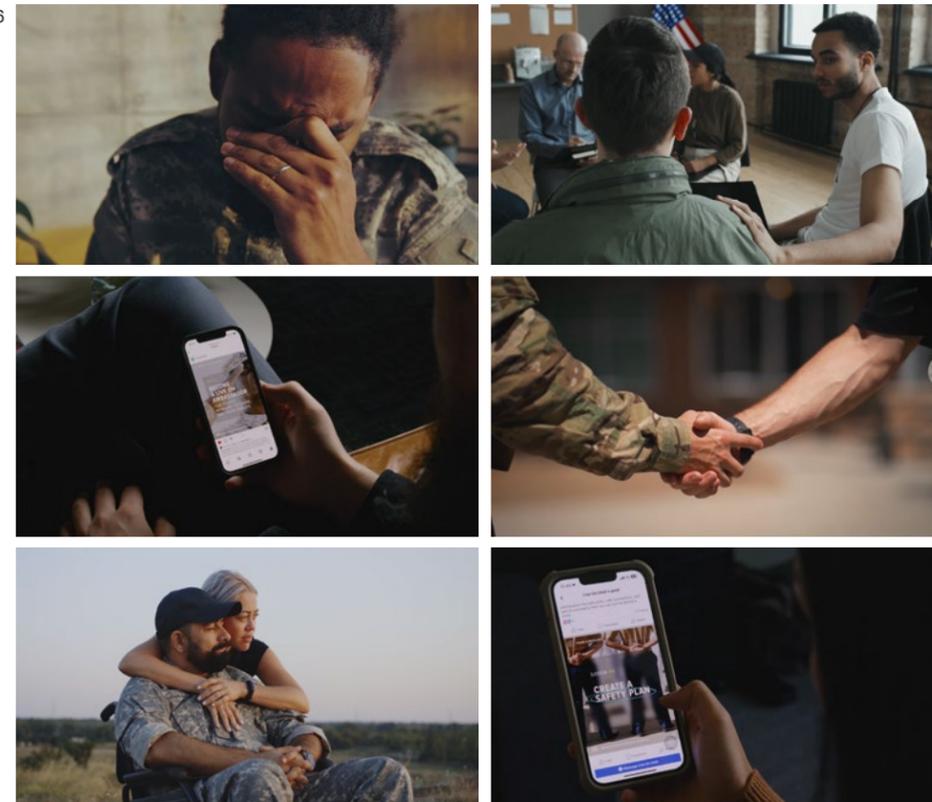
Title
Live On Military Playbook

Entrant
Boncom

Client
Utah Department of Human Services

Credits
Adam Durfee, Social Media Director; Andrea González, Copywriter; Anthony Inkley, Post Production Supervisor; Coby Gerstner, Associate Creative Director; Heidi Ertel, Senior Brand Manager; Hunter Hammer, Animation; Jade McDowell, Copywriter; John Worthington, Senior Art Director; KC Sosa, Copywriter; Kelsey Knecht, Senior Art Director; Lauren Merkley, Producer; Lizzi Perkins, Senior Strategist; Micajah Milne, Social Media Coordinator; Phil Smallwood, Group Creative Director; Sam Rivera, Junior Strategist; Mari Raymer, Production Manager; Walter Mirks, Video Editor; Boncom Internal Production, Production

7.6



7.7
AAF Silver Award

Category
Art Direction—Campaign

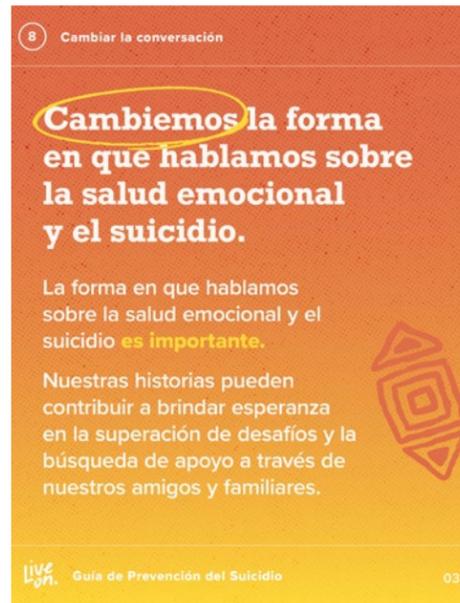
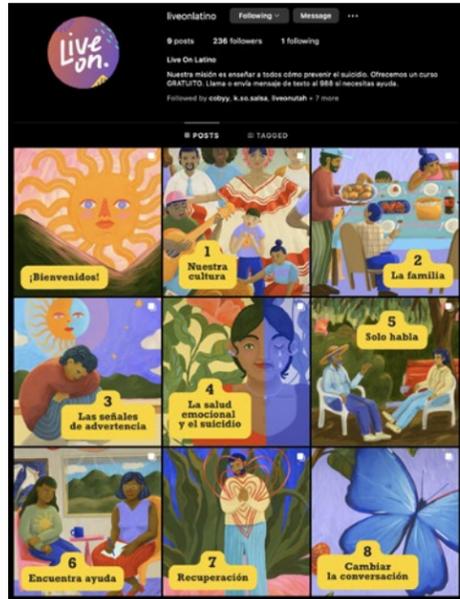
Title
Live On Latino Playbook

Entrant
Boncom

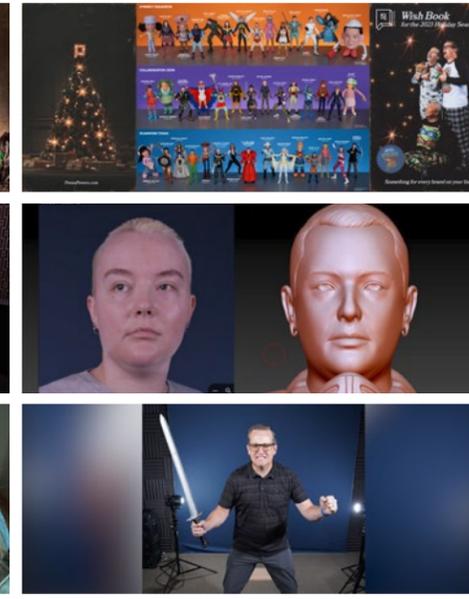
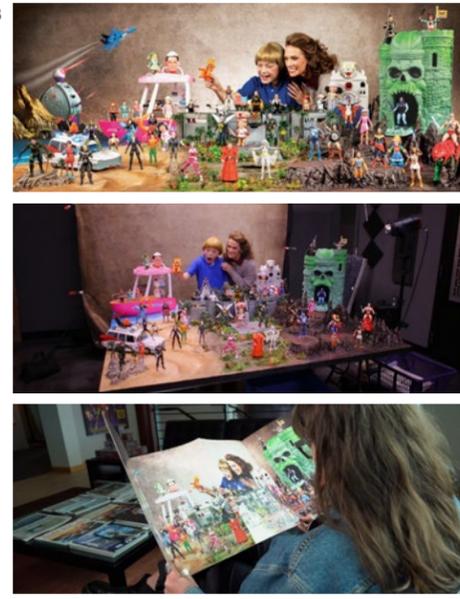
Client
Utah Department of Human Services

Credits
Adam Durfee, Social Media Director; Andrea González, Copywriter; Anthony Inkley, Post Production Supervisor; Lizzi Perkins, Senior Strategist; Cameron Pinegar, Animation Director; Ciera Belyea, Production; Coby Gerstner, Associate Creative Director; David Bradshaw, Production; Heidi Ertel, Senior Brand Manager; John Worthington, Senior Art Director; Lauren Merkley, Producer; Lindsey Duncan, Animation; Lizzi Perkins, Senior Strategist; Loren DeGraaff, Production; Mari Raymer, Production Manager; Micajah Milne, Social Media Coordinator; Mika Rane, Illustrator; Phil Smallwood, Group Creative Director; Sam Rivera, Junior Strategist, Copywriter; Vann Dwiggin, Video Editor

7.7



7.8



7.8
AAF Gold Award

Category
Art Direction—Single

Title
Masters of Communication

Entrant
Penna Powers

Client
Penna Powers

Credits
Erico Bisquera, Chief Creative Officer; Kenny Hammond, VP of Creative Services; Bobby Brinton, Associate Creative Director; Ryan 'Thor' Williams, Senior Designer; Frank Harnden, Production Manager; Melody & Jack Tripp, Sculptors; Career Vão, 3D Art and Paint; Jordan Whitney, Photographer

7.9
AAF Silver Award

Category
Art Direction—Single

Title
Energen Champion Jordan Clarkson Ad

Entrant
Avalanche Studios

Client
Energen Champion

Credits
Dave Lindsay, Producer; Jason Conforto, Producer; Suzy Eaton, Art Director

7.9



7.10
AAF Silver Award
 Category
 Art Direction—Single
 Title
 Burden
 Entrant
 Boncom
 Client
 The Church of Jesus Christ of Latter-day Saints
 Credits
 Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangarter, Art Director & Creative Director; Brett Meldrum, Group Account Director; Brooke Waldron, Senior Project Manager; Chris Calrson, Executive VP of Strategy; Valentina Almeida, Strategy Director; Kylie Neslen, Content Strategist; Melanie Hemsley, Strategist; Mari Raymer, Producer; Anthony Inkley, Post Production Supervisor; Vann Dwiggs, Editor; Mystery Box, Production



7.11
AAF Silver Award
 Category
 Art Direction—Single
 Title
 Connect People and Ideas
 Entrant
 Lucid Software
 Client
 Lucid Software
 Credits
 Caleb Blackhurst, Director; Gabe Veenendaal, Producer; Adam Rallison, Motion Designer; Rachel Kim, Art Director



7.12
AAF Gold Award
 Category
 Cinematography—Single
 Title
 Welcome Back to the Delta Center
 Entrant
 Utah Jazz
 Client
 Utah Jazz
 Credits
 Chris George, Senior. Creative Director; Joon Lee, Director & Editor; Kevin Robbins, Senior. Post-Production Manager; Asher Huskinson, Director of Photography; Mark Thomsen, Senior Project Manager

7.13
AAF Gold Award
 Category
 Illustration Series
 Title
 Everyday Strong Card Game
 Entrant
 Boncom
 Client
 United Way of Utah County
 Credits
 Cooper Epps, Art Director; Heidi Ertel, Senior Brand Manager; KC Sosa, Copywriter; Kelsey Knecht, Senior Art Director, Illustrator; Melanie Hemsley, Strategist; Phil Smallwood, Group Creative Director; Ryan Kunz, Senior Copywriter; Anthony Inkley, Strategist



7.14
AAF Gold Award
Category
Music Without Lyrics—Single

Title
A Silent Night in Times Square
Entrant
Boncom

Client
The Church of Jesus Christ of Latter-day Saints

Credits
Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangarter, Art Director & Creative Director; Cameron Pinegar, Animation Director; Jeremy Ames, Design Director; Lindsey Duncan, Title Design; Animation: Method Studios, Production; Atomic City, Video; Mari Raymer, Producer; Britte Sappington, Producer; Anthony Inkley, Post Production Supervisor; Vann Dwiggins, Editor/Camera Op; Chas Kelly, Editor/Camera Op; David Bradshaw, Editor/Camera Op; Brett Meldrum, Group Brand Director; Brooke Waldron, Senior Project Manager; Matt Decker, Media Director; Chris Carlson, Executive VP of Strategy; Andrew Bagley, Agency President

7.14



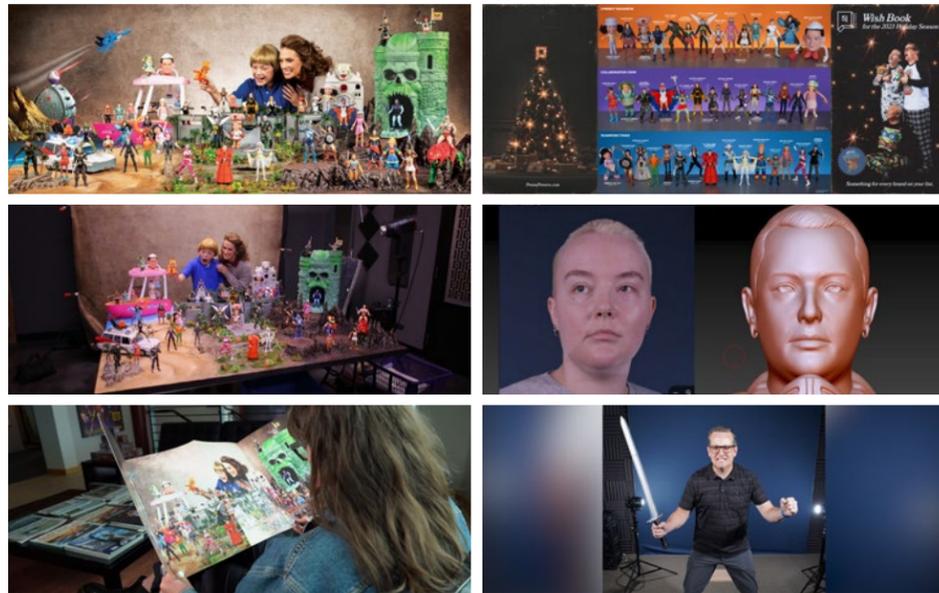
7.15
AAF Gold Award
Category
Photography, Color

