

THE

# *Creative Suite*

NO VACANCY

2025 AMERICAN ADVERTISING  
AWARDS WINNERS BOOK





# Room Service Menu

SERVING SNAZZY ADS | SUN-SAT 12:00AM - 11:59PM

## 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.

### General

TOTAL AWARDS & ALL-TIME TALLY . . . . .	5
MESSAGE FROM AAF UTAH . . . . .	7
JUDGES . . . . .	8
BEST OF SHOW WINNERS. . . . .	10

### Professional by Category

ADVERTISING / MEDIA INDUSTRY-SELF PROMOTION . . . . .	12
CROSS PLATFORM . . . . .	3
FILM, VIDEO & SOUND . . . . .	23
ONLINE / INTERACTIVE. . . . .	28
OUT-OF-HOME & AMBIENT MEDIA . . . . .	29
PUBLIC SERVICE . . . . .	30
SALES & MARKETING . . . . .	39

### Student by Category

STUDENT CROSS PLATFORM. . . . .	42
ELEMENTS OF ADVERTISING . . . . .	43
FILM, VIDEO & SOUND . . . . .	48
ONLINE / INTERACTIVE. . . . .	51
PRINT ADVERTISING . . . . .	53



# Award Tally

## 2025 Professional Total Awards

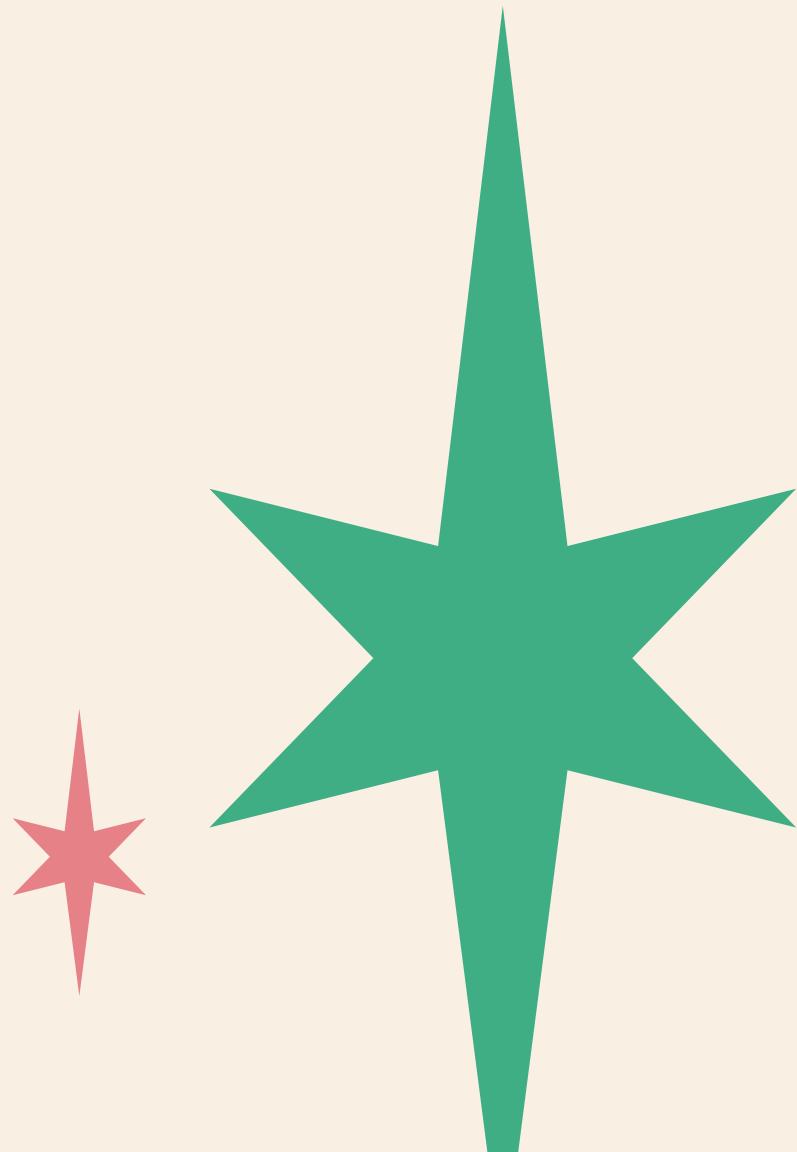
ENTRANT	Gold	Silver	Total
America First Credit Union	5	0	5
Boncom	9	14	23
Gabb	0	1	1
Harmon Brothers	0	1	1
Little Big Engine	2	0	2
Mountain America Credit Union	0	1	1
Penna Powers	0	2	2
R&R Partners	2	13	15
Struck	0	3	3
Young Living Essential Oils	0	1	1
TOTALS	18	36	54

## 2025 Student Total Awards

ENTRANT	Gold	Silver	Total
Brigham Young University	9	14	23

## Professional All-Time

Year	Total Awards	Gold	Most Awards	Year	Total Awards	Gold	Most Awards
2024	54	18	Boncom 23	2012	82	20	Fluid 26
2023	72	32	Boncom 21	2011	74	23	Richter7 11
2022	55	13	Penna Powers 11	2010	132	42	Richter7 39
2021	55	13	Penna Powers 15	2009	126	39	Richter7 47
2020	45	18	R&R Partners 15	2008	173	39	Richter7 67
2019	41	17	Boncom 22	2007	221	58	Richter7 65
2018	40	18	R&R Partners 11	2006	183	42	Richter7 52
2017	102	34	Fluid 29	2005	154	40	Richter7 39
2016	100	32	Fluid 31	2004	158	23	W Comm 62
2015	100	38	Richter7 20	2003	141	37	Richter7 58
2014	85	32	Richter7 20	2002	63	30	Richter7 41
2013	100	43	Richter7 17				



## President's Message



**DAVE LINDSAY**  
AAF Utah Chapter President

Hello my AAF UT Friends,

Thank you for your support of the American Advertising Federation Utah Chapter. We are slowly, but surely, growing this club out of post-pandemic times, and I believe we have a bright future. The advertising industry remains strong in Utah and we have so many amazing ad agencies, production companies, media groups and other industry professionals right here in our own backyard.

This book and the Addy Gala honors the winners of our biggest event of the year, the American Advertising Awards. This prestigious competition recognizes and celebrates the very best in the advertising and design industry. Winners represented in these pages have shown the highest level of creativity, innovation, and excellence in advertising. This competition is designed to recognize and honor the most talented professionals and students within the state of Utah.

In addition to the gala, AAF UT will host several more exciting and fun networking events for industry professionals in the coming year:

- Trivia Night, August
- Pickleball Tournament, June
- Golf Tournament, August
- Agency Crawl, September
- Bowling Night, October

So, congratulations for being awesome! I wish you all the best and look forward to seeing you at our next AAF UT event.



# Judges



## DILLON HANSEN

Dillon Hansen is a copywriter from Seattle, Washington. He has won numerous awards for his work, including accolades from One Show, ADC, Andy's, D&AD, and the collegiate Effies.

When he's not digging through the psych folk section of a dusty record store, he can be found scouring the globe for the perfect hot dog. He currently writes, rewrites, and rewrites his rewrites at McCann New York.



## LUIS RUIZ

Luis Ruiz was born in Los Angeles and raised in San Jose, California, and is a true child of the '80s. He pursued his passion for film at Brigham Young University, where he graduated in 1991 with a BA in Film. Afterward, he jumped straight into the industry, working as a lighting technician on well-known films like Dumb and Dumber, The Sandlot, and Stephen King's The Stand.

In 1993, Luis furthered his education by earning an MFA from the prestigious California Institute of the Arts. His talent was quickly recognized when he was signed by the music video production house 5th Gear after creating a Grammy-nominated video for James McMurtry. This launched his career in music videos and commercials, where he worked as a commercial editor for major brands like Ford, Skechers, the Olympics, Mustang, NBC, General Electric, MTV, and many others.

By 1999, Luis was directing branded content for Mattel, which caught the attention of Green Dot Films, leading to his representation as a director, focusing on the youth market. In 2005, he took the next step by founding his own production company, Silo Films. What began as a production house quickly evolved into a full-service creative boutique, handling everything from concept creation to post-production.

To date, Silo Films has produced over 1,300 advertisements, specializing in youth-focused content. Their impressive client roster includes major brands like Disney, Hasbro, Mattel, Spin Master, Moose, Zuru, MGA, and many more. The company continues to be a leader in producing dynamic content across all social platforms.



## CATHERINE DAN

Catherine Dan is a visual communication designer dedicated to creating purposeful designs that forge meaningful connections. Currently a designer at Sanrio, Catherine plays a key role in deepening the relationship between audiences and beloved Sanrio characters through innovative design and immersive, interactive experiences.

Prior to Sanrio, Catherine worked at Universal Studios Hollywood, where she further honed her skills in experiential design, helping bring dynamic concepts to life in engaging environments. Her work brings graphic identities to life across diverse mediums, ensuring her designs are both inclusive and impactful.

As the former president of AIGA Cal Poly Pomona, Catherine is passionate about leadership, community-building, and fostering environments that encourage collaboration and innovation among designers. Her commitment to both creative excellence and leadership underscores her dedication to advancing the design field and cultivating strong, dynamic creative communities.



## ANDREW RHEE

Andrew Rhee is a writer and director with a love for visual storytelling and compelling narratives. As a third-culture kid growing up in Asia, Europe, and the United States, he gravitates toward character-driven stories, drawing on his multicultural background to inspire his approach. He's currently a writer and filmmaker at Google Creative Lab, developing campaigns, films, and experiments at the intersection of art and technology. He can usually be found losing to strangers on chess.com, thinking about Philip Seymour Hoffman, or waxing poetic about the beauty of the AMC Stubs A-List program.

