



2050

FORT WAYNE  
**ADVERTISING  
HONORS**  
& CASINO NIGHT

**AAF**  
FORT WAYNE

2020



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# Best *in* Show



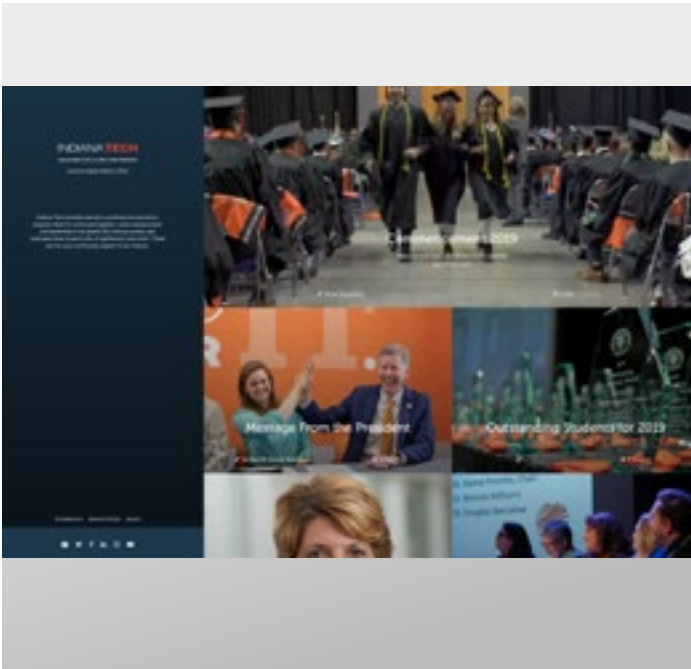
**BEST IN SHOW PRINT**  
**NON-PROFIT ADVERTISING: CAMPAIGN**

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**ENTRANT** Indiana Tech

**TITLE** Acceptance Packet

**CLIENT** Indiana Tech



**BEST IN SHOW DIGITAL**  
**ONLINE ADVERTISING: WEBSITES B2C**

**ENTRANT** Indiana Tech  
**TITLE** Indiana Tech Online Magazine  
**CLIENT** Indiana Tech



**BEST IN SHOW STUDENT**  
**SALES PROMOTION: CROSS MEDIA CAMPAIGN**

**ENTRANT** Josh Pulver  
**TITLE** Hoosier Beard Oil Campaign  
**CLIENT** University of Saint Francis



*Judge's  
Choice*

TERRIBLE HERB: 7



**JUDGE'S CHOICE**  
**NON-PROFIT ADVERTISING: AUDIO/ONLINE/VIDEO**

**ENTRANT** Indiana Tech  
**TITLE** Fun Facts: Indiana Tech Water Wheel  
**CLIENT** Indiana Tech



**JUDGE'S CHOICE**  
**SELF PROMOTION: CAMPAIGN**

**ENTRANT** Breadwig  
**TITLE** Chickentober  
**CLIENT** Breadwig





*Professionals*



## GOLD WINNERS



### SALES PROMOTION: PRODUCT OR SERVICE

---

**ENTRANT** Burkhardt

**TITLE** Doohdle Pad

**CLIENT** Burkhardt

### COLLATERAL MATERIAL: PUBLICATION DESIGN

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**ENTRANT** University of Saint Francis