Title
Masters of Communication
Entrant
Penna Powers

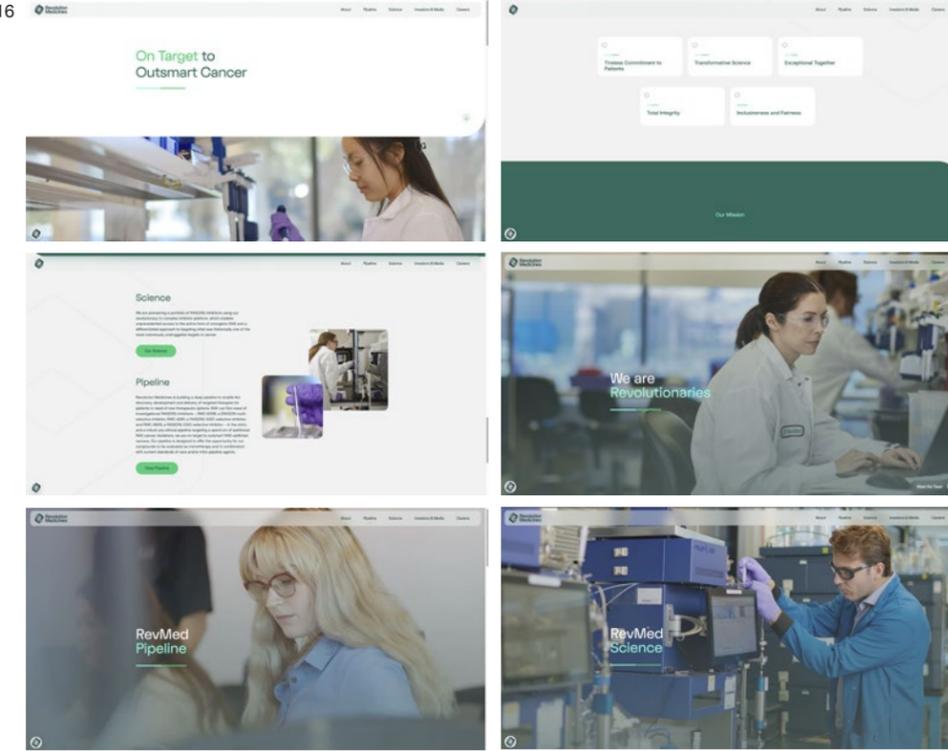
Client
Penna Powers

Credits
Erico Bisquera, Chief Creative Officer; Kenny Hammond, VP of Creative Services; Bobby Brinton, Associate Creative Director; Ryan 'Thor' Williams, Senior Designer; Frank Harnden, Production Manager; Melody & Jack Tripp, Sculptors; Career Vão, 3D Art and Paint; Jordan Whitney, Photographer

7.15



7.16



7.16
AAF Silver Award
Category
User Experience

Title
Revolution Medicines Brand / Website
Entrant
Struck

Client
Revolution Medicines

Credits
Petar Mijic, Creative Director; Kiki Ariss, Client Partner; Mason Miller, Producer; Katie Tingey, Art Director; Gelyn Pauley, Designer

7.17
AAF Silver Award
Category
Video Editing

Title
SafeUT Explainer Video
Entrant
Boncom

Client
SafeUT

Credits
Cameron Pinegar, Animation Director; Lindsey Duncan, Motion Graphics Designer; Kelsey Knecht, Senior Art Director; Ryan Kunz, Senior Copywriter; Jeremy Ames, Support Designer/Art Director; Lizzi Perkins, Strategist; Mari Raymer, Production Manager; Anthony Inkley, Post Production Supervisor; David Bradshaw, Video Editor

7.17



FILM, VIDEO & SOUND

**8.1
AAF Gold Award**

Category
Branded Content & Entertainment -
Non-Broadcast

Title
A Silent Night in Times Square

Entrant
Boncom

Client
The Church of Jesus Christ of Latter-day
Saints

Credits
Jeff Taylor, Executive Creative Director;
Klane Harding, Group Creative Director;
LJ Johansson, Copywriter & Creative
Director; Mark Bangarter, Art Director
& Creative Director; Cameron Pinegar,
Animation Director; Jeremy Ames,
Design Director; Lindsey Duncan, Title
Design; Animation: Method Studios,
Production; Atomic City, Video; Mari
Raymer, Producer; Britte Sappington,
Producer; Anthony Inkley, Post
Production Supervisor; Vann Dwiggins,
Editor/Camera Op; Chas Kelly, Editor/
Camera Op; David Bradshaw, Editor/
Camera Op; Brett Meldrum, Group
Brand Director; Brooke Waldron, Senior
Project Manager; Matt Decker, Media
Director; Chris Carlson, Executive VP
of Strategy; Andrew Bagley, Agency
President

8.1



**8.2
AAF Gold Award**

Category
Internet Commercial

Title
A Silent Night in Times Square

Entrant
Boncom

Client
The Church of Jesus Christ of Latter-day
Saints

Credits
Jeff Taylor, Executive Creative Director;
Klane Harding, Group Creative Director;
LJ Johansson, Copywriter & Creative
Director; Mark Bangarter, Art Director
& Creative Director; Cameron Pinegar,
Animation Director; Jeremy Ames,
Design Director; Lindsey Duncan, Title
Design; Animation: Method Studios,
Production; Atomic City, Video; Mari
Raymer, Producer; Britte Sappington,
Producer; Anthony Inkley, Post
Production Supervisor; Vann Dwiggins,
Editor/Camera Op; Chas Kelly, Editor/
Camera Op; David Bradshaw, Editor/
Camera Op; Brett Meldrum, Group
Brand Director; Brooke Waldron, Senior
Project Manager; Matt Decker, Media
Director; Chris Carlson, Executive VP
of Strategy; Andrew Bagley, Agency
President

8.2



8.3



8.4



**8.3
AAF Silver Award**

Category
Internet Commercial

Title
Smithsonian Cell Phone Exhibit

Entrant
Boncom

Client
Smithsonian Natural History Museum

Credits
Klane Harding, Creative Director; Ryan
Kunz, Copywriter; Cameron Pinegar,
Animation Director; Lindsey Duncan,
Animator; Jeremy Ames, Designer;
Krista Flinder, Senior Account Manager;
Anthony Inkley, Post Production
Supervisor

**8.4
AAF Silver Award**

Category
Internet Commercial

Title
Infinity // Go the Distance

Entrant
Jmills Entertainment

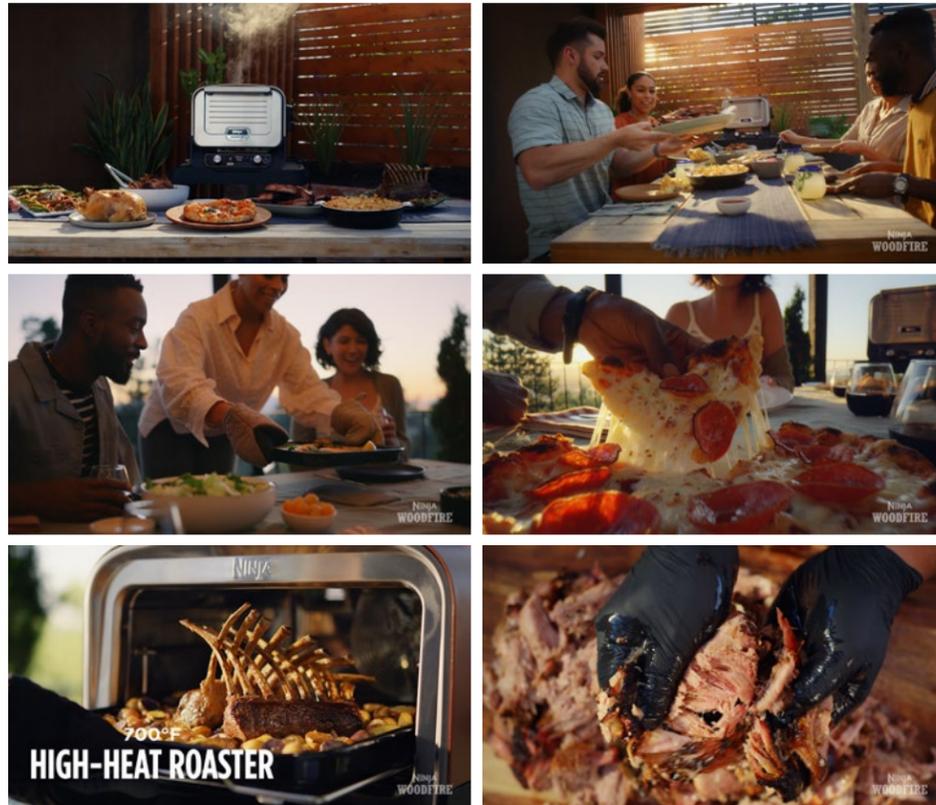
Client
Careismatic Brands Inc.

Credits
Jeremy Miller, Director, JME; Talmage
Cromar, Producer, JME; Peter
Jodlowski, Editor, JME; Talal Sadeh,
VP Brand Marketing, CBI; Martin
Morris, Creative Director, CBI; Yuna
Kim, Brand Director, CBI; Liam Higgins,
Cinematographer

8.5
AAF Silver Award
 Category
 Internet Commercial
 Title
 Ninja // Woodfire Outdoor Oven

Entrant
 Jmills Entertainment
 Client
 Jmills Entertainment
 Credits
 Jeremy Miller, Director, JME; Talmage Cromar, Producer, JME; Peter Jodlowski, Editor, JME; Andreas Petker, Cinematographer; Jad Jichi, Global Senior Creative Director, SharkNinja; Ryan Lombardi, Creative Director, SharkNinja; Darryl Garcia, Executive Producer, VP Informercial Production, SharkNinja; Jon Shigematsu, Executive Producer; Maeve McGowan, Senior Marketing Manager, SharkNinja; Athia Landry, Senior Recipe & Content Developer, SharkNinja; Adam Foster, Senior Creative Director, SharkNinja

8.5



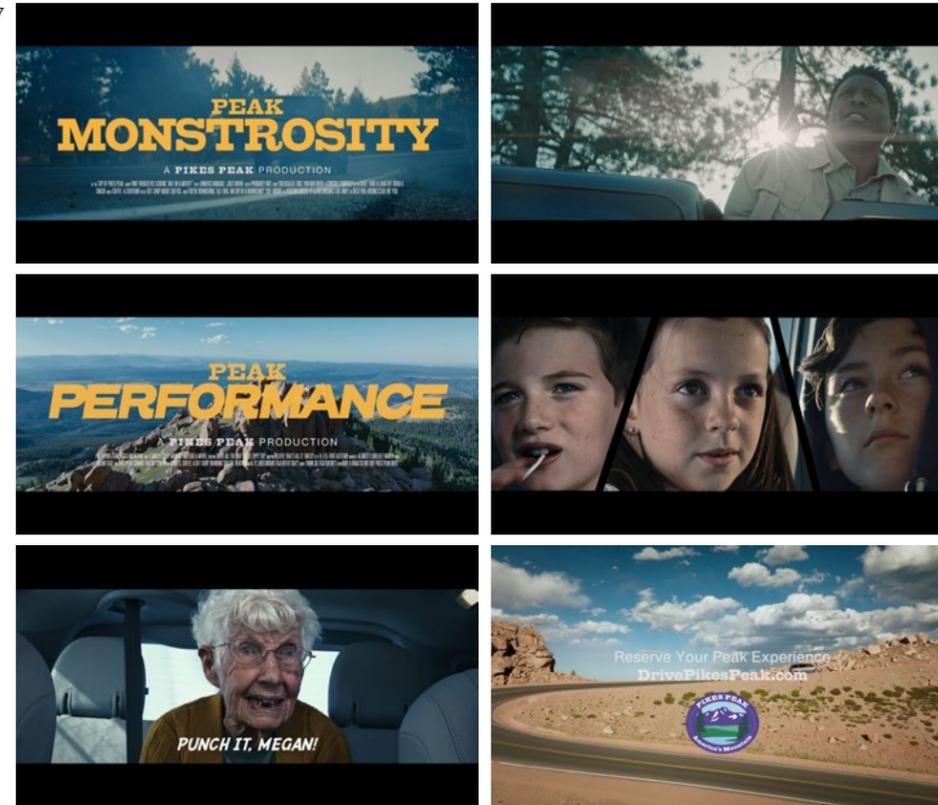
8.6
AAF Silver Award
 Category
 Internet Commercial
 Title
 Connect People and Ideas