PROFESSIONAL  
BEST OF SHOW

1.1  
AAF Gold Award, Best of Show

Title:  
“Get Your Money Working” CGI

Entrant:  
America First Credit Union

Client:  
America First Credit Union

Credits:  
Zach Winegar, SVP, Marketing /  
Executive Creative Director; Kyle Curtis,  
VP, Marketing / Copywriter; Chris  
Parada, Marketing Manager / Creative  
Director; Jeff Madsen, Videographer /  
Art Director; Jon Coombs, Art Director;  
Cameron Taylor, Art Director / Animator;  
Jake Hall, Marketing Strategies &  
Analysis Manager; Scott Rice, Director

1.1



STUDENT  
BEST OF SHOW

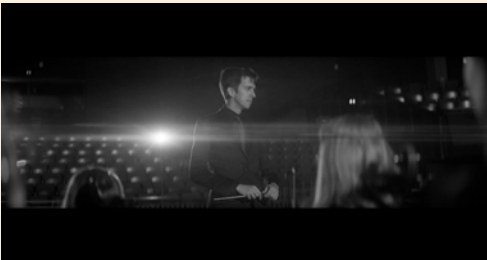
1.2  
AAF Gold Award, Best of Show

Title:  
NASCAR: Sound On

Entrant:  
BYU Adlab

Credits:  
Tony Bowe, Art Director; Emma  
Kate Lawrence, Art Director; Cam  
Christensen, Copywriter; Heber  
Stanton Director; Jeffrey Yi, Sound  
Designer / Composer

1.2





ADVERTISING / MEDIA  
INDUSTRY-SELF  
PROMOTION

2.1  
AAF Silver Award

Category  
Integrated Media Campaign

Title  
50th Anniversary Holiday Campaign

Entrant  
R&R Partners

Client  
R&R Partners

Credits  
Annie DiGeorge, Executive Vice President; Destin Cox, Creative Director; Ryan Lord, Experiential Design Director; Sarah Jensen, Senior Designer; Pat Carrigan, Corporate Director of Production; Calvin Joshua Crawford, Associate Producer; Jeremy Fishman, VP Experiential Design; Ashlyn Hadaway, Digital Operations Manager; Dan Freeman, Director Digital Development; Danielle Jones, Senior Project Manager

2.1



2.2



2.2  
AAF Silver Award

Category  
Advertising Industry Self-Promotion  
Online/Interactive / Virtual Reality

Title  
50th Anniversary Holiday Website

Entrant  
R&R Partners

Client  
R&R Partners

Credits  
Annie DiGeorge, Executive Vice President; Destin Cox, Creative Director; Ryan Lord, Experiential Design Director; Sarah Jensen, Senior Designer; Calvin Joshua Crawford, Associate Producer; Jeremy Fishman, VP Experiential Design; Ashlyn Hadaway, Digital Operations Manager; Dan Freeman, Director Digital Development; Danielle Jones, Senior Project Manager

CROSS PLATFORM

3.1  
AAF Gold Award

Category  
Integrated Media Campaign

Title  
"Get Your Money Working" Integrated

Entrant  
America First Credit Union

Client  
America First Credit Union

Credits  
Credits: Zach Winegar, SVP, Marketing / Executive Creative Director; Kyle Curtis, VP, Marketing / Copywriter; Chris Parada, Marketing Manager / Creative Director; Jeff Madsen, Videographer / Art Director; Jon Coombs, Art Director; Cameron Taylor, Art Director / Animator; Jake Hall, Marketing Strategies & Analysis Manager; Scott Rice, Director

3.2  
AAF Gold Award

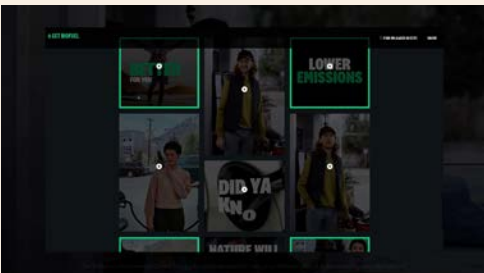
Category  
Online / Interactive Campaign

Title  
Push 88: Nature Will Thank You

Entrant  
Little Big Engine

Client  
Growth Energy

Credits  
Elizabeth Funderberk, Vice President of Communications & Public Affairs at Growth Energy; Houston Ruck, Creative Director at Growth Energy; Duff Rich, Producer at Little Big Engine; Dan Aronin, Editor; Stephanie Spero, Managing Partner at Cullen and Rose; Patrick Maravilla, Executive Creative Director at Little Big Engine; Brandt Lewis, Executive Creative Director at Little Big Engine; Holly Cullen, Communications Manager at Growth Energy; Matt Wexler, Managing Partner at Cullen and Rose; Mark Carlson, Copywriter at Little Big Engine; Olivier Agostini, Copywriter at Little Big Engine





4.1  
AAF Silver Award

Category  
Copywriting  
Title  
Wild: Deodorant Girls  
Entrant  
Harmon Brothers  
Client  
Harmon Brothers

Credits  
Keith Grover, Producer; Ryan Powell, Creative Director; Tiffani Kirkham, 2nd Creative Director; John Newton, Director of Photography; Zac Collett, 1st Assistant Camera / D.I.T; Mike Henderson

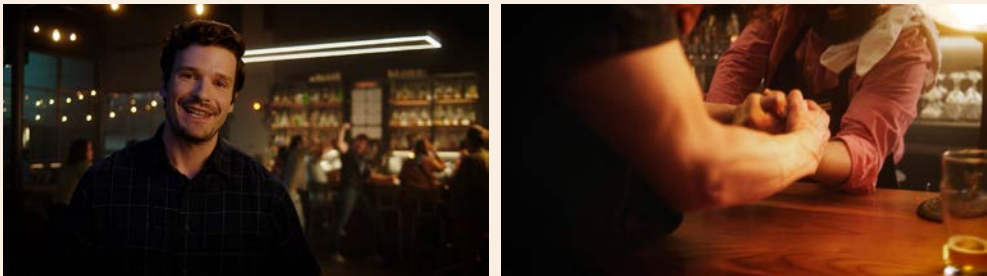
4.2  
AAF Gold Award

Category  
Copywriting  
Title  
The Ultimate Selfcare  
Entrant  
Boncom  
Client  
Department of Public Safety  
Credits  
Ryan Anderson, Group Creative Director; Colin Cronin, Sr. Copywriter; John Worthington, Sr. Art Director; Walter Mirkss, Editor; Mari Raymer, Producer; Gabi Hansen, Brand Manager; Cameron Pinegar, Animation Director; Lizzi Perkins, Associate Strategy Director; Sam Rivera, Strategist; Chad Kirkland, Director; Brian Durkee, Cinematographer; Chelsey Jimenez, Producer; Matthew Brunken, Jr. Motion Graphics Designer

4.1



4.2



4.3

4.3  
AAF Gold Award

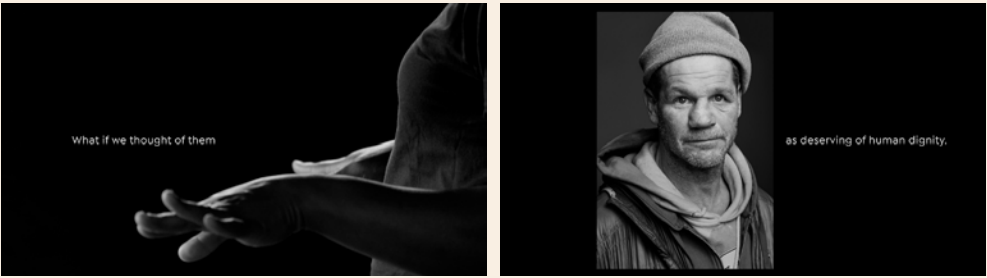
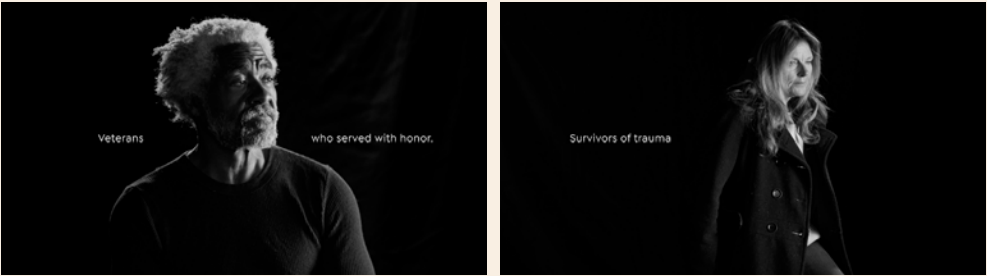
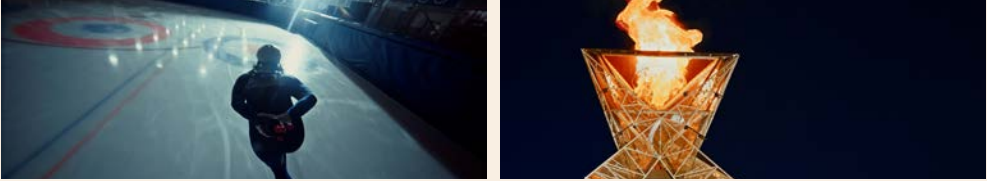
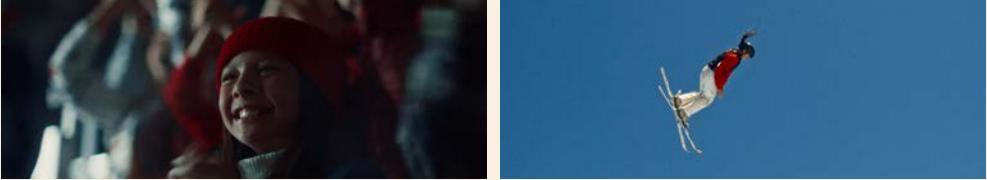
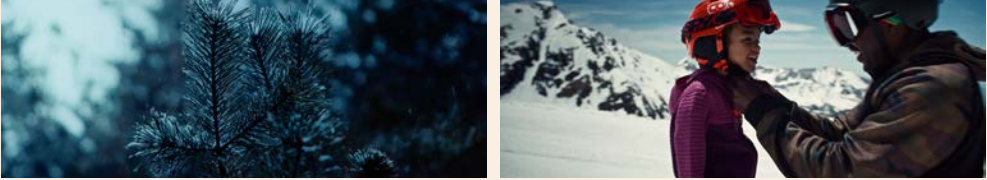
Category  
Copywriting  
Title  
Utah Olympics 2034  
Entrant  
Boncom  
Client  
Utah Olympics Bid Committee

Credits  
Jeff Taylor, Executive Creative Officer; Klane Harding, Group Creative Director; Colin Cronin, Sr. Copywriter; Mari Raymer, Executive Producer; Chas Kelly, Editor; Shane Johnson, Editor; Katherine Heigl, Voice Over; Ty Burrell, Voice Over; Steve Wright, VP of Client Service; Gabi Hansen, Brand Manager

4.4  
AAF Silver Award

Category  
Copywriting  
Title  
Deserving  
Entrant  
R&R Partners  
Client  
Utah Impact Partnership  
Credits  
Bob Henrie, Partner; Scott Murray, Group Creative Director; Patrick Buller, Associate Creative Director; Gerri Angelo, Senior Executive Producer; Calvin Crawford, Associate Producer; Chad Harris, VP, Managing Director; Katee Reed, Project Director; Tiffeny-Yen Louie, Managing Partner; Sasha Levinson, Director; Victoria Stevens, Photographer; Paul Tuft, Cosmic Pictures, Editor; Ben Lusher, Music

4.4





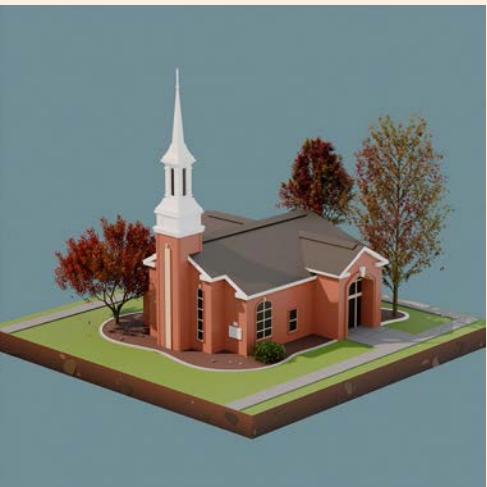
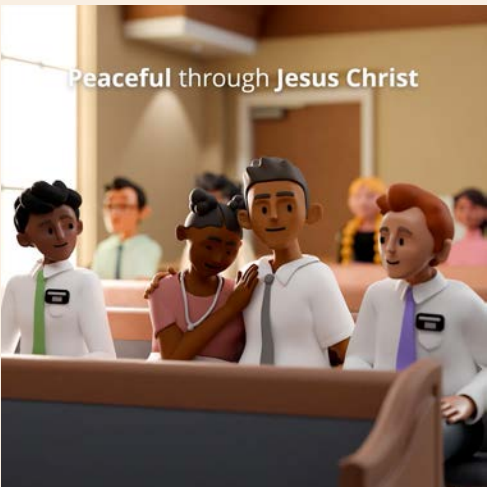
**4.5**  
**AAF Gold Award**  
*Category*  
Animation, Special Effects or Motion Graphics  
*Title*  
“Get Your Money Working” VFX  
*Entrant*  
America First Credit Union  
*Client*  
America First Credit Union  
*Credits*  
Zach Winegar, SVP, Marketing / Executive Creative Director; Kyle Curtis, VP, Marketing / Copywriter; Chris Parada, Marketing Manager / Creative Director; Jeff Madsen, Videographer / Art Director; Jon Coombs, Art Director; Cameron Taylor, Art Director / Animator; Jake Hall, Marketing Strategies & Analysis Manager; Scott Rice, Director