**TITLE** Fall 2019 USF Alumni Magazine

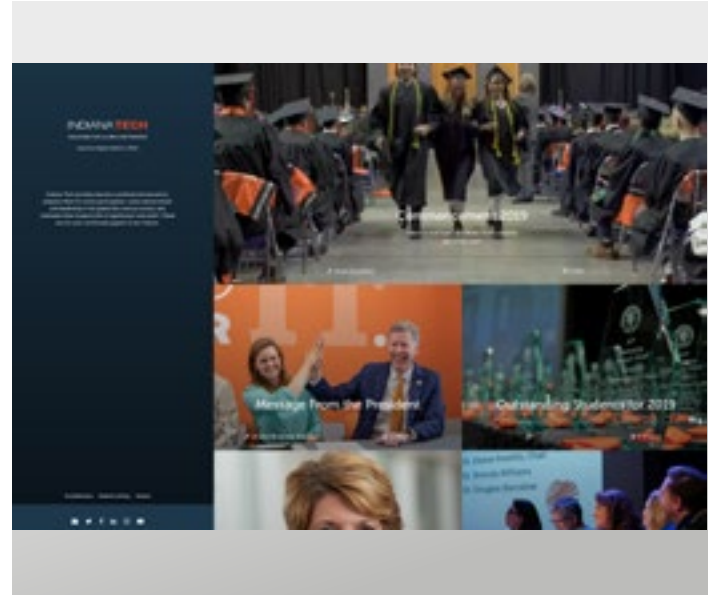
**CLIENT** University of Saint Francis

## GOLD WINNERS



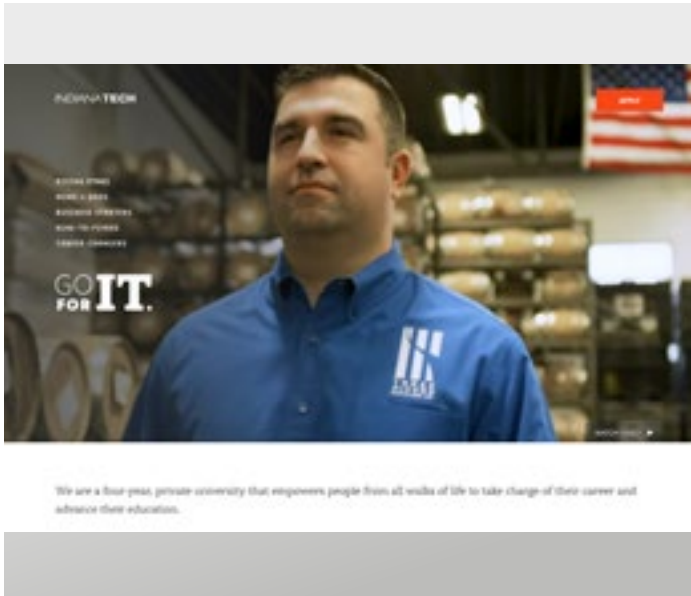
## OFF SITE: OUTDOOR BOARD

**ENTRANT** Burkhart  
**TITLE** Swish You Were Here  
**CLIENT** Mad Ants



## ONLINE ADVERTISING: WEBSITES, B TO C

**ENTRANT** Indiana Tech  
**TITLE** Indiana Tech Online Magazine  
**CLIENT** Indiana Tech



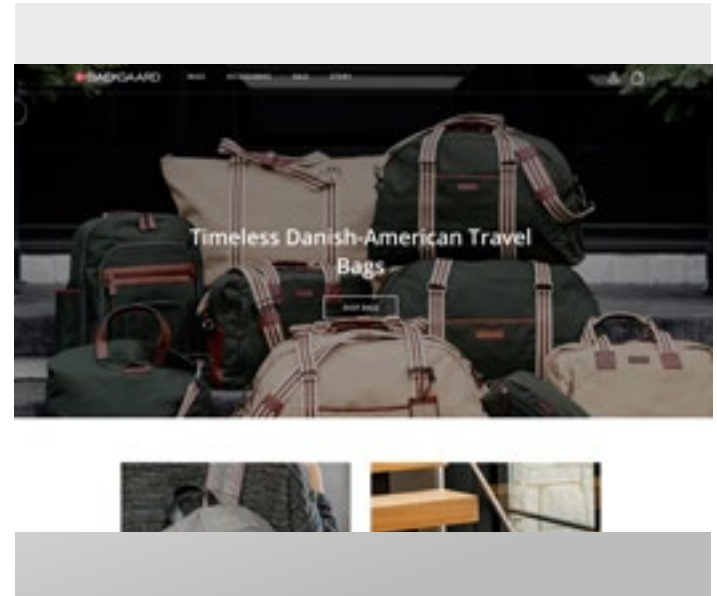
## ONLINE ADVERTISING: WEBSITES, B TO C

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**ENTRANT** Indiana Tech

**TITLE** Indiana Tech Go For IT Site

**CLIENT** Indiana Tech



## ONLINE ADVERTISING: WEBSITES, B TO C

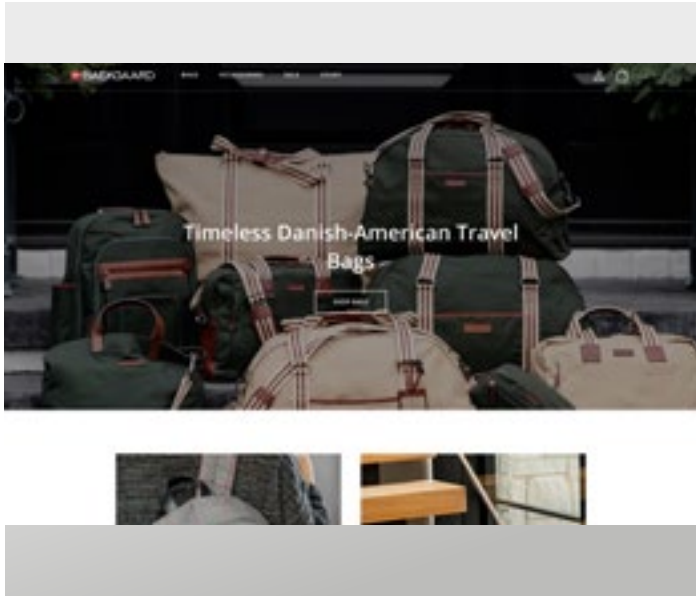
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**ENTRANT** Bellaire Studio