Entrant
 Lucid Software
 Client
 Lucid Software
 Credits
 Caleb Blackhurst, Director; Gabe Veenendaal, Producer; Adam Rallison, Motion Designer; Rachel Kim, Art Director

8.6



8.7



8.7
AAF Gold Award
 Category
 Local Television Commercial Campaign
 Title
 Peak Experience Video Series

Entrant
 Boncom
 Client
 Pikes Peak
 Credits
 Cooper Epps, Art Director; KC Sosa, Copywriter; Ryan Anderson, Group Creative Director; Todd Downer, Designer; Colin Cronin, Digital Producer; Krista Flinders, Senior Brand Manager; Sam Rivera, Strategy; Mari Raymer, Production Manager; Anthony Inkley, Post Production Supervisor; Chas Kelly, Video Editor; Vann Dwigings, Video Editor

8.8
AAF Silver Award
 Category
 Local Television Commercial Campaign
 Title
 We Move You – Road Therapy

Entrant
 R&R Partners
 Client
 Utah Transit Authority
 Credits
 Destin Cox, Creative Director; Greg King, Creative Director, Copywriter; Patrick Buller, Associate Creative Director; Abigail Steele, Senior Art Director; Christina Lau, Group Account Director; Katee Reed, Project Director; Kate Bolnick, Producer; Greg Kieffer, Director, Cosmic Pictures

8.8



8.9
AAF Silver Award
Category
Local Television Commercial :30

Title
Custodians 2.0
Entrant
Fakory
Client
PACS

Credits
Taylor Preston, Creative Director; Haden Hamblin, Creative Director; CJ Dinkins, Producer

8.9

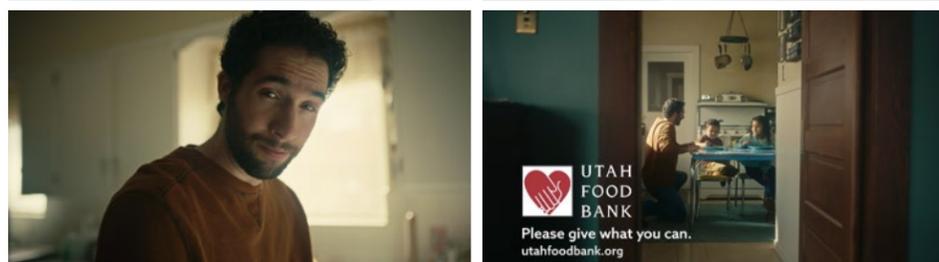
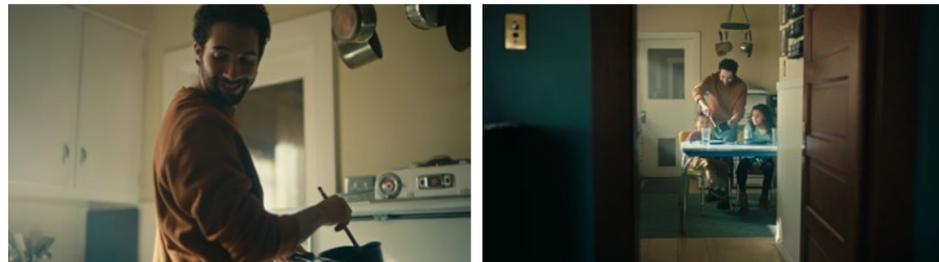


8.10
AAF Silver Award
Category
Local Television Commercial :30

Title
Local Television Commercial :30
Entrant
Love Communications
Client
Utah Food Bank

Credits
Chip Haskell, Creative Director/Writer; John Youngren, Account Supervisor; Traverse Films/John Murphy, Production Company/Director; Heidi Cannella/Ginette Bott, Utah Food Banks

8.10



8.11

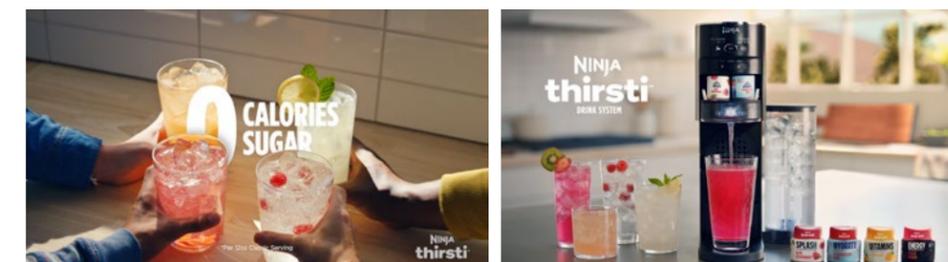


8.11
AAF Gold Award
Category
Music Video

Title
A Silent Night in Times Square
Entrant
Boncom
Client
The Church of Jesus Christ of Latter-day Saints

Credits
Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangerter, Art Director & Creative Director; Cameron Pinegar, Animation Director; Jeremy Ames, Design Director; Lindsey Duncan, Title Design; Animation: Method Studios, Production; Atomic City, Video; Mari Raymer, Producer; Britte Sappington, Producer; Anthony Inkley, Post Production Supervisor; Vann Dwiggins, Editor/Camera Op; Chas Kelly, Editor/Camera Op; David Bradshaw, Editor/Camera Op; Brett Meldrum, Group Brand Director; Brooke Waldron, Senior Project Manager; Matt Decker, Media Director; Chris Carlson, Executive VP of Strategy; Andrew Bagley, Agency President

8.12



8.12
AAF Silver Award

Category
Regional / National Television Commercial
Title
Ninja // Thirsti
Entrant
Jmills Entertainment

Client
Shark | Ninja
Credits
Jeremy Miller, Director, JME; Talmage Cromar, Producer, JME; Peter Jodlowski, Editor, JME; Talal Sadeh, VP Brand Marketing, CBI; Martin Morris, Creative Director, CBI; Yuna Kim, Brand Director, CBI; Liam Higgins, Cinematographer

8.13
AAF Silver Award
 Category
 Regional / National Television
 Commercial

Title
Run
 Entrant
R&R Partners
 Client
 Intermountain Health

Credits
 Chad Harris, VP, Managing Director;
 Scott Murray, Group Creative Director;
 Joel Clement, Associate Creative
 Director; Theresa Menz Cooper,
 Associate Creative Director; Don Turley,
 Executive Producer; Amanda Rice,
 Account Director; Kelly Sommerich,
 Brand Supervisor; Katee Reed,
 Project Director; Corinna Bielen, Client
 Partnerships Coordinator; Sarah
 Jensen, Senior Designer; Colleen
 Templeton, Senior Designer; Mia
 Marquez, Jr Designer; Paul Smith, VP,
 Research and Insight; Emmarose Terry,
 VP, Media & Publishing

8.13

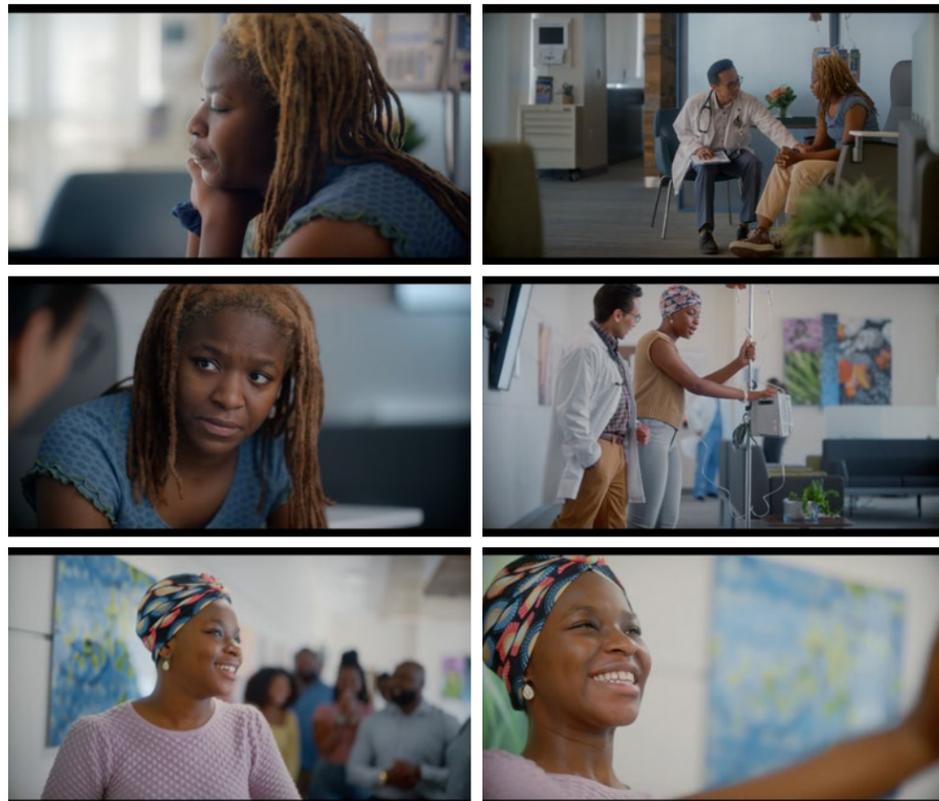


8.14
AAF Silver Award
 Category
 Regional / National Television
 Commercial

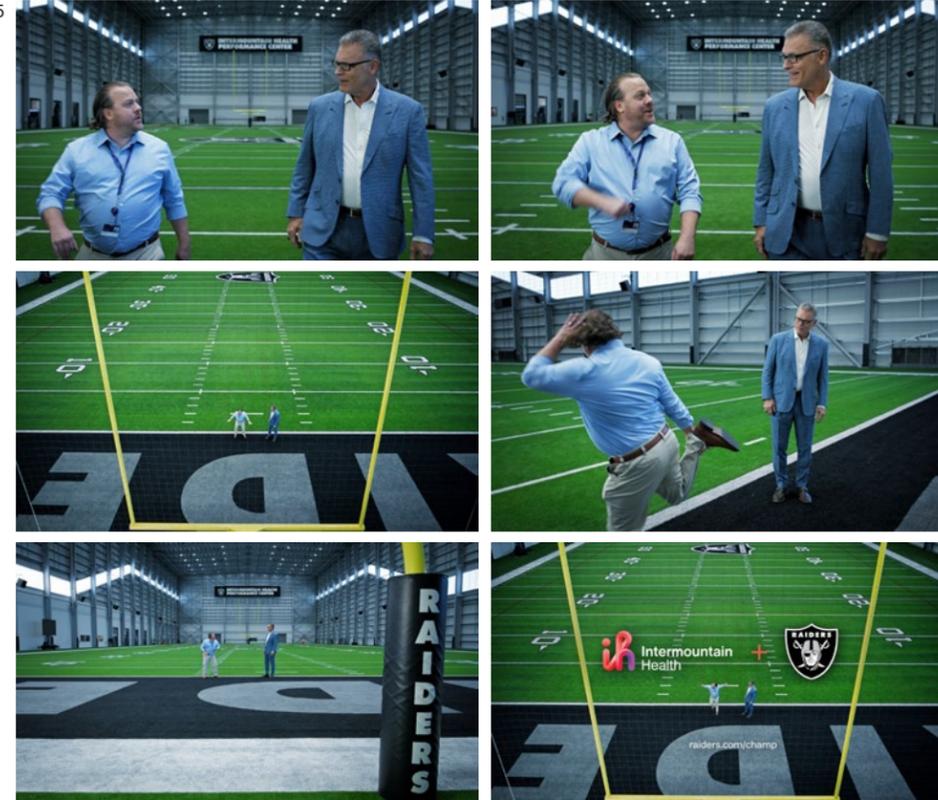
Title
Bell
 Entrant
R&R Partners
 Client
 Intermountain Health