4.5



**4.6**  
**AAF Silver Award**  
*Category*  
Animation, Special Effects or Motion Graphics  
*Title*  
988 Launch  
*Entrant*  
Boncom  
*Client*  
988 Launch  
*Credits*  
Ryan Anderson, Group Creative Director; LJ Johansson, Creative Director; Mark Bangerter, Creative Director; Cameron Pinegar, Animation Director; John Worthington, Sr. Art Director; Ashley Ringger, Jr. Copywriter; Lindsey Duncan, Motion Graphics Designer; Matthew Brunken, Jr. Motion Graphics Designer; Jake Welch, Brand Director; Carina Novillo, Project Coordinator

4.6



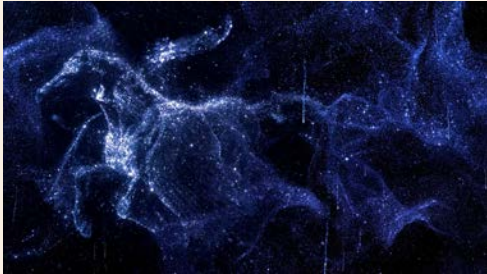
**4.7**  
**AAF Silver Award**  
*Category*  
Animation, Special Effects or Motion Graphics  
*Title*  
Find Yourself at Church  
*Entrant*  
Boncom  
*Client*  
The Church of Jesus Christ of Latter-day Saints  
*Credits*  
Ryan Anderson, Group Creative Director; LJ Johansson, Creative Director; Mark Bangerter, Creative Director; John Worthington, Sr. Art Director; Ashley Ringger, Jr. Copywriter; Digital Gravy, Animation Company

4.7



**4.8**  
**AAF Silver Award**  
*Category*  
Animation, Special Effects or Motion Graphics  
*Title*  
ZeusPlus Times Square Takeover  
*Entrant*  
Boncom  
*Client*  
The Church of Jesus Christ of Latter-day Saints  
*Credits*  
Brett Meldrum, Group Creative Director; Matt Decker, Media Director; Animation: Method Studios, Production; Britte Sappington, Producer; Gabi Hansen, Brand Manager

4.8



**4.9**  
**AAF Gold Award**  
*Category*  
Computer Generated Imagery (CGI)  
*Title*  
"Get Your Money Working" CGI  
*Entrant*  
America First Credit Union  
*Client*  
America First Credit Union  
*Credits*  
Zach Winegar, SVP, Marketing / Executive Creative Director; Kyle Curtis, VP, Marketing / Copywriter; Chris Parada, Marketing Manager / Creative Director; Jeff Madsen, Videographer / Art Director; Jon Coombs, Art Director; Cameron Taylor, Art Director / Animator; Jake Hall, Marketing Strategies & Analysis Manager; Scott Rice, Director

4.9



4.10

**4.10**  
**AAF Silver Award**  
*Category*  
Computer Generated Imagery (CGI)  
*Title*  
Your Doorway  
*Entrant*  
Penna Powers  
*Client*  
Utah Department of Workforce Services  
*Credits*  
Erico Bisquera, Chief Creative Officer; Kenny Hammond, Chief Creative Director; Bobby Brinton, Associate Creative Director; John Murphy, Traverse Films

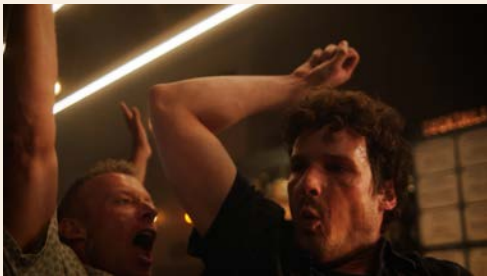
**4.11**  
**AAF Silver Award**  
*Category*  
Video Editing  
*Title*  
Base Camp Kanab  
*Entrant*  
Boncom  
*Client*  
Kane County Tourism  
*Credits*  
Coby Gerstner, Creative Director; Cooper Epps, Art Director/Animator; KC Sosa, Copywriter / Editor; Lindsey Duncan, Animator; Matthew Brunken, Animator; Alex Knight, Photographer; Vann Dwiggs, Editor; Brett Meldrum, Brand Director; Jonathan Martin, Production

4.11



**4.12**  
**AAF Silver Award**  
*Category*  
Art Direction–Single  
*Title*  
The Ultimate Selfcare  
*Entrant*  
Boncom  
*Client*  
Department of Public Safety  
*Credits*  
Ryan Anderson, Group Creative Director; Colin Cronin, Sr. Copywriter; John Worthington, St. Art Director; Walter Mirkss, Editor; Mari Raymer, Producer; Gabi Hansen, Brand Manager; Cameron Pinegar, Animation Director; Lizzi Perkins, Associate Strategy Director; Sam Rivera, Strategist; Chad Kirkland, Director; Brian Durkee, Cinematographer; Chelsey Jimenez, Producer; Matthew Brunken, Jr. Motion Graphics Designer

4.12



**4.13**  
**AAF Gold Award**  
*Category*  
Art Direction–Single  
*Title*  
Utah Olympics 2034  
*Entrant*  
Boncom  
*Client*  
Utah Olympics Bid Committee  
*Credits*  
Jeff Taylor, Executive Creative Officer; Klane Harding, Group Creative Director; Colin Cronin, Sr. Copywriter; Mari Raymer, Executive Producer; Chas Kelly, Editor; Shane Johnson, Editor; Katherine Heigl, Voice Over; Ty Burrell, Voice Over; Steve Wright, VP of Client Service; Gabi Hansen, Brand Manager

4.13



**4.14**  
**AAF Silver Award**  
*Category*  
Art Direction–Single  
*Title*  
Base Camp Kanab  
*Entrant*  
Boncom  
*Client*  
Kane County Tourism  
*Credits*  
Coby Gerstner, Creative Director; Cooper Epps, Art Director / Animator; KC Sosa, Copywriter / Editor; Lindsey Duncan, Animator; Matthew Brunken, Animator; Alex Knight, Photographer; Vann Dwiggins, Editor; Brett Meldrum, Brand Director; Jonathan Martin, Production

**4.15**  
**AAF Gold Award**  
*Category*  
Art Direction–Single  
*Title*  
Circles  
*Entrant*  
R&R Partner  
*Client*  
Intermountain Health  
*Credits*  
Scott Murray, Group Creative Director; Joel Clement, Associate Creative Director; Theresa Menz Cooper, Associate Creative Director; Kat Urban, SVP, Head of Production; Kate Bolnick, Producer; Chad Harris, VP, Managing Director; Amanda Rice, Account Director; Katee Reed, Project Director; Leo Zuckerman, Director, Tool of NA

4.15





**4.16**  
**AAF Silver Award**  
*Category*  
Art Direction–Campaign  
*Title*  
988 Utah Launch  
*Entrant*  
Boncom  
*Client*  
988 Utah  
*Credits*  
Ryan Anderson, Group Creative Director; LJ Johansson, Creative Director; Mark Bangerter, Creative Director; Cameron Pinegar, Animation Director; John Worthington, Sr. Art Director; Ashley Ringger, Jr. Copywriter; Lindsey Duncan, Motion Graphics Designer; Matthew Brunken, Jr. Motion Graphics Designer; Jake Welch, Brand Director; Carina Novillo, Project Coordinator

4.16



**4.17**  
**AAF Gold Award**  
*Category*  
Art Direction–Campaign  
*Title*  
The Power of We  
*Entrant*  
R&R Partners  
*Client*  
Intermountain Health  
*Credits*  
Scott Murray, Group Creative Director; Joel Clement, Associate Creative Director; Theresa Menz Cooper, Associate Creative Director; Kat Urban, SVP, Head of Production; Kate Bolnick, Producer; Chad Harris, VP, Managing Director; Amanda Rice, Account Director; Katee Reed, Project Director; Leo Zuckerman, Director, Tool of NA

4.17



5.1

**FILM, VIDEO & SOUND**

**5.1**  
**AAF Silver Award**  
*Category*  
Internet Commercial–Single Spot  
*Title*  
The Rockstar of Essential Oils  
*Entrant*  
Young Living Essential Oils  
*Client*  
Young Living Essential Oils  
*Credits*  
Miaken Christensen, Writer / Director; Montana Lai-Hipp, Lead Producer; Jaden Condie, Producer; Bianca Cline, Cinematographer



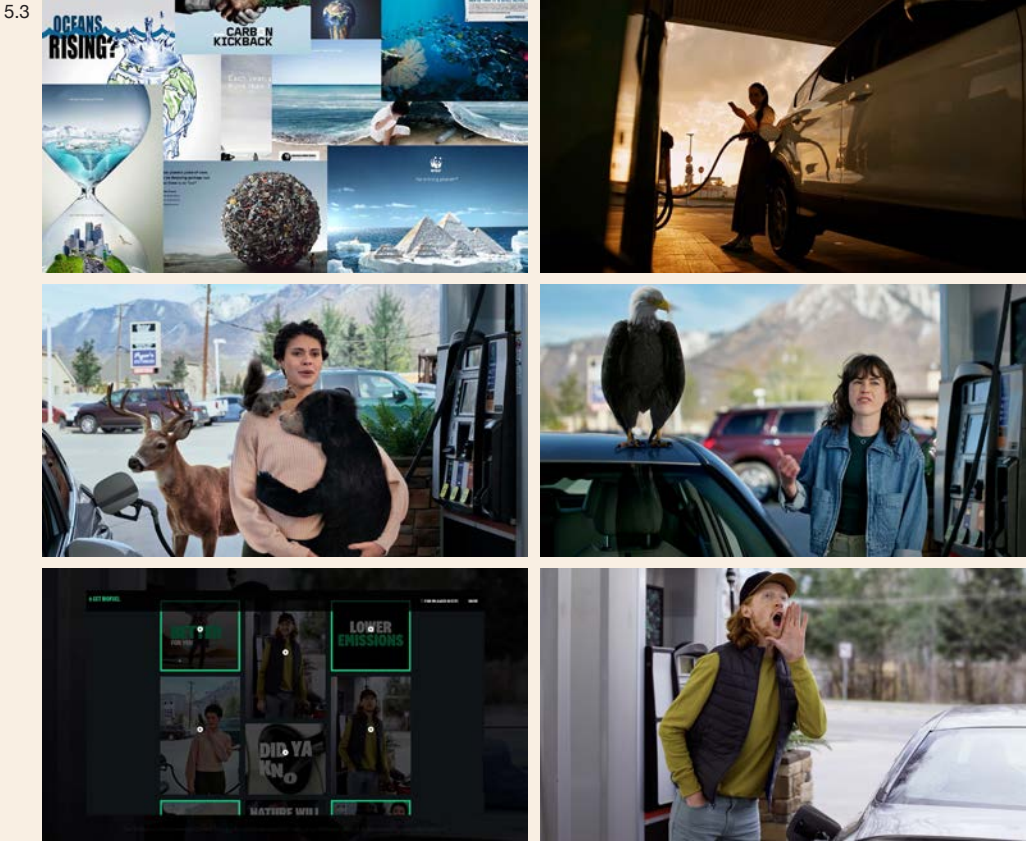
**5.2**  
**AAF Silver Award**  
*Category*  
Internet Commercial–Single Spot  
*Title*  
Global Celebration of Jesus's Birth  
*Entrant*  
Boncom  
*Client*  
The Church of Jesus Christ of Latter-day Saints: Missionary Department  
*Credits*  
Jeff Taylor, Executive Creative Director; Klane Harding, Group Creative Director; LJ Johansson, Copywriter & Creative Director; Mark Bangerter, Art Director & Creative Director; Jordan Mazzocato, Project Manager; Lisa May, Brand Director; Brett Meldrum, Group Brand Director; Matt Decker, Media Director; Mari Raymer, Producer; Britte Sappington, Producer