**TITLE** Baekgaard USA

**CLIENT** Baekgaard USA

## GOLD WINNERS



## ONLINE ADVERTISING: MOBILE WEBSITES

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**ENTRANT** Bellaire Studio

**TITLE** Baekgaard USA

**CLIENT** Baekgaard USA



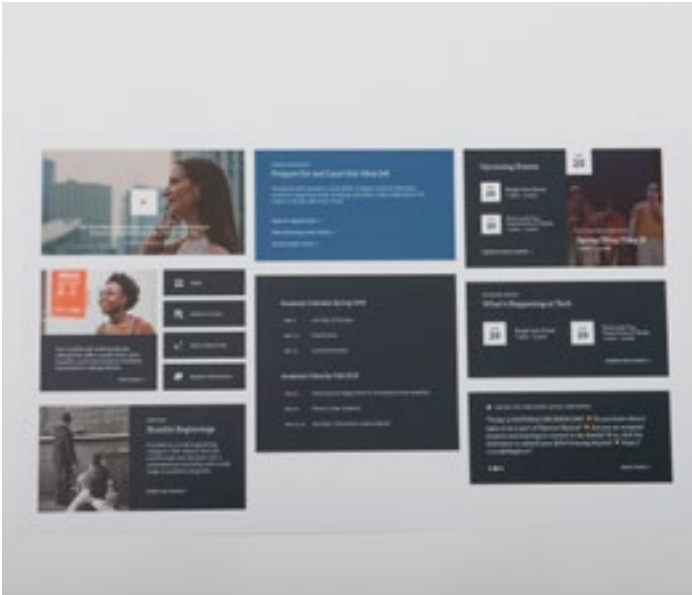
## ONLINE ADVERTISING: RESPONSIVE DESIGN

---

**ENTRANT** Indiana Tech

**TITLE** Indiana Tech Website

**CLIENT** Indiana Tech



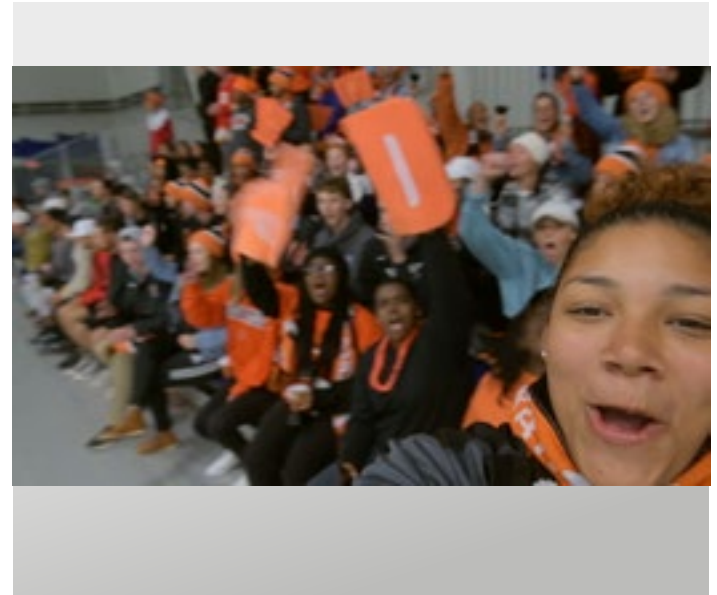
## ONLINE ADVERTISING: UX/UI

---

**ENTRANT** Indiana Tech

**TITLE** Indiana Tech Website Design System

**CLIENT** Indiana Tech



## ONLINE ADVERTISING: SOCIAL MEDIA

---

**ENTRANT** Indiana Tech

**TITLE** Homecoming 2019 Invitation

**CLIENT** Indiana Tech

## GOLD WINNERS



## NON-PROFIT ADVERTISING: PRINT

---

**ENTRANT** Indiana Tech

**TITLE** Viewbooks

**CLIENT** Indiana Tech



## NON-PROFIT ADVERTISING: PRINT

---

**ENTRANT** Indiana Tech

**TITLE** Indiana Tech Magazine

**CLIENT** Indiana Tech



## NON-PROFIT ADVERTISING: AUDIO/ONLINE/VIDEO

---

**ENTRANT** Indiana Tech

**TITLE** Fun Facts: Indiana Tech Water Wheel

**CLIENT** Indiana Tech



## NON-PROFIT ADVERTISING: CAMPAIGN

---

**ENTRANT** Indiana Tech

**TITLE** Acceptance Packet

**CLIENT** Indiana Tech



## GOLD WINNERS



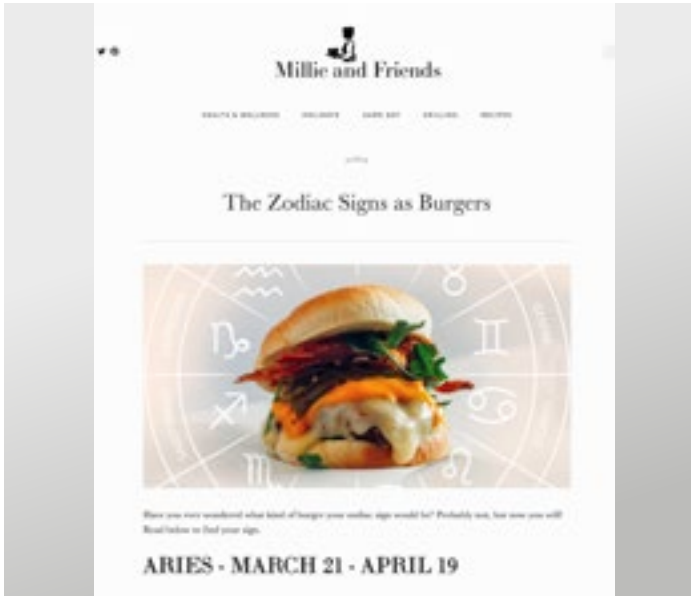