Credits
 Chad Harris, VP, Managing Director;
 Scott Murray, Group Creative Director;
 Joel Clement, Associate Creative
 Director; Theresa Menz Cooper,
 Associate Creative Director; Don Turley,
 Executive Producer; Amanda Rice,
 Account Director; Kelly Sommerich,
 Brand Supervisor; Katee Reed,
 Project Director; Corinna Bielen, Client
 Partnerships Coordinator; Sarah
 Jensen, Senior Designer; Colleen
 Templeton, Senior Designer; Mia
 Marquez, Jr Designer; Paul Smith, VP,
 Research and Insight; Emmarose Terry,
 VP, Media & Publishing

8.14



8.15



8.15
AAF Silver Award
 Category
 Regional / National Television
 Commercial

Title
End Zone
 Entrant
R&R Partners
 Client
 Intermountain Health

Credits
 Chad Harris, VP, Managing Director;
 Scott Murray, Group Creative Director;
 Amanda Rice, Account Director; Kelly
 Sommerich, Brand Supervisor; Katee
 Reed, Project Director; Don Turley,
 Executive Producer; Dennis Caldwell,
 Production Manager; Scott Murray,
 Director

8.16
AAF Silver Award
 Category
 Regional / National Television
 Commercial Campaign

Title
The Power of We
 Entrant
R&R Partners
 Client
 Intermountain Health

Credits
 Chad Harris, VP, Managing Director;
 Scott Murray, Group Creative Director;
 Joel Clement, Associate Creative
 Director; Theresa Menz Cooper,
 Associate Creative Director; Don Turley,
 Executive Producer; Amanda Rice,
 Account Director; Kelly Sommerich,
 Brand Supervisor; Katee Reed,
 Project Director; Corinna Bielen, Client
 Partnerships Coordinator; Sarah
 Jensen, Senior Designer; Colleen
 Templeton, Senior Designer; Mia
 Marquez, Jr Designer; Paul Smith, VP,
 Research and Insight; Emmarose Terry,
 VP, Media & Publishing

8.16



8.17
AAF Silver Award

Category
Webisode

Title
Your Story Matters

Entrant
Savvy Productions

Client
Savvy Productions

Credits
Stephen Smith, Owner; Tyler Sohm, Creative Director; Jeremy Penzien, Cinematographer; Nikki Hancock, Motion Graphics; Jonah Taylor, Editor

8.17



ONLINE / INTERACTIVE

9.1
AAF Silver Award
Judges Choice

Category
Consumer Website

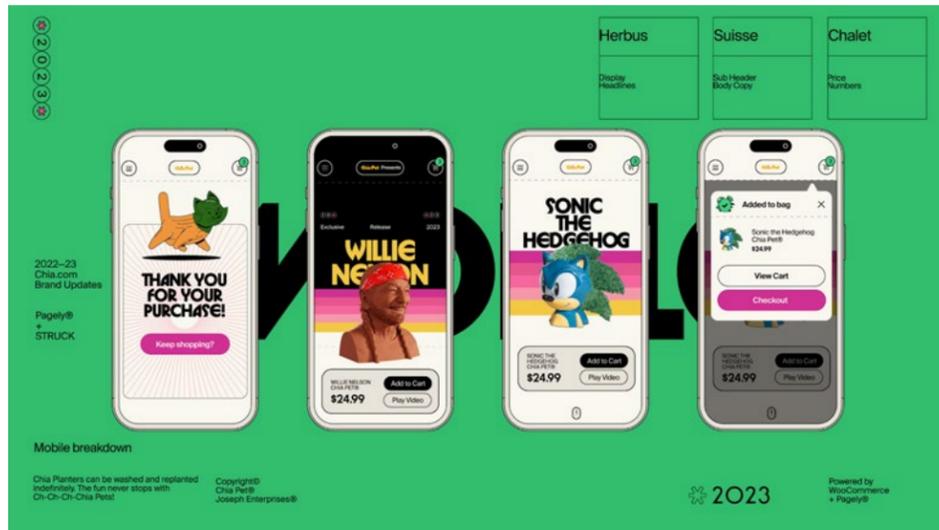
Title
Ch Ch Ch CHIA!

Entrant
Struck

Client
Chia Pet

Credits
Petar Mijic, Creative Director; Nick Carpenter, Motion Designer; Jamie Lancaster, Designer; Gustavo Gomez, Senior Software Developer; Nate Healy, Illustrator; Samantha Browning, Producer; Kylie Kullack, Client Partner; ZAO, Development

9.1



9.2



9.2
AAF Silver Award

Category
Social Media, Single Execution

Title
Social Media, Single Execution

Entrant
Utah Jazz

Client
Utah Jazz

Credits
Chris George, Senior Creative Director; David Shum, Creative Copywriter; Angie Treasure, Senior Director of Content; Joon Lee, Video Producer; Gabby Hundman, Social Media Manager; Kevin Robbins, Senior Post-Production Manager; Matt Kricheli, Jr. Video Producer; Carson Stevenson, Marketing Director

OUT OF HOME & AMBIENT MEDIA

10.1
AAF Gold Award

Category
Animated / Video Boards

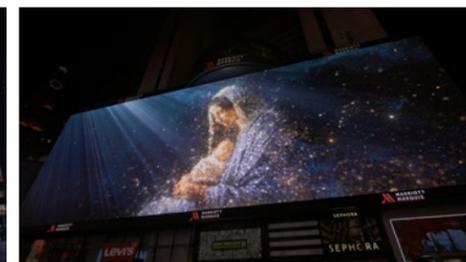
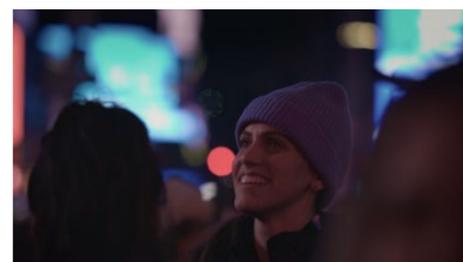
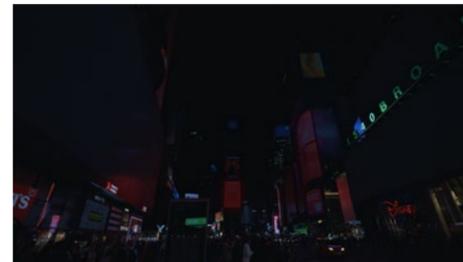
Title
A Silent Night in Times Square

Entrant
Boncom

Client
The Church of Jesus Christ of Latter-day Saints

Credits
Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangarter, Art Director & Creative Director; Cameron Pinegar, Animation Director; Jeremy Ames, Design Director; Lindsey Duncan, Title Design; Animation: Method Studios, Production; Atomic City, Video; Mari Raymer, Producer; Britte Sappington, Producer; Anthony Inkley, Post Production Supervisor; Vann Diggins, Editor/Camera Op; Chas Kelly, Editor/Camera Op; David Bradshaw, Editor/Camera Op; Brett Meldrum, Group Brand Director; Brooke Waldron, Senior Project Manager; Matt Decker, Media Director; Chris Carlson, Executive VP of Strategy; Andrew Bagley, Agency President

10.1



10.2
AAF Gold Award

Category
Event
Title
A Silent Night in Times Square
Entrant
Boncom
Client
The Church of Jesus Christ of Latter-day Saints

Credits
Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangarter, Art Director & Creative Director; Cameron Pinegar, Animation Director; Jeremy Ames, Design Director; Lindsey Duncan, Title Design; Animation: Method Studios, Production; Atomic City, Video; Mari Raymer, Producer; Britte Sappington, Producer; Anthony Inkley, Post Production Supervisor; Vann Dwiggins, Editor/Camera Op; Chas Kelly, Editor/Camera Op; David Bradshaw, Editor/Camera Op; Brett Meldrum, Group Brand Director; Brooke Waldron, Senior Project Manager; Matt Decker, Media Director; Chris Carlson, Executive VP of Strategy; Andrew Bagley, Agency President

10.2



10.3
AAF Gold Award

Category
Outdoor Board Campaign
Title
A Silent Night in Times Square
Entrant
Boncom
Client
The Church of Jesus Christ of Latter-day Saints

Credits
Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangarter, Art Director & Creative Director; Cameron Pinegar, Animation Director; Jeremy Ames, Design Director; Lindsey Duncan, Title Design; Animation: Method Studios, Production; Atomic City, Video; Mari Raymer, Producer; Britte Sappington, Producer; Anthony Inkley, Post Production Supervisor; Vann Dwiggins, Editor/Camera Op; Chas Kelly, Editor/Camera Op; David Bradshaw, Editor/Camera Op; Brett Meldrum, Group Brand Director; Brooke Waldron, Senior Project Manager; Matt Decker, Media Director; Chris Carlson, Executive VP of Strategy; Andrew Bagley, Agency President

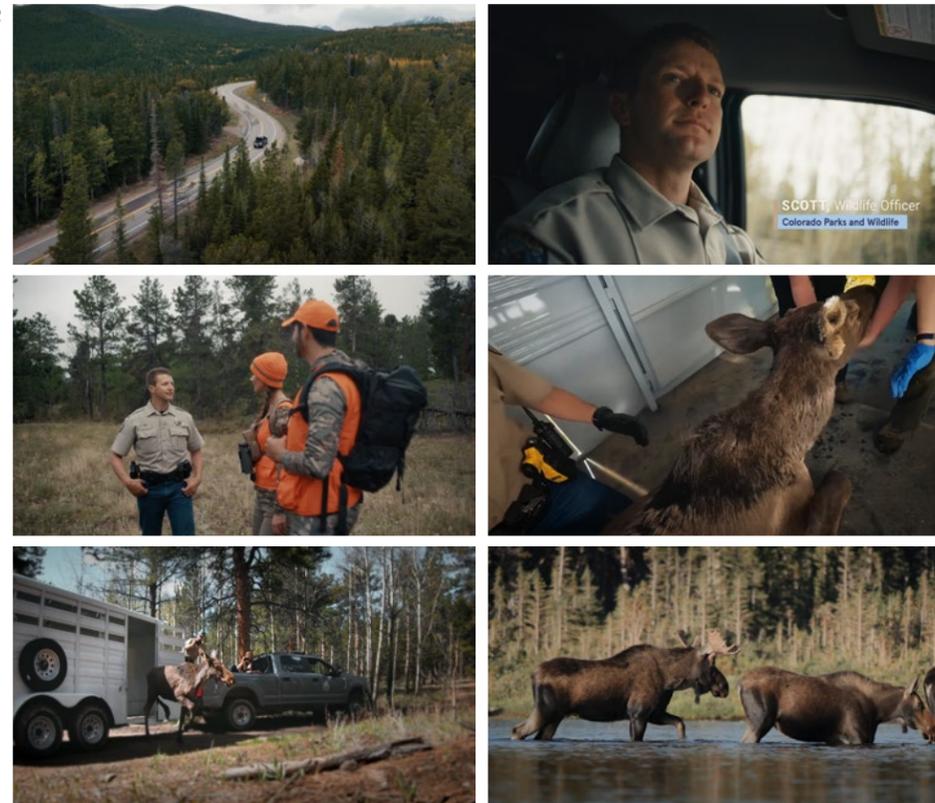
10.3



11.1



11.2



PUBLIC SERVICE >
FILM, VIDEO & SOUND

11.1
AAF Silver Award

Category
Integrated Media Public Service Campaign
Title
Harms of Social Media
Entrant
Penna Powers
Client
Office of the Governor

Credits
Erico Bisquera, Chief Creative Officer; Kenny Hammond, VP of Creative Services; Bobby Brinton, Associate Creative Director; John Murphy, Director/Producer - Traverse Films; Samantha Black, Art Director

11.2
AAF Silver Award

Category
Integrated Media Public Service Campaign
Title
Day in the Life
Entrant
R&R Partners
Client
Colorado Wildlife Council

Credits
Patrick Buller, Associate Creative Director, Copywriter; Greg King, Creative Director, Copywriter; Ryan Izant, Associate Creative Director, Copywriter; Miriam Swofford, Corporate Director of Brand; Danielle Schneider, Account Coordinator; Gerri Angelo, Director of Content Production; Colleen Templeton, Senior Designer; Paul Smith, VP, Research and Insight; Frank Pickell, Director, Futuristic Films; AJ Davis, Illustrator, Animator