5.2

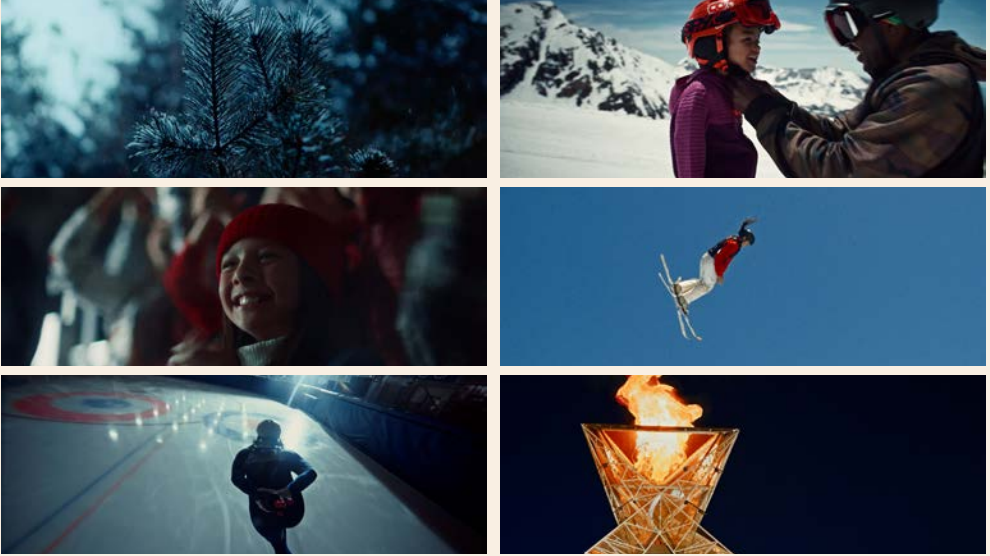
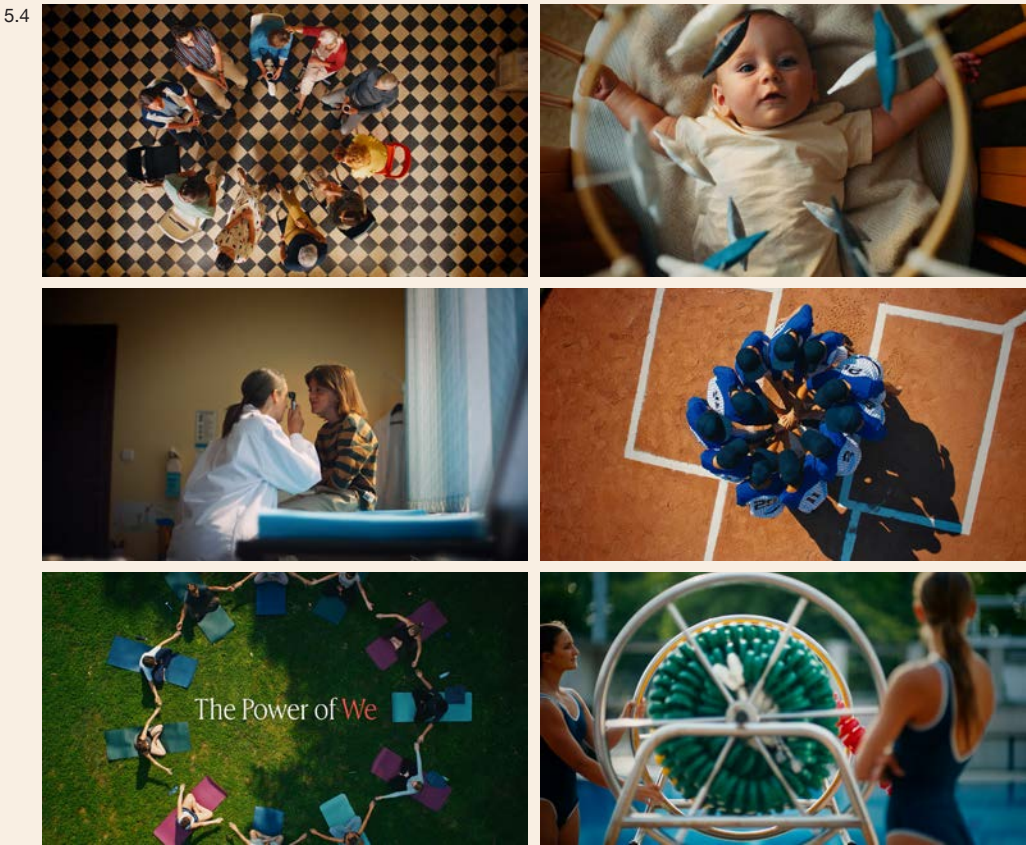




**5.3**  
**AAF Gold Award**  
*Category*  
Internet Commercial Campaign  
*Title*  
Push 88: Nature Will Thank You  
*Entrant*  
Little Big Engine  
*Client*  
Growth Energy  
*Credits*  
Elizabeth Funderberk, Vice President of Communications & Public Affairs at Growth Energy; Houston Ruck, Creative Director at Growth Energy; Duff Rich, Producer at Little Big Engine; Dan Aronin, Editor; Stephanie Spero, Managing Partner at Cullen and Rose; Patrick Maravilla, Executive Creative Director at Little Big Engine; Brandt Lewis, Executive Creative Director at Little Big Engine; Holly Cullen, Communications Manager at Growth Energy; Matt Wexler, Managing Partner at Cullen and Rose; Mark Carlson, Copywriter at Little Big Engine; Olivier Agostini, Copywriter at Little Big Engine



**5.4**  
**AAF Silver Award**  
*Category*  
Internet Commercial Campaign  
*Title*  
The Power of We  
*Entrant*  
R&R Partners  
*Client*  
Intermountain Health  
*Credits*  
Scott Murray, Group Creative Director; Joel Clement, Associate Creative Director; Theresa Menz Cooper, Associate Creative Director; Kat Urban, SVP, Head of Production; Kate Bolnick, Producer; Chad Harris, VP, Managing Director; Amanda Rice, Account Director; Katee Reed, Project Director; Leo Zuckerman, Director, Tool of NA



**5.5**  
**AAF Gold Award**  
*Category*  
Regional / National Television Commercial  
*Title*  
Utah Olympics 2023  
*Entrant*  
Boncom  
*Client*  
Utah Olympics Bid Committee  
*Credits*  
Jeff Taylor, Executive Creative Officer; Klane Harding, Group Creative Director; Colin Cronin, Sr. Copywriter; Mari Raymer, Executive Producer; Chas Kelly, Editor; Shane Johnson, Editor; Katherine Heigl, Voice Over; Ty Burrell, Voice Over; Steve Wright, VP of Client Service; Gabi Hansen, Brand Manager



**5.6**  
**AAF Silver Award**  
*Category*  
Regional / National Television Commercial  
*Title*  
Circles  
*Entrant*  
R&R Partners  
*Client*  
Intermountain Health  
*Credits*  
Scott Murray, Group Creative Director; Joel Clement, Associate Creative Director; Theresa Menz Cooper, Associate Creative Director; Kat Urban, SVP, Head of Production; Kate Bolnick, Producer; Chad Harris, VP, Managing Director; Amanda Rice, Account Director; Katee Reed, Project Director; Leo Zuckerman, Director, Tool of NA



**5.7**  
**AAF Gold Award**  
*Category*  
Regional / National Television  
Commercial Campaign  
*Title*  
“Get Your Money Working” TV

*Entrant*  
America First Credit Union

*Client*  
America First Credit Union

*Credits*  
Zach Winegar, SVP, Marketing /  
Executive Creative Director; Kyle Curtis,  
VP, Marketing / Copywriter; Chris  
Parada, Marketing Manager / Creative  
Director; Jeff Madsen, Videographer /  
Art Director; Jon Coombs, Art Director;  
Cameron Taylor, Art Director / Animator;  
Jake Hall, Marketing Strategies &  
Analysis Manager; Scott Rice, Director

**5.8**  
**AAF Silver Award**  
*Category*  
Regional / National Television  
Commercial Campaign

*Title*  
The Intruders

*Entrant*  
Gabb

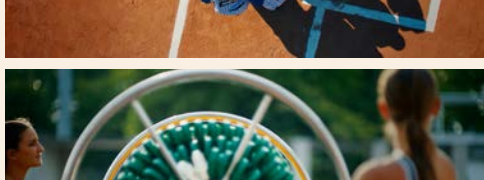
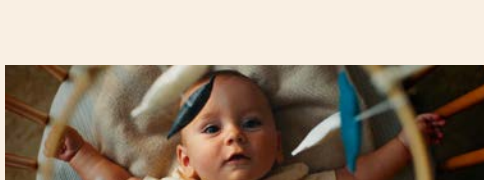
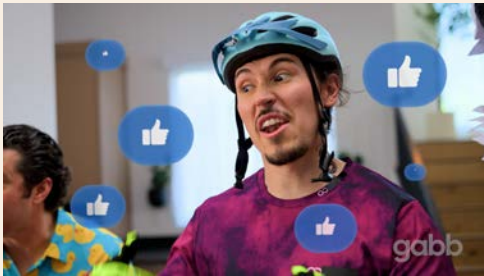
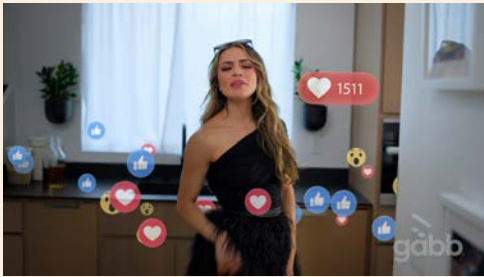
*Client*  
Gabb

*Credits*  
Brad Dowdle, VP of Creative / Creative  
Director; A. Todd Smith, Director; Josh  
Ruggles, Copywriter; Neeko Funes,  
Editor