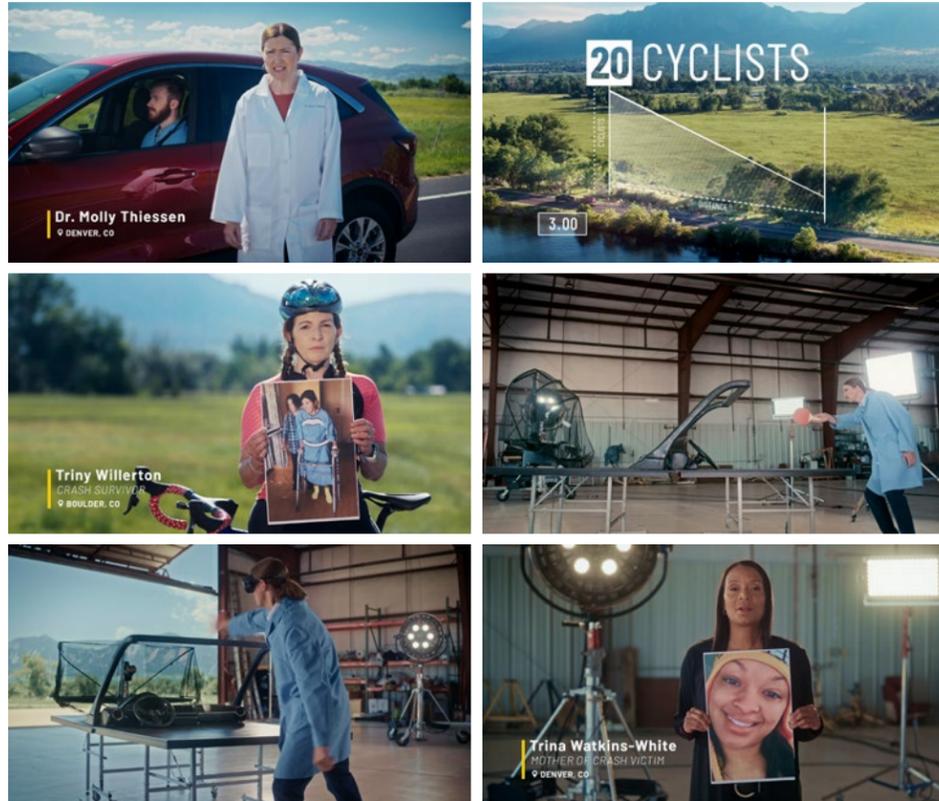
11.3
AAF Gold Award
 Category
 Public Service Campaign
 Title
 Giving Machines: Global Stories
 Entrant
 Boncom
 Client
 The Church of Jesus Christ of Latter-day Saints
 Credits
 Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; Colin Cronin, Creative Director/ Camera; Ruby Quinn, Art Director; Lindsey Duncan, Animator; Mari Raymer, Producer; Anthony Inkley, Post Production Supervisor; Chas Kelly, Editor; David Bradshaw, Editor; Brett Meldrum, Group Brand Director; Mike Grass, Director of PR; Brooke Waldron, Senior Project Manager; Kate Rasch, Brand Manager

11.3

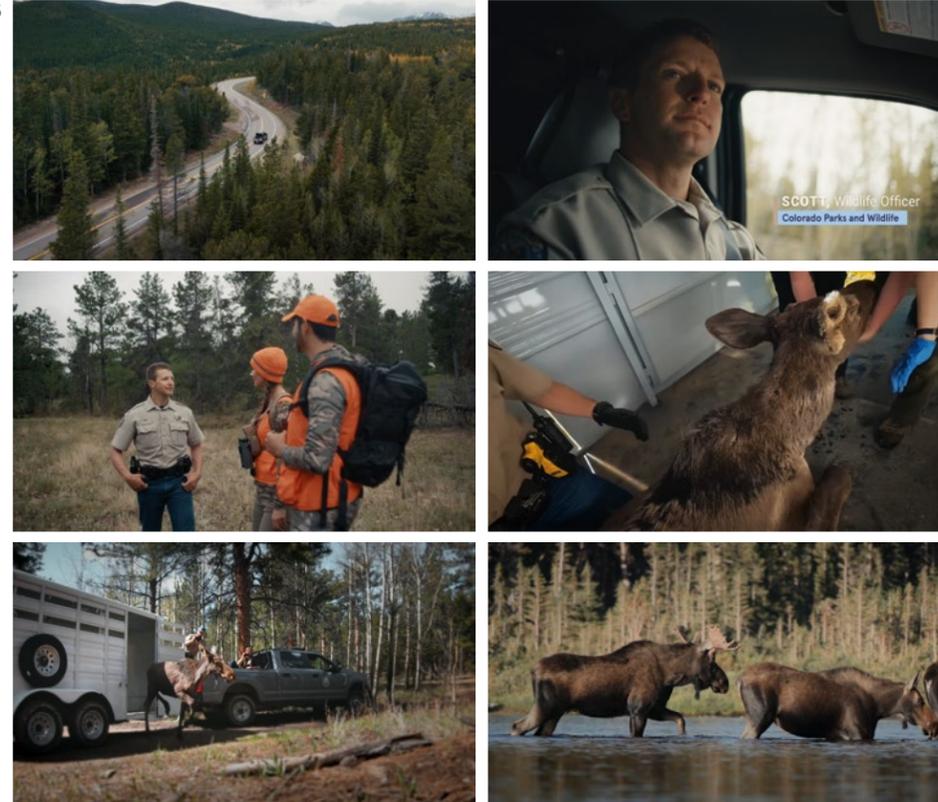


11.4
AAF Silver Award
 Category
 Public Service Campaign
 Title
 Shift Into Safe
 Entrant
 R&R Partners
 Client
 Colorado Department of Transportation
 Credits
 Greg King, Creative Director; Patrick Buller, Associate Creative, Director; Ryan Izant, Associate Creative Director; Abigail Steele, Senior Art Director; Jacqueline Meason, Corporate Director of Brand; Christina Lau, Group Account Director; Danielle Schneider, Account Coordinator; Danita Collazo, Content Production Supervisor; Scott Rice, Director, Two Shot West

11.4



11.5



11.5
AAF Silver Award
 Category
 Public Service Campaign
 Title
 Day in the Life
 Entrant
 R&R Partners
 Client
 Colorado Wildlife Council
 Credits
 Patrick Buller, Associate Creative Director; Greg King, Creative Director; Ryan Izant, Associate Creative Director; Miriam Swofford, Corporate Director of Brand; Danielle Schneider, Account Coordinator; Gerri Angelo, Director of Content Production; Colleen Templeton, Senior Designer; Paul Smith, VP, Research and Insight; Frank Pickell, Director, Futuristic Films

11.6



11.6
AAF Silver Award
 Category
 Public Service Campaign
 Title
 Keep the Wild out of Fire
 Entrant
 Boncom
 Client
 Utah Division of Forestry, Fire & State Lands
 Credits
 Steve Wright, VP of Client Services; Phil Smallwood, Group Creative Director; Coby Gerstner, Associate Creative Director; Cooper Epps, Art Director; KC Sosa, Copywriter; Gabi Hansen, Project Coordinator; Anthony Inkley, Post Production Supervisor; Chas Kelly, Editor; Vann Dwiggin, Editor; Mari Raymer, Production Manager

11.7
AAF Silver Award
 Category
 Public Service Non-Broadcast Audio / Visual
 Title
 Brielle Money Helmet Story
 Entrant
 Penna Powers
 Client
 Utah Department of Transportation
 Credits
 Erico Bisquera, Chief Creative Officer; Samantha Black, Art Director; Bobby Brinton, Associate Creative Director; Steve Smith, Savvy Productions

11.7



11.8
AAF Silver Award
 Category
 Public Service Online Film, Video & Sound
 Title
 Burden
 Entrant
 Boncom
 Client
 The Church of Jesus Christ of Latter-day Saints
 Credits
 Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangerter, Art Director & Creative Director; Brett Meldrum, Group Account Director; Brooke Waldron, Senior Project Manager; Chris Carlson, Executive VP of Strategy; Valentina Almeida, Strategy Director; Kylie Neslen, Content Strategist; Melanie Hemsley, Strategist; Mari Raymer, Producer; Anthony Inkley, Post Production Supervisor; Vann Dwiggins, Editor; Mystery Box, Production

11.8



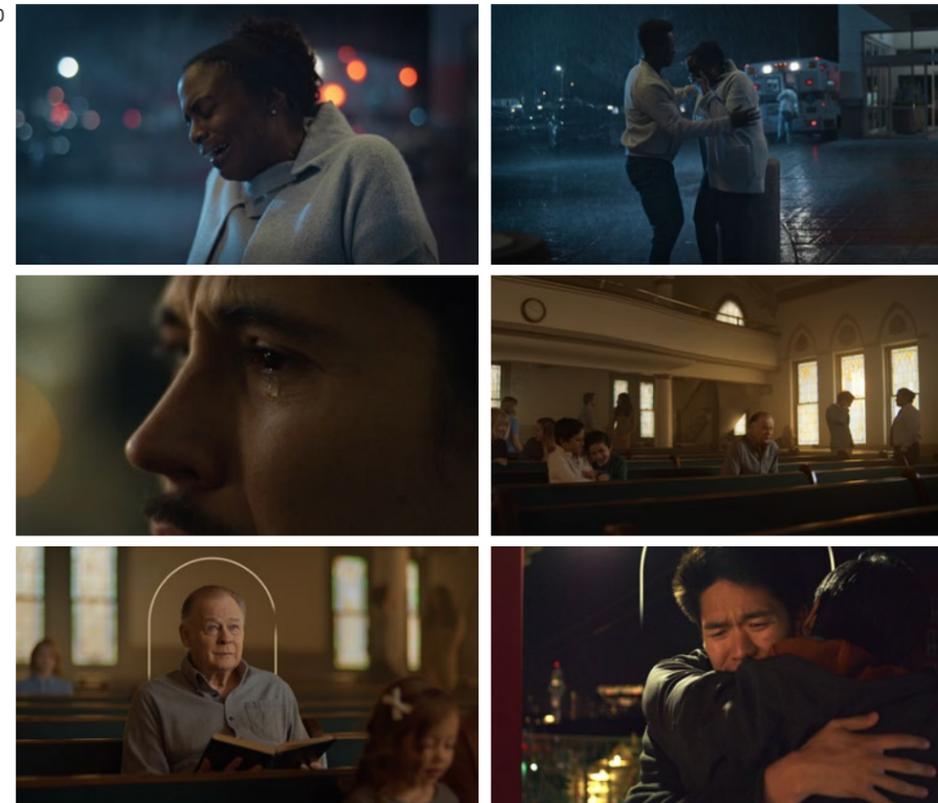
11.9



11.9
AAF Silver Award
 Category
 Public Service Online Film, Video & Sound
 Title
 SafeUT Emotions
 Entrant
 Boncom
 Client
 SafeUT
 Credits
 Lindsey Duncan, Motion Designer; Cameron Pinegar, Creative Director; Ryan Kunz, Copywriter; Kelsey Knecht, Art Director; Krista Flinders, Brand Manager; Anthony Inkley, Post Production Supervisor

11.10
AAF Silver Award
 Category
 Public Service Online Film, Video & Sound
 Title
 Rise
 Entrant
 Boncom
 Client
 The Church of Jesus Christ of Latter-day Saints
 Credits
 Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; Chris Carlson, Executive VP of Strategy; Valentina Almeida, Strategy Director; Melanie Hemsley, Strategist; Kylie Neslen, Content Strategist; Brett Meldrum, Group Creative Director; Brooke Waldron, Senior Project Manager; Mari Raymer, Producer; Anthony Inkley, Post Production Supervisor; Chas Kelly, Editor