5.7



5.8



5.9

**5.9**  
**AAF Gold Award**  
*Category*  
Regional / National Television  
Commercial Campaign  
*Title*  
Utah Olympics 2034

*Entrant*  
Boncom

*Client*  
Utah Olympics Bid Committee

*Credits*  
Jeff Taylor, Executive Creative Officer;  
Klane Harding, Group Creative Director;  
Colin Cronin, Sr. Copywriter; Mari  
Raymer, Executive Producer; Chas  
Kelly, Editor; Shane Johnson, Editor;  
Katherine Heigl, Voice Over; Ty Burrell,  
Voice Over; Steve Wright, VP of Client  
Service; Gabi Hansen, Brand Manager

**5.10**  
**AAF Silver Award**

*Category*  
Regional / National Television  
Commercial Campaign

*Title*  
The Power of We

*Entrant*  
R&R Partners

*Client*  
Intermountain Health

*Credits*  
Scott Murray, Group Creative Director;  
Joel Clement, Associate Creative  
Director; Theresa Menz Cooper,  
Associate Creative Director; Kat Urban,  
SVP, Head of Production; Kate Bolnick,  
Producer; Chad Harris, VP, Managing  
Director; Amanda Rice, Account  
Director; Katee Reed, Project Director;  
Leo Zuckerman, Director, Tool of NA

5.10



ONLINE / INTERACTIVE

**6.1**  
**AAF Gold Award**  
*Category*  
Social Media Campaign  
*Title*  
“Get Your Money Working” Social  
*Entrant*  
America First Credit Union  
*Client*  
America First Credit Union  
*Credits*  
Zach Winegar, SVP, Marketing / Executive Creative Director; Kyle Curtis, VP, Marketing / Copywriter; Chris Parada, Marketing Manager / Creative Director; Jeff Madsen, Videographer / Art Director; Jon Coombs, Art Director; Cameron Taylor, Art Director / Animator; Jake Hall, Marketing Strategies & Analysis Manager; Scott Rice, Director

**6.2**  
**AAF Silver Award**  
*Category*  
Business-to-Business Website  
*Title*  
Capstan Therapeutics Website  
*Entrant*  
Struck  
*Client*  
Capstan Therapeutics  
*Credits*  
Petar Mijic, Creative Director; Kiki Ariss, Producer; Abby Swenson, Sr. Producer; Onice Acevedo, Project Manager; Gustavo Gomez, Engineering Manager; Audrey Quirk, Strategist; Chad Keyes, Sr. Designer; Atia Naim, Senior Director Corporate Development, Capstan Therapeutics; Miguel Arcinas, Senior Vice President Corporate Development, Capstan Therapeutics; Maria Mnatsakanova, Senior Manager People & Culture, Capstan Therapeutics

6.1



6.2

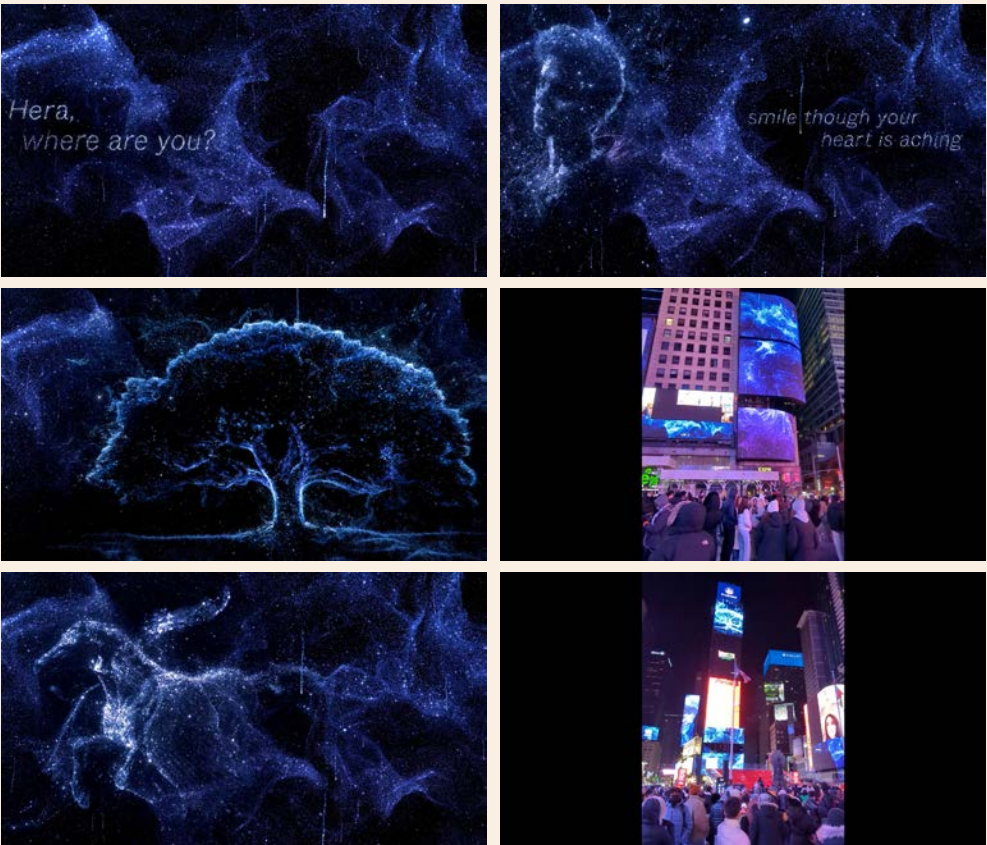


6.3

**6.3**  
**AAF Silver Award**  
*Category*  
Business-to-Business Website  
*Title*  
LifeMine Therapeutics Website  
*Entrant*  
Struck  
*Client*  
LifeMine Therapeutics Website  
*Credits*  
Petar Mijic, Creative Director; Kiki Ariss, Producer; Abby Swenson, Sr. Producer; Mason Miller, Producer; Katie Tingey, Digital Art Director; Gelyn Pauly, Designer; Matt Knecht, Technical Director; Onice Acevedo, Project Manager; Gustavo Gomez, Engineering Manager; Gregory Verdine, Ph.D., Co-Founder, President and CEO, LifeMine Therapeutics; WeiQing Zhou, MBA, Co-Founder and COO, LifeMine Therapeutics

OUT-OF-HOME & AMBIENT MEDIA

**7.1**  
**AAF Silver Award**  
*Category*  
Animated / Video Boards  
*Title*  
ZeusPlus Times Square Takeover  
*Entrant*  
Boncom  
*Client*  
The Church of Jesus Christ of Latter-day Saints  
*Credits*  
Brett Meldrum, Group Brand Director; Matt Decker, Media Director; Animation: Method Studios, Production; Britte Sappington, Producer; Gabi Hansen, Account Manager





7.2

AAF Silver Award

Category  
Out-of-Home Campaign

Title  
O.C. Tanner Jewelers

Entrant

Struck

Client

O.C. Tanner Jewelers

Credits

Matt Manes, Executive Creative Director; Samantha Browning, Head of Production; Karly Tingey, Senior Designer; Kerri Thomas, Senior Copywriter; Dominique Anderson, Marketing & Events Manager, O.C. Tanner; Sydney Smith, Marketing & Events Coordinator, O.C. Tanner; Celeste Rockwood Jones, Designer

PUBLIC SERVICE

8.1

AAF Gold Award

Category  
Public Service Television

Title  
The Ultimate Selfcare

Entrant

Boncom

Client

Department of Public Safety

Credits

Ryan Anderson, Group Creative Director; Colin Cronin, Sr. Copywriter; John Worthington, Sr. Art Director; Walter Mirkss, Editor; Mari Raymer, Producer; Gabi Hansen, Brand Manager; Cameron Pinegar, Animation Director; Lizzi Perkins, Associate Strategy Director; Sam Rivera, Strategist; Chad Kirkland, Director; Brian Durkee, Cinematographer; Chelsey Jimenez, Producer; Matthew Brunken, Jr. Motion Graphics Designer

7.2



8.1



8.2

8.2

AAF Silver Award

Category  
Public Service Television

Title  
Wrong Combos--Haunted Parrot

Entrant

R&R Partners

Client

Utah Department of Alcoholic Beverage Services – Parents Empowered

Credits

Chuck Monn, Chief Creative Officer; Scott Murray, Group Creative Director; Greg King, Creative Director; Ryan Izant, Associate Creative Director, Copywriting; Abigail Steele, Sr. Art Director, Designer; Danita Collazo, Executive Producer; Dennis Caldwell, Producer; Katee Reed, Project Director

8.3

AAF Silver Award

Category  
Public Service Television

Title  
Deserving

Entrant

R&R Partners

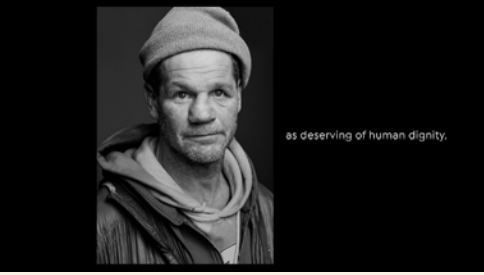
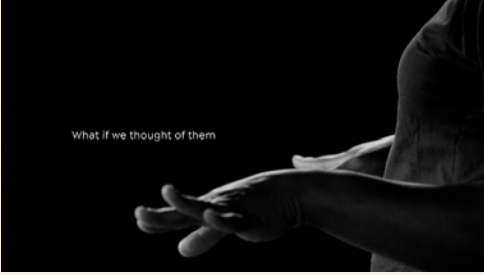
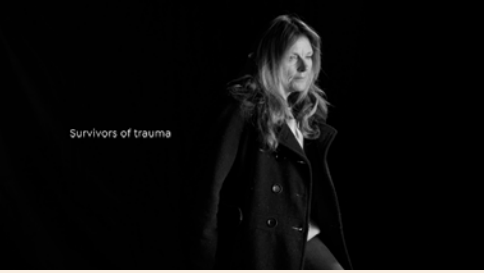
Client

Utah Impact Partnership

Credits

Bob Henrie, Partner; Scott Murray, Group Creative Director; Patrick Buller, Associate Creative Director; Gerri Angelo, Senior Executive Producer; Calvin Joshua Crawford, Associate Producer; Chad Harris, VP, Managing Director; Katee Reed, Project Director; Tiffeny Yen-Louie, Managing Partner; Sasha Levinson, Director; Victoria Stevens, Photographer; Paul Tuft, Cosmic Pictures, Editor

8.3

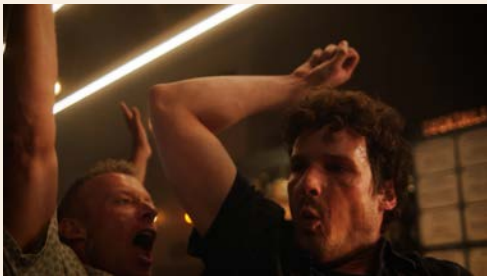




**8.4**  
**AAF Gold Award**  
*Category*  
Public Service Online Film, Video & Sound  
*Title*  
The Ultimate Selfcare  
*Entrant*  
Boncom  
*Client*  
Department of Public Safety  
*Credits*  
Ryan Anderson, Group Creative Director; Colin Cronin, Sr. Copywriter; John Worthington, Sr. Art Director; Walter Mirkss, Editor; Mari Raymer, Producer; Gabi Hansen, Brand Manager; Cameron Pinegar, Animation Director; Lizzi Perkins, Associate Strategy Director; Sam Rivera, Strategist; Chad Kirkland, Director; Brian Durkee, Cinematographer; Chelsey Jimenez, Producer; Matthew Brunken, Jr. Motion Graphics Designer