11.10



11.12
AAF Silver Award

Category
Public Service Online Film, Video & Sound

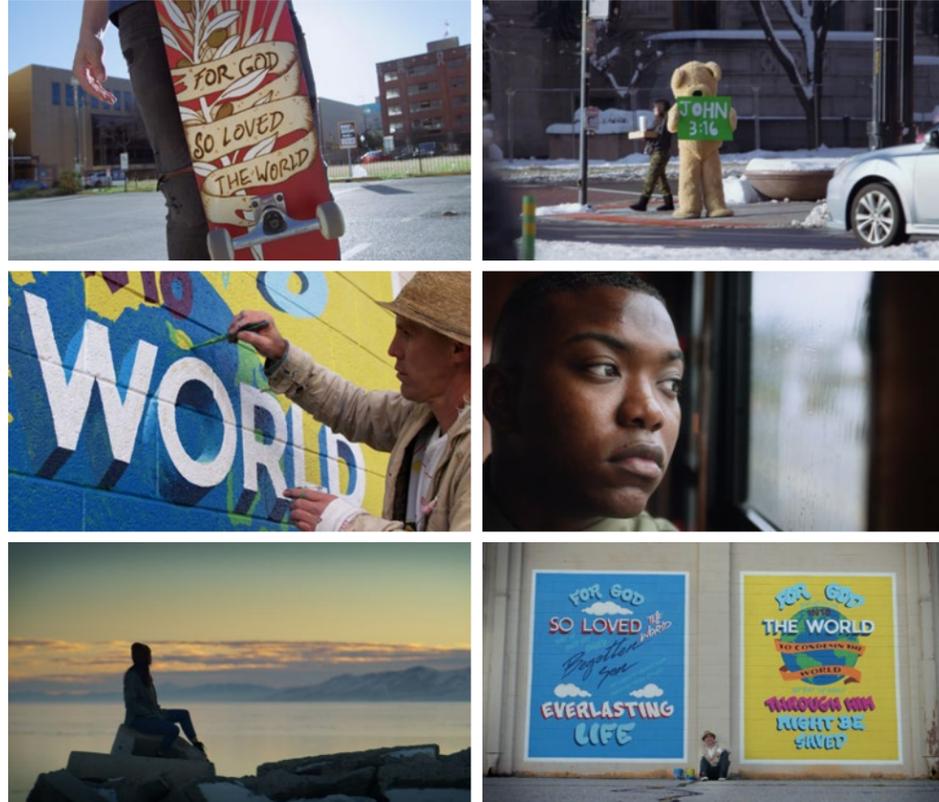
Title
John 3:16

Entrant
Boncom

Client
The Church of Jesus Christ of Latter-day Saints

Credits
Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; Colin Barrett, Creative Director; Cameron Pinegar, Animation Director; Chris Carlson, Executive VP of Strategy; Valentina Almeida, Strategy Director; Melanie Hemsley, Strategist; Kylie Neslen, Content Strategist; Brett Meldrum, Group Account Director; Brooke Waldron, Senior Project Manager; Mari Raymer, Producer; Anthony Inkley, Post Production Supervisor; David Bradshaw, Editor

11.12



11.13
AAF Silver Award

Category
Public Service Online Film, Video & Sound

Title
Disagree Better

Entrant
Boncom

Client
National Governors Association

Credits
Steve Wright, Executive VP of Client Services, Klane Harding, Group Creative Director; Valentina Almeida, Strategy Director; Gabi Hansen, Project Coordinator; Mari Raymer, Production Manager; Ryan Kunz, Senior Copywriter; Anthony Inkley, Post Production Supervisor; Walter Mirkss, Editor

11.13



11.14



11.14
AAF Silver Award

Category
Public Service Television

Title
Harms of Social Media

Entrant
Penna Powers

Client
Office of the Governor

Credits
Erico Bisquera, Chief Creative Officer; Kenny Hammond, VP of Creative Services; Bobby Brinton, Associate Creative Director; John Murphy, Director/Producer - Traverse Films

11.15
AAF Silver Award

Category
Out of Home

Title
SLC Mayor NBA All-Star Weekend

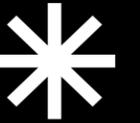
Entrant
Avalanche Studios

Client
Salt Lake City Department of Airports

Credits
Jason Conforto, Producer; David Wade, Editor

11.15





**PUBLIC SERVICE >
PRINT**

12.1

AAF Gold Award

Category
Print-Campaign

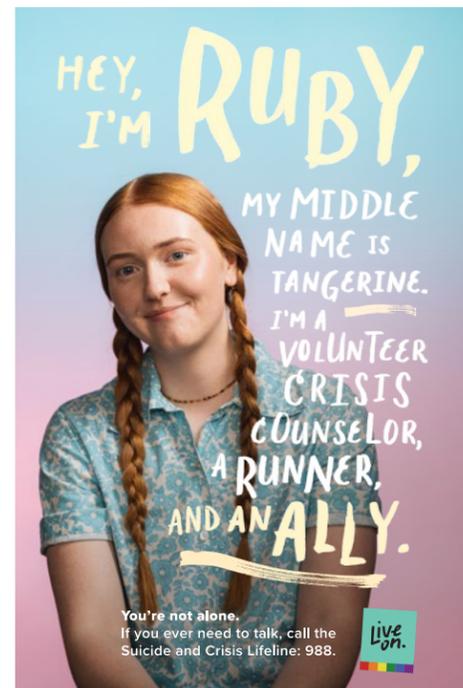
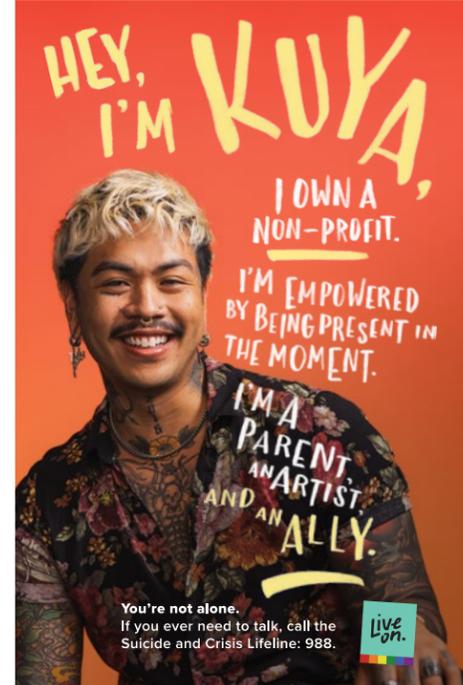
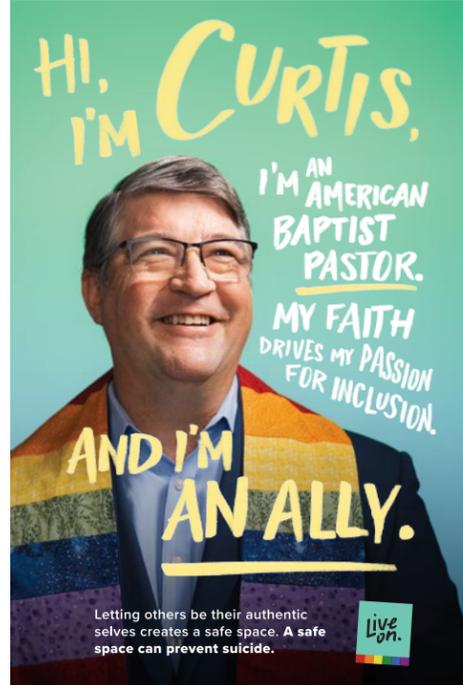
Title
Live On Pride Poster Series

Entrant
Boncom

Client
Utah Department of Human Services

Credits
Coby Gerstner, Associate Creative Director; Cooper Epps, Art Director; Heidi Ertel, Senior Brand Manager; John Worthington, Senior Art Director; KC Sosa, Copywriter; Lizzi Perkins, Senior Strategist; Phil Smallwood, Group Creative Director; Sam Rivera, Junior Strategist; Todd Downer, Senior Designer

12.1



PROFESSIONAL STUDENTS

AAF AMERICAN ADVERTISING AWARDS

STUDENT CROSS-PLATFORM

1.1 AAF Gold Award

Category
Consumer Campaign

Title
Welcome to the W - WNBA

Entrant
BYU ADLAB

Credits
Mia Shumway, Copywriter; Annie Ebert, Art Director; Ben Thornock, Content Creator

ELEMENTS OF ADVERTISING

2.1 AAF Silver Award

Category
Art Direction-Campaign

Title
Vans - Shoes that Stick

Entrant
BYU ADLAB

Credits
Riley Rawson, Art Director; Faith Canipe, Copywriter; Trey Julian, Art Director

1.1



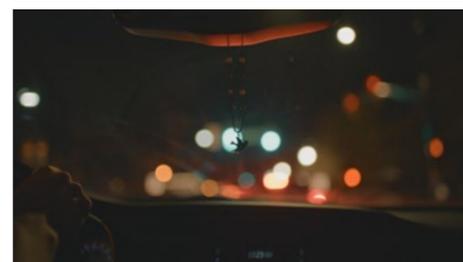
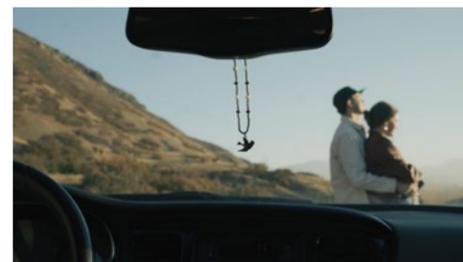
2.1



2.2



2.3



2.2 AAF Gold Award

Category
Art Direction-Single

Title
Nike: Find Your Victory

Entrant
BYU ADLAB

Credits
Danny White, Copywriter; Spencer Nelson, Director/DP; Aubry Mackin, Art Director; Parker McDermott, Art Director; Evan Jensen, Producer

2.3 AAF Silver Award

Category
Art Direction-Single

Title
UBER x MADD: Choose Your Future

Entrant
BYU ADLAB

Credits
Danny White, Copywriter/Director; Riley Rawson, Art Director; Todd Jackson, Director of Photography; Brandon LeBaron, VFX Supervisor

2.4

AAF Gold Award

Category
Cinematography-Single

Title
Nike: Find Your Victory

Entrant
BYU ADLAB

Credits
Danny White, Copywriter; Spencer Nelson, Director/DP; Aubry Mackin, Art Director; Parker McDermott, Art Director; Evan Jensen, Producer

2.4



2.5

AAF Silver Award

Category
Cinematography-Single

Title
Casio: Don't Miss A Second

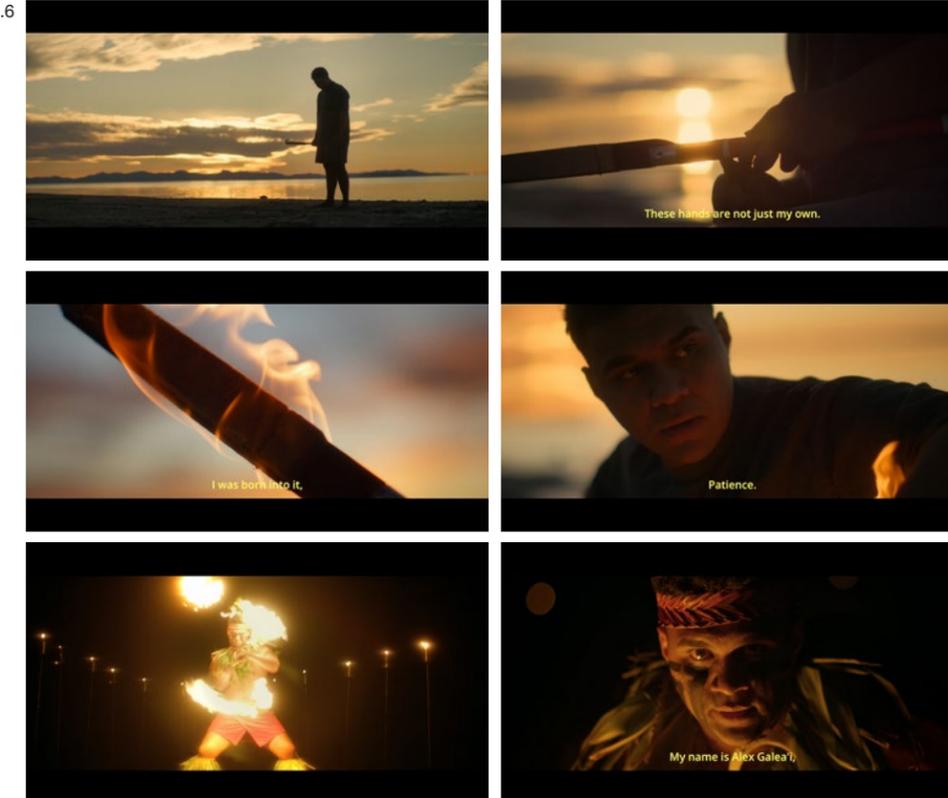
Entrant
BYU ADLAB

Credits
Brennon Call, Director; Garrett Crowley, Copywriter; Cole Bates, Art Director; Avery Keller, Art Director; Spencer Nelson, Director of Photography

2.5



2.6



2.6

AAF Gold Award

Category
Copywriting

Title
Nike: Find Your Victory

Entrant
BYU ADLAB

Credits
Danny White, Copywriter; Spencer Nelson, Director/DP; Aubry Mackin, Art Director; Parker McDermott, Art Director; Evan Jensen, Producer

2.7

AAF Silver Award

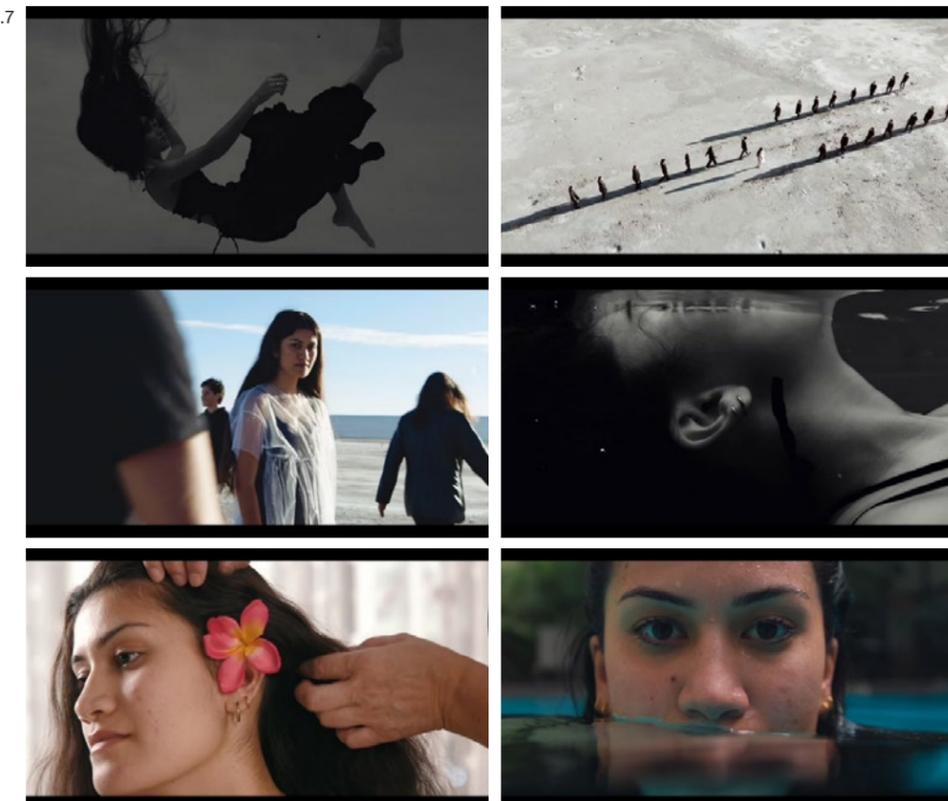
Category
Copywriting

Title
23andMe-Reclaim Your Composition

Entrant
BYU ADLAB

Credits
Furat Wdaa, Director; Chad Ames, DP; Lauren Holt, Copywriter; Madison Hansen, Art Director; Vivian Spencer, Art Director

2.7



2.8
AAF Silver Award

Category
Music, Sound & Design-Single

Title
Casio: Don't Miss A Second

Entrant
BYU ADLAB

Credits
Brennon Call, Director; Garrett Crowley,
Copywriter; Cole Bates, Art Director;
Avery Keller, Art Director; Spencer
Nelson, Director of Photography

2.8



FILM, VIDEO & SOUND

3.1
AAF Gold Award

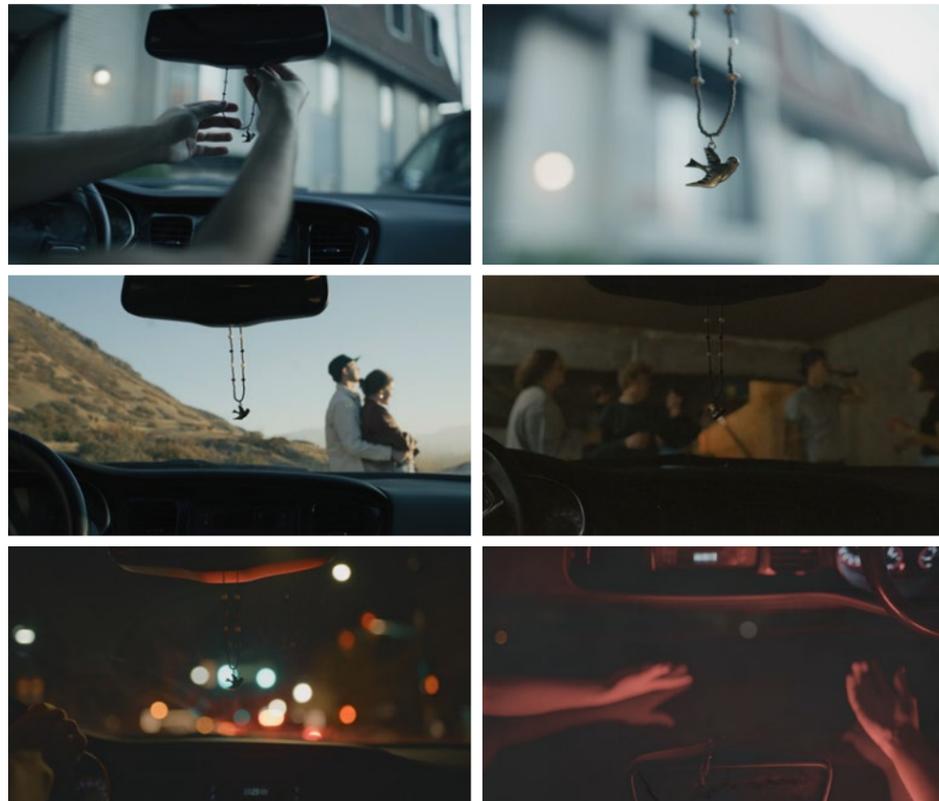
Category
Television Advertising-Single

Title
UBER x MADD: Choose Your Future

Entrant
BYU ADLAB

Credits
Danny White, Copywriter/Director; Riley
Rawson, Art Director; Todd Jackson,
Director of Photography; Brandon
LeBaron, VFX Supervisor

3.1



3.2



3.2
AAF Silver Award

Category
Television Advertising-Single

Title
Apple Watch: With you at every turn

Entrant
BYU AdLab

Credits
Riley Rawson, Art Director; Faith
Canipe, Copywriter; Trey Julian, Art
Director; Alex Knight, Director; Chad
Ames, DP

3.3
AAF Silver Award

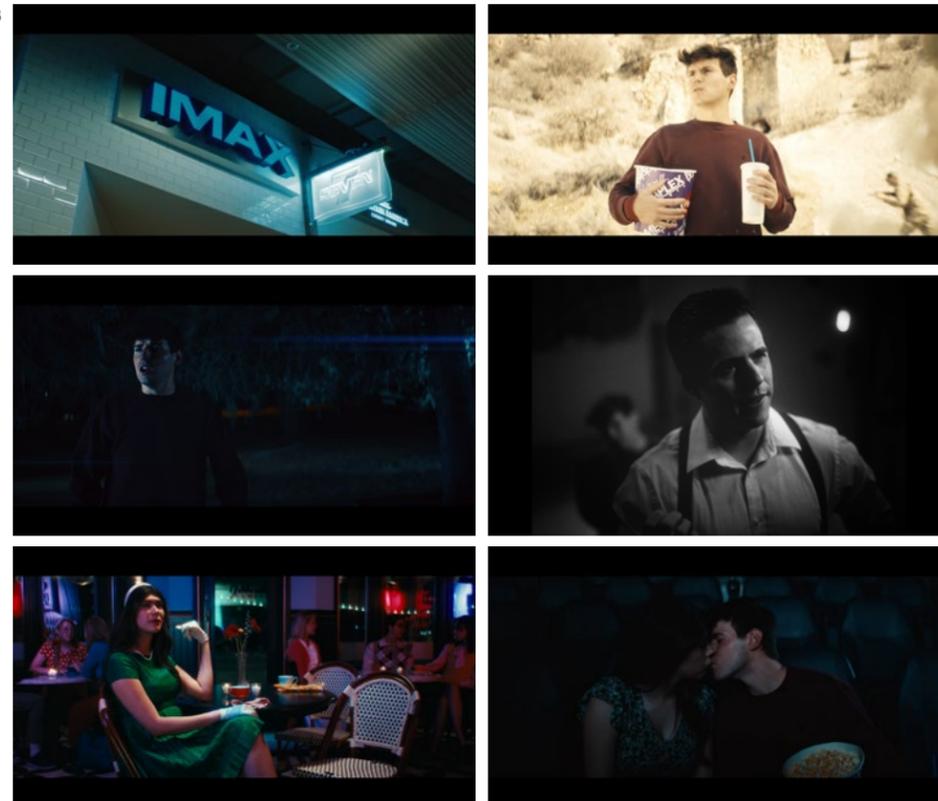
Category
Television Advertising-Single

Title
IMAX - Maximum Immersion

Entrant
BYU AdLab

Credits
Remington Butler, Writer/Director;
Tanner Jackson, Cinematographer

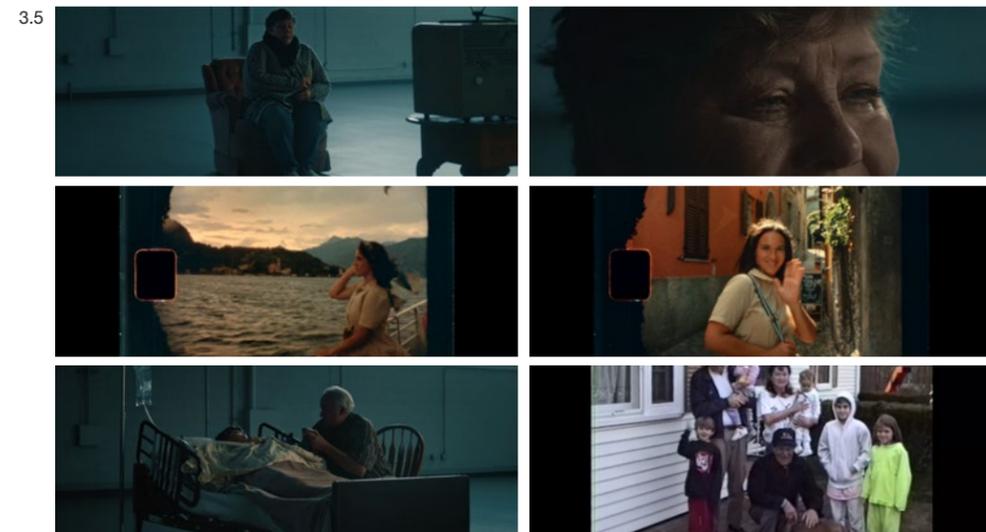
3.3



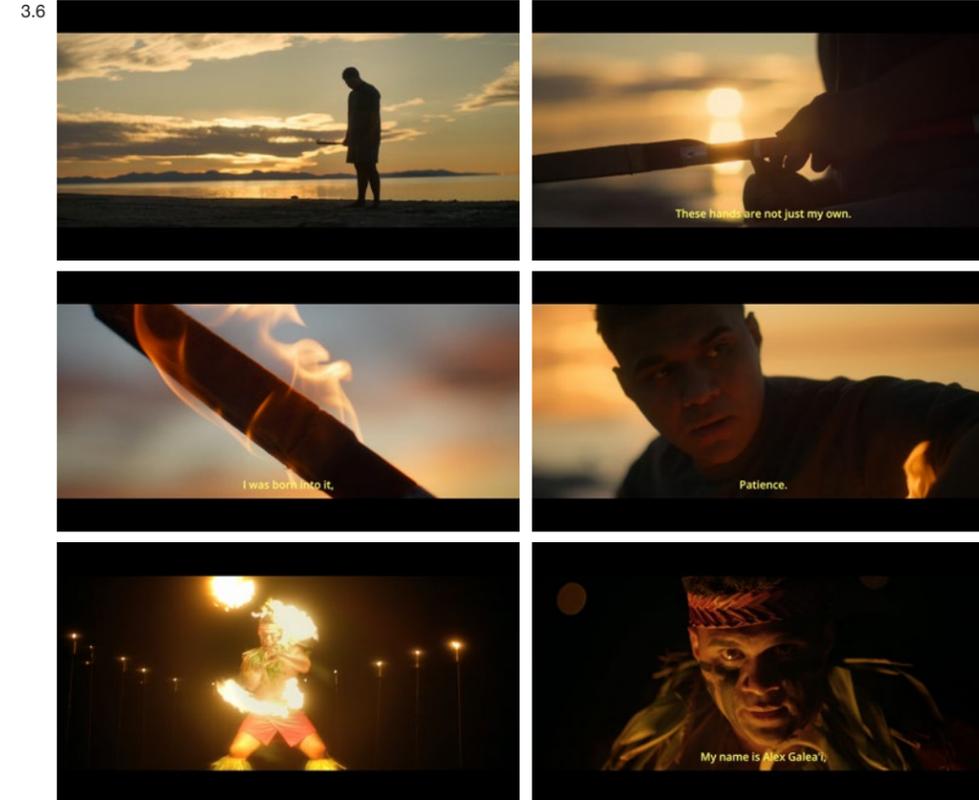
3.4
AAF Silver Award
 Category
 Television Advertising-Single
 Title
 Heaven Scent
 Entrant
 BYU AdLab
 Credits
 Adam Sheets, Copywriter; Tony Bowe, Art Director; Porter Christensen, Director of Photography