**8.5**  
**AAF Silver Award**  
*Category*  
Public Service Online Film, Video & Sound  
*Title*  
Disagree Better  
*Entrant*  
Boncom  
*Client*  
National Governors Association  
*Credits*  
Jeff Taylor, Executive Creative Officer; Klane Harding, Group Creative Director; Ryan Kunz, Associate Creative Director / Copywriter; Walter Mirkss, Editor; Gabi Hansen, Brand Manager

8.4



8.5

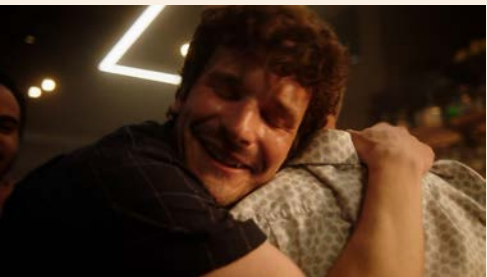
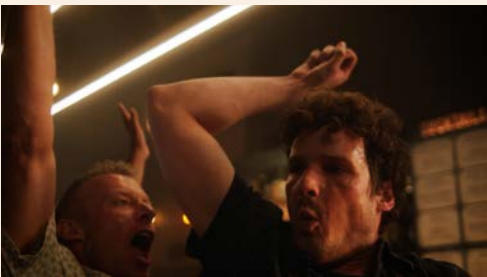


8.6

**8.6**  
**AAF Silver Award**  
*Category*  
Public Service Non-Broadcast Audio / Visual  
*Title*  
988 Utah Launch  
*Entrant*  
Boncom  
*Client*  
988 Utah  
*Credits*  
Ryan Anderson, Group Creative Director; LJ Johansson, Creative Director; Mark Bangarter, Creative Director; Cameron Pinegar, Animation Director; John Worthington, Sr. Art Director; Ashley Ringger, Jr. Copywriter; Lindsey Duncan, Motion Graphics Designer; Matthew Brunken, Jr. Motion Graphics Designer; Jake Welch, Brand Director; Carina Novillo, Project Coordinator

**8.7**  
**AAF Gold Award**  
*Category*  
Public Service Campaign  
*Title*  
The Ultimate Selfcare  
*Entrant*  
Boncom  
*Client*  
Department of Public Safety  
*Credits*  
Ryan Anderson, Group Creative Director; Colin Cronin, Sr. Copywriter; John Worthington, Sr. Art Director; Walter Mirkss, Editor; Mari Raymer, Producer; Gabi Hansen, Brand Manager; Cameron Pinegar, Animation Director; Lizzi Perkins, Associate Strategy Director; Sam Rivera, Strategist; Chad Kirkland, Director; Brian Durkee, Cinematographer; Chelsey Jimenez, Producer; Matthew Brunken, Jr. Motion Graphics Designer

8.7





8.8  
AAF Silver Award

Category  
Public Service Campaign

Title  
988 Utah Launch

Entrant  
Boncom

Client  
988 Utah

Credits  
Ryan Anderson, Group Creative Director; LJ Johansson, Creative Director; Mark Bangerter, Creative Director; Cameron Pinegar, Animation Director; John Worthington, Sr. Art Director; Ashley Ringger, Jr. Copywriter; Lindsey Duncan, Motion Graphics Designer; Matthew Brunken, Jr. Motion Graphics Designer; Jake Welch, Brand Director; Carina Novillo, Project Coordinator

8.8



8.9  
AAF Silver Award

Category  
Public Service Campaign

Title  
Day in the Life

Entrant  
R&R Partners

Client  
Colorado Wildlife Council

Credits  
Greg King, Creative Director; Patrick Buller, Associate Creative Director; Ryan Izant, Associate Creative Director; Sydney Crabtree, Senior Designer; Gerri Angelo, Senior Executive Producer; Miriam Swofford, Corporate Director of Brand; Angela Suganuma, Senior Project Manager; Paul Smith, VP, Research and Insight; Brendan Young, Director, Futuristic Films

8.9



8.10

8.10  
AAF Silver Award

Category  
Public Service Campaign

Title  
Wrong Combos

Entrant  
R&R Partners

Client  
Utah Department of Alcoholic Beverage Services—Parents Empowered

Credits  
Chuck Monn, Chief Creative Officer; Scott Murray, Group Creative Director; Greg King, Creative Director; Ryan Izant, Associate Creative Director, Copywriting; Abigail Steele, Sr. Art Director, Designer; Danita Collazo, Executive Producer; Dennis Caldwell, Producer; Katee Reed, Project Director; Sophie Haws, Brand Manager; Scott Rice, Director

8.11  
AAF Silver Award

Category  
Public Service Campaign

Title  
Your Doorway

Entrant  
Penna Powers

Client  
Utah Department of Workforce Services

Credits  
Erico Bisquera, Chief Creative Officer; Kenny Hammond, Chief Creative Director; Bobby Brinton, Associate Creative Director; John Murphy, Traverse Films

8.11

Credits  
Erico Bisquera, Chief Creative Officer; Kenny Hammond, Chief Creative Director; Bobby Brinton, Associate Creative Director; John Murphy, Traverse Films



8.12  
AAF Silver Award  
Category  
Integrated Media Public Service  
Campaign

Title  
The Talk

Entrant  
Boncom

Client  
Live On Utah

Credits  
Phil Smallwood, Group Creative  
Director; Coby Gerstner, Creative  
Director; John Worthington, Sr. Art  
Director; Cooper Epps, Sr. Art Director;  
KC Sosa, Copywriter; Lizzi Perkins,  
Associate Strategy Director; Emily  
Jackson, Brand Manager; Todd Downer,  
Sr. Designer; Sam Rivera, Strategist;  
The Plains, Production Company

8.13  
AAF Gold Award  
Category  
Integrated Media Public Service  
Campaign

Title  
The Ultimate Selfcare

Entrant  
Boncom

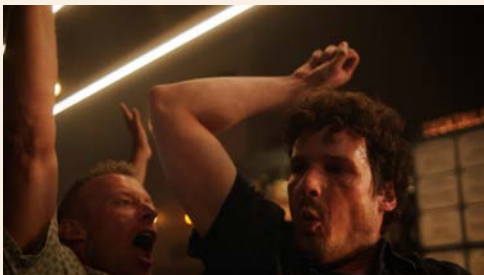
Client  
Department of Public Safety

Credits  
Ryan Anderson, Group Creative  
Director; Colin Cronin, Sr. Copywriter;  
John Worthington, Sr. Art Director;  
Walter Mirkss, Editor; Mari Raymer,  
Producer; Gabi Hansen, Brand  
Manager; Cameron Pinegar, Animation  
Director; Lizzi Perkins, Associate  
Strategy Director; Sam Rivera,  
Strategist; Chad Kirkland, Director;  
Brian Durkee, Cinematographer;  
Chelsey Jimenez, Producer; Matthew  
Brunken, Jr. Motion Graphics Designer

8.12



8.13



8.14

8.14  
AAF Silver Award  
Category  
Integrated Media Public Service  
Campaign

Title  
Wrong Combos

Entrant  
R&R Partners

Client  
Utah Department of Alcoholic Beverage  
Services-Parents Empowered

Credits  
Chuck Monn, Chief Creative Officer;  
Scott Murray, Group Creative Director;  
Greg King, Creative Director; Ryan  
Izant, Associate Creative Director,  
Copywriting; Abigail Steele, Sr. Art  
Director, Designer; Danita Collazo,  
Executive Producer; Dennis Caldwell,  
Producer; Katee Reed, Project Director;  
Sophie Haws, Brand Manager; Scott  
Rice, Director

8.15  
AAF Silver Award  
Category  
Public Service Out-of-Home Campaign

Title  
988 Utah Launch

Entrant  
Boncom

Client  
988 Utah

Credits  
Ryan Anderson, Group Creative  
Director; LJ Johansson, Creative  
Director; Mark Bangerter, Creative  
Director; Cameron Pinegar, Animation  
Director; John Worthington, Sr. Art  
Director; Ashley Ringger, Jr. Copywriter;  
Lindsey Duncan, Motion Graphics  
Designer; Matthew Brunken, Jr. Motion  
Graphics Designer; Jake Welch,  
Brand Director; Carina Novillo, Project  
Coordinator

8.15

Credits  
Ryan Anderson, Group Creative  
Director; LJ Johansson, Creative  
Director; Mark Bangerter, Creative  
Director; Cameron Pinegar, Animation  
Director; John Worthington, Sr. Art  
Director; Ashley Ringger, Jr. Copywriter;  
Lindsey Duncan, Motion Graphics  
Designer; Matthew Brunken, Jr. Motion  
Graphics Designer; Jake Welch,  
Brand Director; Carina Novillo, Project  
Coordinator



8.16  
AAF Silver Award

Category  
Public Service Ambient Media–Single Occurrence

Title  
Unfiltered

Entrant  
R&R Partners

Client  
Utah Department of Health and Human Services, Tobacco Prevention and Control Program

Credits  
Destin Cox, Creative Director; Greg King, Creative Director; Abigail Steele, Senior Art Director; Ryan Izant, Associate Creative Director; Adrian Wilson, Senior Copywriter; Rachel Hoch, Junior Copywriter; Terrance Bynum, Social Media Strategist; Calvin Joshua Crawford, Associate Producer; Mia Marquez, Junior Designer; Rylie Sweikert, Junior Designer; Pat Carrigan, Corporate Director of Production; Debbie Bennett, Print Production Manager; Danielle Follett, Account Director; Kim Johnson, Senior Project Manager; Kelsey Eroh, Corporate Communications Account Supervisor; Lanetria Smith, Equity and Belonging Manager

8.16

# Unfiltered



**The Background:**  
Smoking kills 45,000 Black people a year. And 72,000 are diagnosed with tobacco-related cancer. To recent crucial public health funding for those affected, we needed to spur people into action. Specifically, we needed them to sign up for the Black and African American Health Needs Assessment.

**The Idea:**  
Big tobacco has turned shamelessly targeting Black America into an art form. So what better way to expose their nefarious tactics than to put them on display in an art gallery? Working with our Black employee resource group and Project Success, we took over an art gallery in Salt Lake City. For three days, we exposed their relentless targeting, how they mislabeled themselves into the lives of Black families. Then we flipped their narrative on its head and turned their ads into some art of our own.

**The Results:**  
The exhibit not only drew people to Way2Quit.org to get the tools they needed to finally quit smoking, it also ignited interest in the Black and African American Health Needs Assessment. Participation rose dramatically after the exhibit with a 1,300% increase in completed surveys.

**We asked AI to create an "advertisement for tobacco that is aimed at Black Americans and Black culture". Unsurprisingly, it mimicked Big Tobacco perfectly, turning vibrant culture into tired stereotypes.**

**In the backroom of the exhibit we created an empty, 70s-style kitchen surrounded by mirrors to amplify the sense of loss. On the table, we showcased the public facing words of tobacco executives with their private, more sinister, discussions reflected in mirrors.**

**+1,300%** increase in surveys

**"We don't smoke the shit, we just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid."**  
— Tobacco Industry Executive

**Original Ads**

9.1

SALES & MARKETING

9.1  
AAF Silver Award

Category  
Collateral Material–Brochure

Title  
Guiding Members Forward Brochure

Entrant  
Mountain America Credit Union

Client  
Mountain America Credit Union

Credits  
Mountain America Credit Union

# CREATING A CULTURE



**Clear member focus**  
For us, success begins with a commitment to do right by our members. We are not interested in sales and profits, instead, our actions are guided by our desire to help members living their financial dreams to life.

**Our core values are:**  
• Honesty and integrity  
• Mutual trust and respect  
• Speed and focus  
• Community and accountability  
• Striving not the best in our field  
• Customer service

**Strong team building**  
Mountain America is proud to be a leader in innovation, member satisfaction and workplace culture. Here, our compassionate, ethical and diverse team members share their unique talents, provide advice and guidance, and help our members make a difference in people's lives.

**Recent awards:**  
• USA Today Top Workplace  
• Mountain America Credit Union  
• Utah Fast 50  
• Utah's Most Valuable Workplaces

**Strategic growth**  
As a modern financial institution, Mountain America recognizes the importance of the digital customer experience of people managing their money and investments. To avoid complacency, we have continuously made investments in technology, talent and infrastructure to ensure we are ready to meet our members' needs.

**Providing the best products and services**  
Mountain America has always been a leader in the industry. Our member service philosophy is to be the best at what we do. We are committed to being the best at what we do.

**Our full suite of business services include:**  
• Financing  
• Checking and savings  
• Credit management tools  
• Member services  
• Personal loans

**Business solutions:**  
• 41 credit union in the country  
• For small business owners  
• 41 small business branches  
• 41 small business branches  
• 41 small business branches  
• 41 small business branches

**Members can open:**  
• Youth savings  
• Term certificates  
• High-Yield Checking  
• Money market accounts  
• Wealth and estate benefits  
• Money market and investments  
• Investment savings

**Business services and funding:**  
In the past, credit unions were not known for rapid loan turnaround.

**Chosen from an array of home financing options:**  
• Construction  
• Commercial and personal  
• Refinance  
• Reverse mortgages

**Digital banking**  
To successfully meet our members' financial needs, Mountain America uses a proactive approach to technology. Our mobile app and website allow us to offer faster rates and more flexible terms, generally saving members thousands of dollars over the life of loan.

**Financing options include:**  
• Credit cards, Reverse, Cash Back and Cash Back  
• Home equity lines of credit  
• Personal loans  
• Debt consolidation

**These handy features include:**  
• Free credit score access  
• Auto and mortgage

# PROVIDING THE BEST PRODUCTS AND SERVICES



**Our full suite of business services include:**  
• Financing  
• Checking and savings  
• Credit management tools  
• Member services  
• Personal loans

**Business solutions:**  
• 41 credit union in the country  
• For small business owners  
• 41 small business branches  
• 41 small business branches  
• 41 small business branches

**Members can open:**  
• Youth savings  
• Term certificates  
• High-Yield Checking  
• Money market accounts  
• Wealth and estate benefits  
• Money market and investments  
• Investment savings

**Business services and funding:**  
In the past, credit unions were not known for rapid loan turnaround.

**Chosen from an array of home financing options:**  
• Construction  
• Commercial and personal  
• Refinance  
• Reverse mortgages

**Digital banking**  
To successfully meet our members' financial needs, Mountain America uses a proactive approach to technology. Our mobile app and website allow us to offer faster rates and more flexible terms, generally saving members thousands of dollars over the life of loan.

**Financing options include:**  
• Credit cards, Reverse, Cash Back and Cash Back  
• Home equity lines of credit  
• Personal loans  
• Debt consolidation

**These handy features include:**  
• Free credit score access  
• Auto and mortgage

# PROVIDING THE BEST PRODUCTS AND SERVICES



**Our full suite of business services include:**  
• Financing  
• Checking and savings  
• Credit management tools  
• Member services  
• Personal loans

**Business solutions:**  
• 41 credit union in the country  
• For small business owners  
• 41 small business branches  
• 41 small business branches  
• 41 small business branches

**Members can open:**  
• Youth savings  
• Term certificates  
• High-Yield Checking  
• Money market accounts  
• Wealth and estate benefits  
• Money market and investments  
• Investment savings

**Business services and funding:**  
In the past, credit unions were not known for rapid loan turnaround.

**Chosen from an array of home financing options:**  
• Construction  
• Commercial and personal  
• Refinance  
• Reverse mortgages

**Digital banking**  
To successfully meet our members' financial needs, Mountain America uses a proactive approach to technology. Our mobile app and website allow us to offer faster rates and more flexible terms, generally saving members thousands of dollars over the life of loan.

**Financing options include:**  
• Credit cards, Reverse, Cash Back and Cash Back  
• Home equity lines of credit  
• Personal loans  
• Debt consolidation

**These handy features include:**  
• Free credit score access  
• Auto and mortgage



# Student Awards

RESERVE  
A ROOM  
AT THE  
FABULOUS  
*Creative Suite*





STUDENT  
CROSS PLATFORM

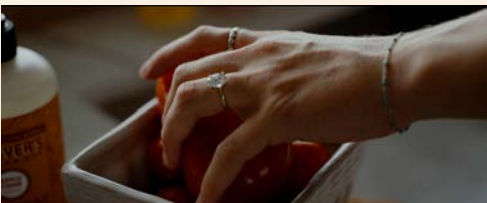
**1.1**  
**AAF Gold Award**  
*Category*  
Integrated Consumer Campaign  
*Title*  
Hot Singles In Your Area  
*Entrant*  
Henry Fye, Mia Shumway  
*Credits*  
Henry Fye, Art Director; Mia Shumway, Copywriter

**1.2**  
**AAF Silver Award**  
*Category*  
Integrated Consumer Campaign  
*Title*  
These are the hands  
*Entrant*  
Brigham Young University  
*Credits*  
Annelise Ebert, Art Director; Kyle Gilmour, Content Creator; Morgan Richards, Copywriter

1.1



1.2

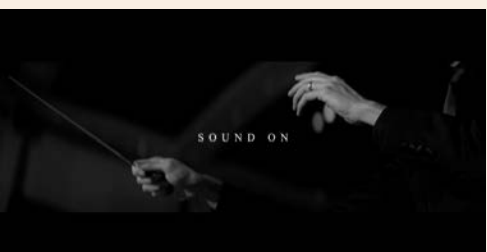


2.1

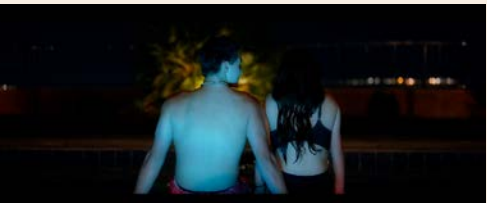
ELEMENTS OF  
ADVERTISING

**2.1**  
**AAF Gold Award**  
*Category*  
Cinematography-Single  
*Title*  
NASCAR: Sound On  
*Entrant*  
Brigham Young University  
*Credits*  
Tony Bowe, Art Director; Emma Kate Lawrence, Art Director; Cam Christensen, Copywriter; Heber Stanton, Director; Jeffrey Yi, Sound Designer / Composer

**2.2**  
**AAF Silver Award**  
*Category*  
Cinematography-Single  
*Title*  
Fanta: The Sweet Spot  
*Entrant*  
Brigham Young University  
*Credits*  
Tony Bowe, Art Director; Cam Christensen, Copywriter; Kyle Gilmour, Director; Heber Stanton, Director



2.3



2.2



2.3  
Silver Award

Category  
Cinematography--Single

Title  
A Galaxy of Languages

Entrant  
Brigham Young University

Credits  
Adam Sheets, Producer / Copywriter;  
Logan Gardner, DP; Kaitlyn Nelson,  
1 AC; Tony Bowe, Art Director; Kayla  
Elmore, Art Director; Amanda Leasure,  
Art Director; Chance Anderson, Sound  
Designer; Kyland Ochsenbein, PA

2.4  
AAF Gold Award

Category  
Cinematography Campaign

Title  
You Only Die Once

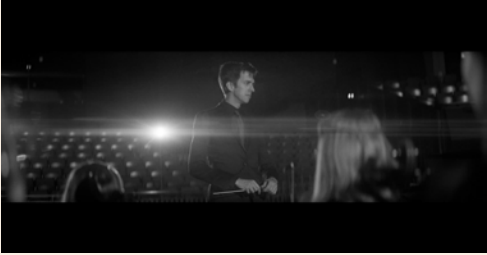
Entrant  
Brigham Young University

Credits  
Adam Sheets, Producer; Joseph Larsen,  
DP; Mia Shumway, Copywriter; Carly  
Garrett, Art Director; Emma Calvin, Art  
Director; Porter Christensen, VFX

2.3



2.4



2.5

2.5  
AAF Gold Award

Category  
Music and Sound Design--Single

Title  
NASCAR: Sound On

Entrant  
Brigham Young University

Credits  
Tony Bowe, Art Director; Emma  
Kate Lawrence, Art Director; Cam  
Christensen, Copywriter; Heber  
Stanton, Director; Jeffrey Yi, Sound  
Designer / Composer

2.6  
AAF Silver Award

Category  
Music and Sound Design--Single

Title  
Never Leave Home

Entrant  
Brigham Young University

Credits  
Abe Tullis, Art Director; Carly Garrett,  
Art Director; Mia Shumway, Copywriter;  
Joseph Larsen, Director/DP; Jeff Yi,  
Composer

2.6





**2.7**  
**AAF Gold Award**  
*Category*  
Art Direction–Single  
*Title*  
NASCAR: Sound On  
*Entrant*  
Brigham Young University  
*Credits*  
Tony Bowe, Art Director; Emma Kate Lawrence, Art Director; Cam Christensen, Copywriter; Heber Stanton, Director; Jeffrey Yi, Sound Designer / Composer

**2.8**  
**AAF Silver Award**  
*Category*  
Art Direction–Single  
*Title*  
Fanta: The Sweet Spot  
*Entrant*  
Brigham Young University  
*Credits*  
Tony Bowe, Art Director; Cam Christensen, Copywriter; Kyle Gilmour, Director; Heber Stanton, Director

2.7



2.8



2.9

**2.9**  
**AAF Silver Award**  
*Category*  
Art Direction–Single  
*Title*  
e.l.f.–Save Face  
*Entrant*  
Brigham Young University  
*Credits*  
Taylor Slade, Art Director; Julia Walker, Copywriter; Porter Christensen, Director / Cinematographer

**2.10**  
**AAF Gold Award**  
*Category*  
Art Direction–Single  
*Title*  
Never Leave Home  
*Entrant*  
Brigham Young University  
*Credits*  
Abe Tullis, Art Director; Carly Garrett, Art Director; Mia Shumway, Copywriter; Joseph Larsen, Director/DP; Jeff Yi, Composer