3.5
AAF Silver Award
 Category
 Television Advertising-Single
 Title
 Alzheimer's Assoc - No One is Alone
 Entrant
 BYU AdLab
 Credits
 Remington Butler, Writer/Director; Tanner Jackson, Cinematographer



3.6
AAF Gold Award
 Category
 Television Advertising-Single
 Title
 Nike: Find Your Victory
 Entrant
 BYU AdLab
 Credits
 Danny White, Copywriter; Spencer Nelson, Director/DP; Aubry Mackin, Art Director; Parker McDermott, Art Director; Evan Jensen, Producer



ONLINE / INTERACTIVE

4.1
AAF Gold Award
Best of Show
Judges Choice
 Category
 Advertising & Promotion Campaign
 Title
 Mayhem Mode
 Entrant
 BYU AdLab
 Credits
 Parker McDermott, Art Director; Isaac Ferre, Copywriter



OUT OF HOME & AMBIENT MEDIA

5.1 AAF Silver Award

Category
Poster Campaign

Title
Tacoterra

Entrant
BYU AdLab

Credits
Parker McDermott, Art Director; Isaac Ferre, Copywriter

PRINT ADVERTISING

6.1 AAF Silver Award

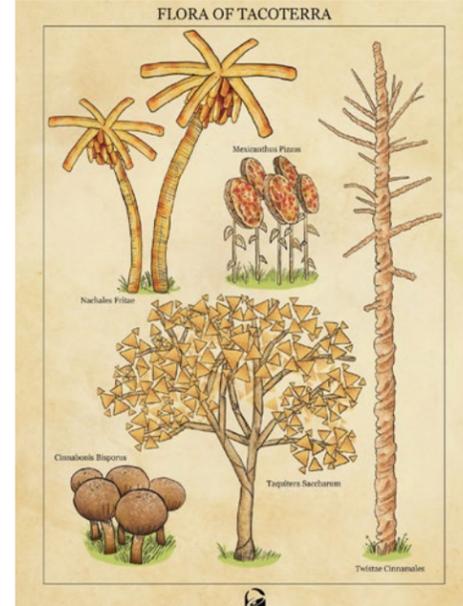
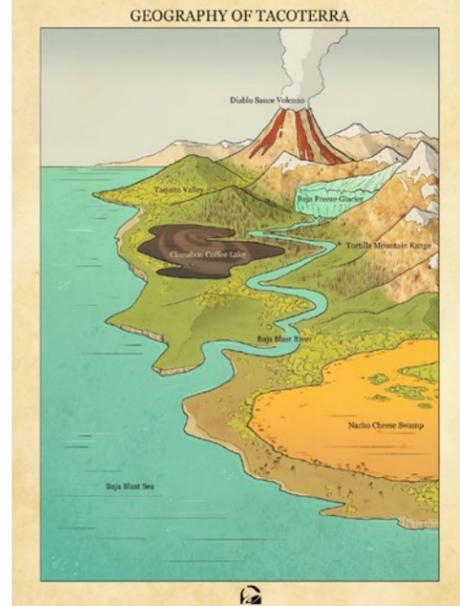
Category
Magazine Advertising Single (Full Page or Less)

Title
This is your sign.

Entrant
BYU AdLab

Credits
Trey Julian, Art Director; Faith Canipe, Copywriter

5.1



6.2



6.2 AAF Silver Award

Category
Magazine Advertising Campaign

Title
Vans - Shoes that Stick

Entrant
BYU AdLab

Credits
Riley Rawson, Art Director; Faith Canipe, Copywriter; Trey Julian, Art Director

SALES & MARKETING

7.1 AAF Gold Award

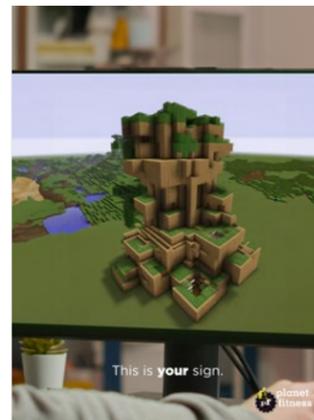
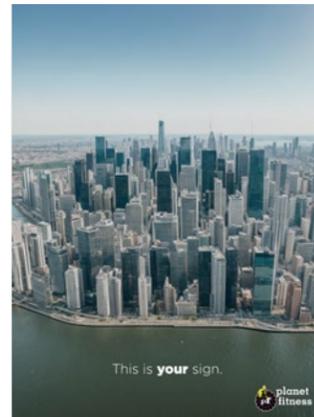
Category
Product or Service Sales Promotion Packaging

Title
Patagonia People Patches

Entrant
BYU AdLab

Credits
Ella Mason, Art Director

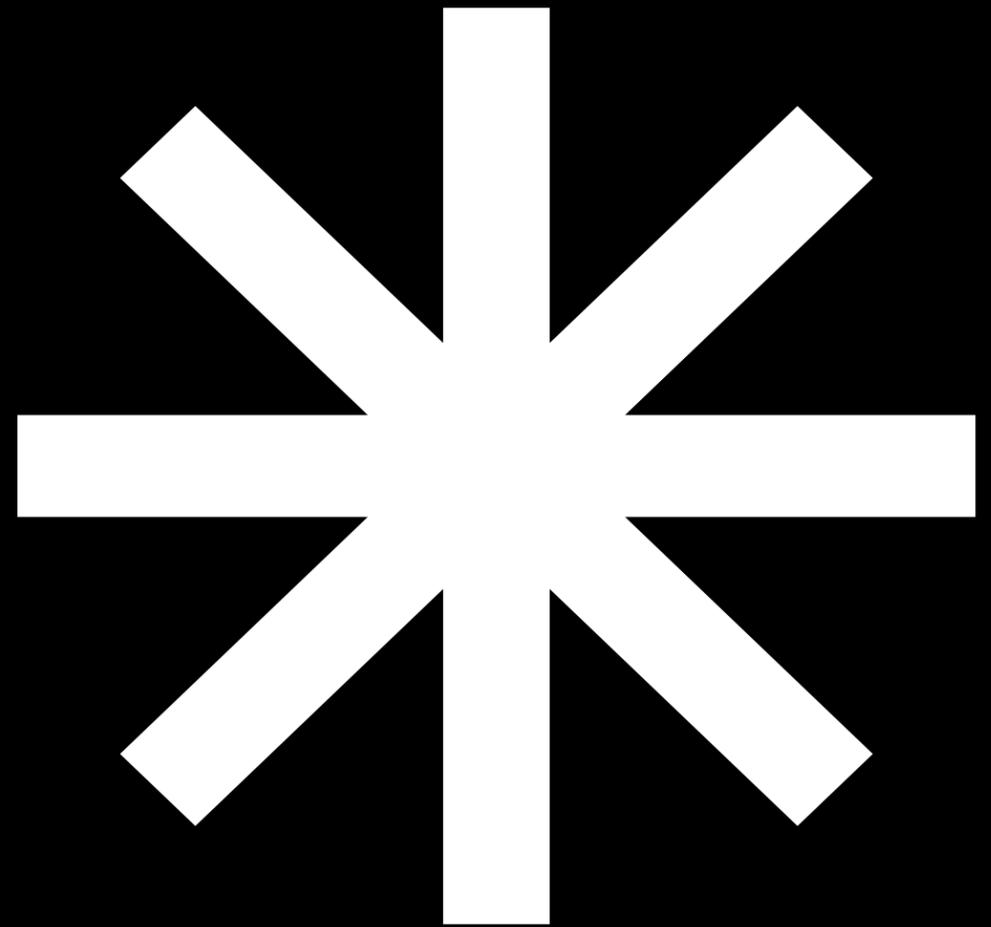
6.1



7.1



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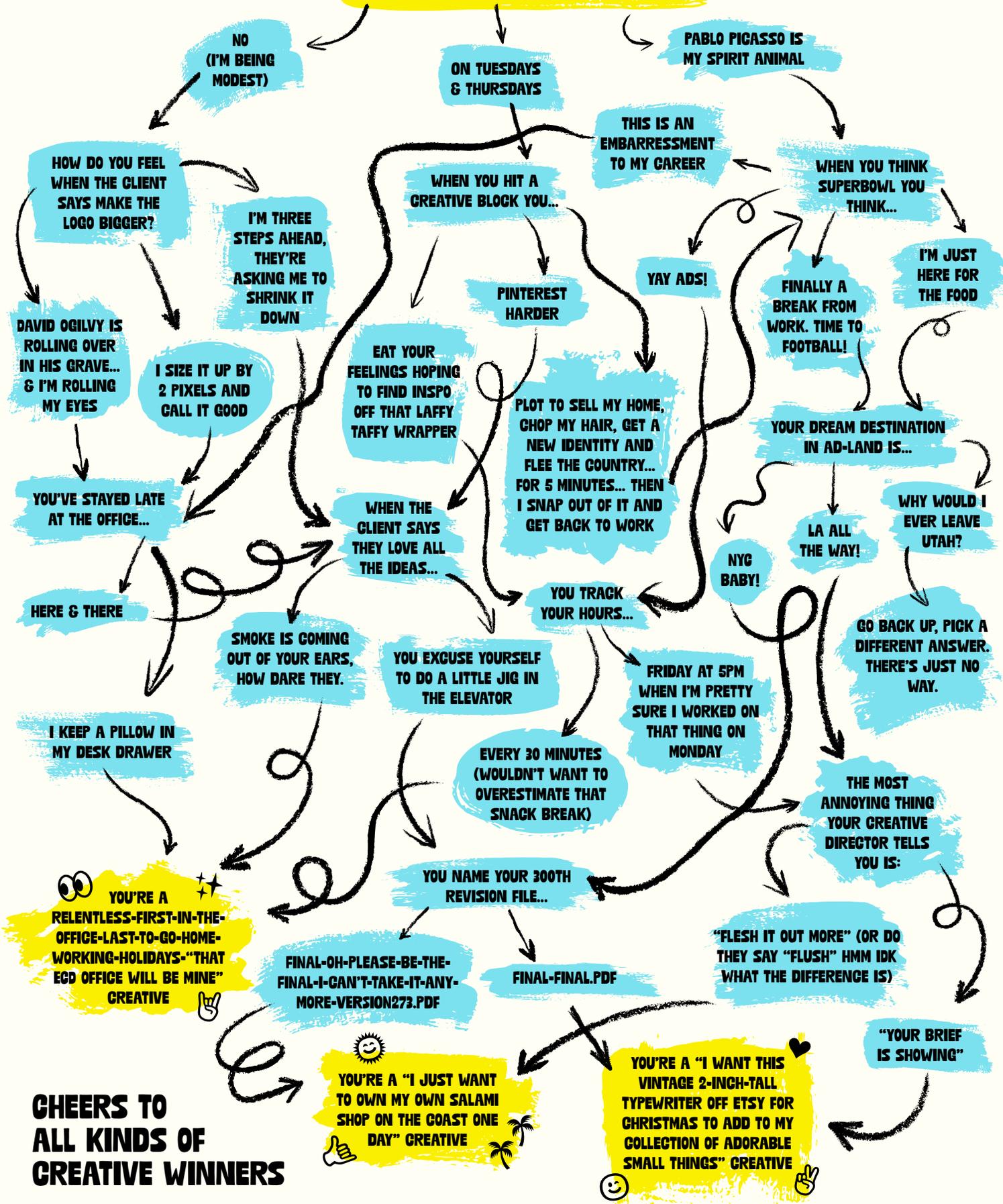
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