2.10



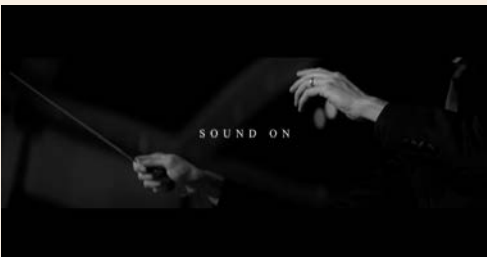


FILM, VIDEO & SOUND

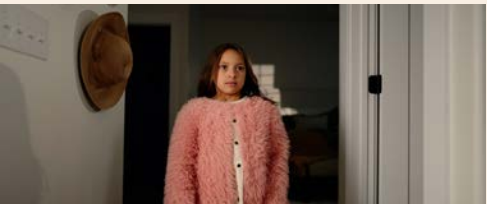
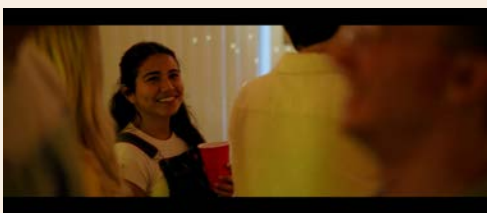
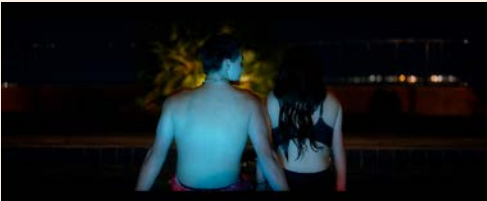
**3.1**  
**AAF Silver Award**  
*Category*  
Television Advertising–Single  
*Title*  
NASCAR: Sound On  
*Entrant*  
Brigham Young University  
*Credits*  
Tony Bowe, Art Director; Emma Kate Lawrence, Art Director; Cam Christensen, Copywriter; Heber Stanton, Director; Jeffrey Yi, Sound Designer / Composer

**3.2**  
**AAF Silver Award**  
*Category*  
Television Advertising–Single  
*Title*  
Fanta: The Sweet Spot  
*Entrant*  
Brigham Young University  
*Credits*  
Tony Bowe, Art Director; Cam Christensen, Copywriter; Kyle Gilmour, Director; Heber Stanton, Director

3.1



3.2



3.3

**3.3**  
**AAF Silver Award**  
*Category*  
Television Advertising–Single  
*Title*  
Gap: Wear with Care  
*Entrant*  
Brigham Young University  
*Credits*  
Maren Edwards, Copywriter; Jill Jackson, Art Director; Taylor Slade, Art Director; Porter Christensen, Director

**3.4**  
**AAF Silver Award**  
*Category*  
Television Advertising–Single  
*Title*  
A Galaxy of Languages  
*Entrant*  
Brigham Young University  
*Credits*  
Adam Sheets, Producer / Copywriter; Logan Gardner, DP; Kaitlyn Nelson, 1 AC; Tony Bowe, Art Director; Kayla Elmore, Art Director; Amanda Leasure, Art Director; Chance Anderson, Sound Designer; Kyland Ochsenbein, PA

3.4





**3.5**  
**AAF Gold Award**  
*Category*  
Television Advertising–Single  
*Title*  
Crayola: Ink Up. Wash Out.  
*Entrant*  
Mia Shumway, Eli Rothas, and Kyle Gilmour  
*Credits*  
Mia Shumway, Copywriter; Eli Rothas, Art Director; Kyle Gilmour, Content Creator

**3.6**  
**AAF Silver Award**  
*Category*  
Television Advertising–Single  
*Title*  
Never Leave Home  
*Entrant*  
Brigham Young University  
*Credits*  
Abe Tullis, Art Director; Carly Garrett, Art Director; Mia Shumway, Copywriter; Joseph Larsen, Director / DP; Jeff Yi, Composer

3.5



3.6

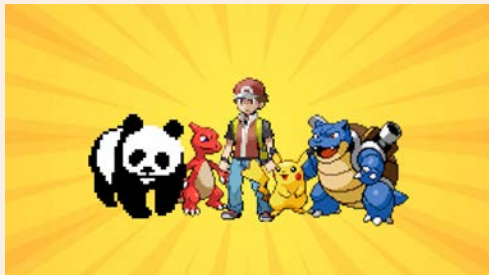
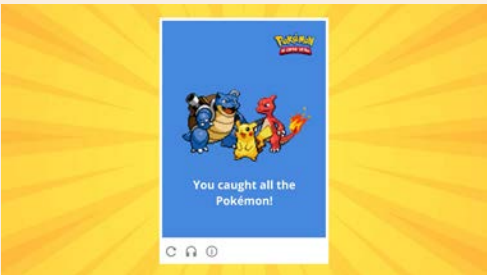
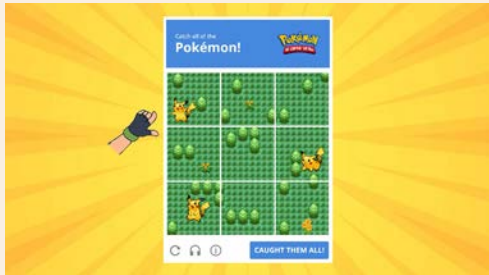
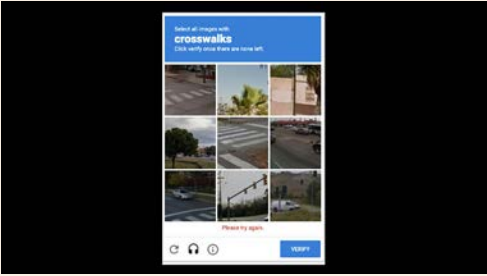


**3.7**  
**AAF Silver Award**  
*Category*  
Television Advertising Campaign  
*Title*  
You Only Die Once  
*Entrant*  
Brigham Young University  
*Credits*  
Adam Sheets, Producer; Joseph Larsen, DP; Mia Shumway, Copywriter; Carly Garrett, Art Director; Emma Calvin, Art Director; Porter Christensen, VFX

ONLINE / INTERACTIVE

**4.1**  
**AAF Silver Award**  
*Category*  
Web Banner Ads or Website Takeovers  
*Title*  
Pokémon: reCAPTCH'em All!  
*Entrant*  
Brigham Young University  
*Credits*  
Adam Sheets, Copywriter; Tony Bowe, Art Director

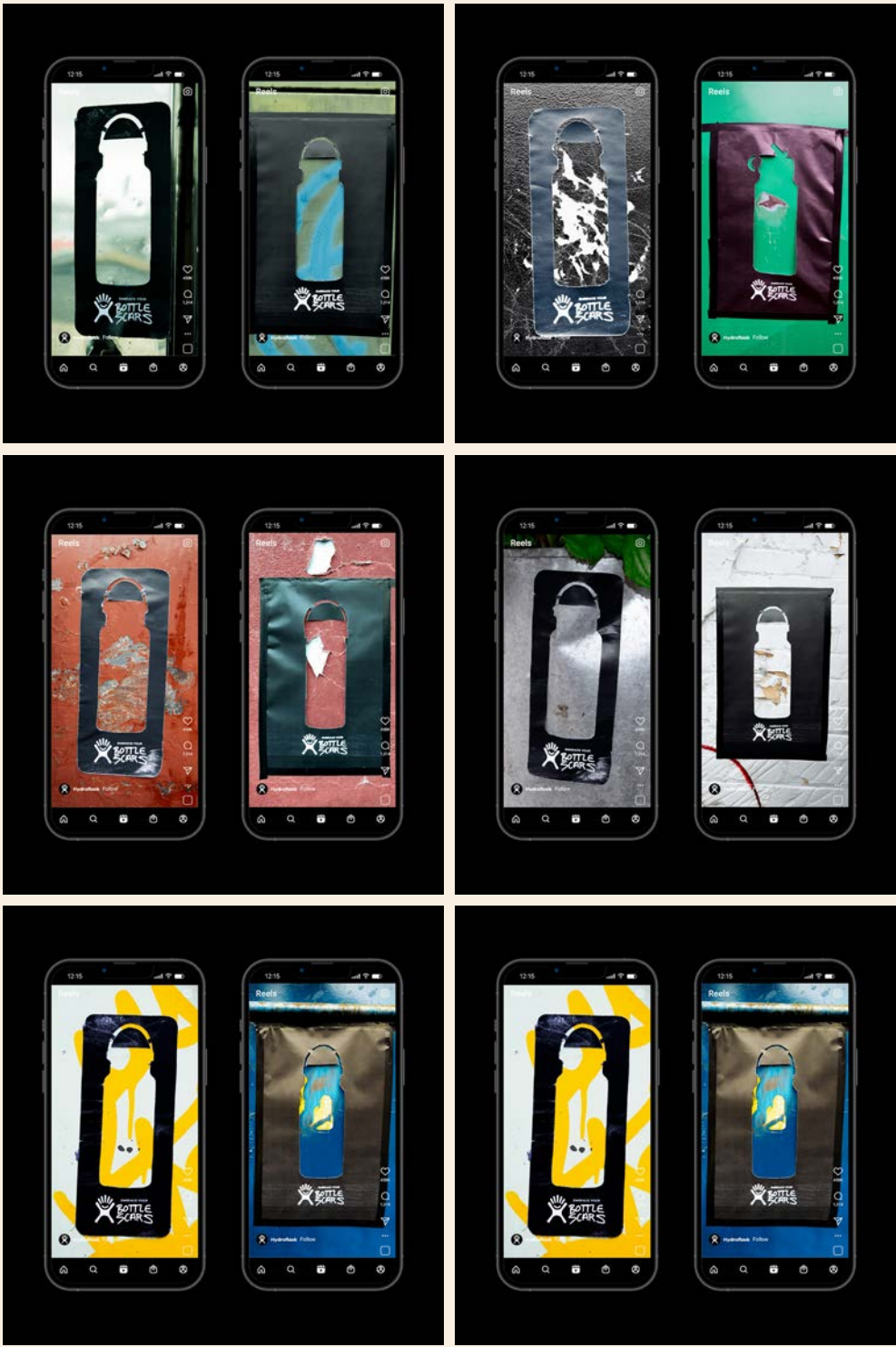
4.1





4.2  
AAF Gold Award  
Category  
Social Media Campaign  
Title  
Embrace Your Bottle Scars  
Entrant  
Brigham Young University  
Credits  
Mia Shumway, Copywriter; Abe Tullis,  
Art Director; Carly Garrett, Art Director;  
Ben Thornock, Content Creator

4.2



5.1

PRINT ADVERTISING

5.1  
AAF Gold Award

Category  
Magazine Advertising Campaign  
Title  
Barnes and Noble: The Power of And  
Entrant  
Brigham Young University  
Credits  
Tony Bowe, Art Director; Adelyne Ward,  
Copywriter

5.2  
AAF Silver Award

Category  
Magazine Advertising Campaign  
Title  
Savor The Season  
Entrant  
Brigham Young University  
Credits  
Hannah Boss, Art Director; Olivia Bean  
Schmoekel, Copy Writer

5.2



**This could  
have been  
your page.  
Next year,  
buy an ad.**



# You deserve all the credit

(...of course, SOME restrictions apply.)



## Congratulations to this year's winners!

1-800-999-3961 • [AmericaFirst.com](https://AmericaFirst.com) • [f](#) [X](#) [@](#) [v](#)

\*Subject to membership, eligibility, terms, creditworthiness, change, conditions & other requirements.  
Federally insured by NCUA. Equal Opportunity Lender.



RESERVE A ROOM  
AT THE FABULOUS