## SELF PROMOTION: CAMPAIGN

**ENTRANT** Breadwig  
**TITLE** Chickentober  
**CLIENT** Breadwig



## SELF PROMOTION: CAMPAIGN

**ENTRANT** Fort Wayne Metals  
**TITLE** #RethinkManufacturing Recruiting  
**CLIENT** Fort Wayne Metals



## ELEMENTS OF ADVERTISING: COPY WRITING

---

**ENTRANT** Aunt Millie's

**TITLE** Millie and Friends - The Zodiac Signs

**CLIENT** Aunt Millie's

## ELEMENTS OF ADVERTISING: LOGO DESIGN

---

**ENTRANT** Brook Barile

**TITLE** Fort Wayne Metro F.O.O.L.S. Logo

**CLIENT** Fort Wayne Metro F.O.O.L.S.

## GOLD WINNERS



### ELEMENTS OF ADVERTISING: LOGO DESIGN

---

**ENTRANT** Indiana Tech  
**TITLE** Athletic Logo System  
**CLIENT** Indiana Tech



### ELEMENTS OF ADVERTISING: LOGO DESIGN

---

**ENTRANT** Breadwig  
**TITLE** Chicken Ball Small Group  
**CLIENT** Evangelical United Methodist Church



## ELEMENTS OF ADVERTISING: PRINTING

---

**ENTRANT** Excell

**TITLE** Malibu 2020 Catalog

**CLIENT** Malibu Boats

## ELEMENTS OF ADVERTISING: PRINTING

---

**ENTRANT** Excell

**TITLE** Axis 2020 Catalog

**CLIENT** Axis Boats

## SILVER WINNERS



### SALES PROMOTION: PRODUCT OR SERVICE

---

ENTRANT Creative Cat Marketing  
TITLE Sales Presentation Deck  
CLIENT Triton Metal Products



### SALES PROMOTION: PACKAGING

---

ENTRANT Pathfinder Services  
TITLE Independent Scents Packaging  
CLIENT Independent Scents



## COLLATERAL MATERIAL: ANNUAL REPORT

---

ENTRANT 3Rivers Federal Credit Union

TITLE 2018 Annual Report

CLIENT 3Rivers Federal Credit Union

## COLLATERAL MATERIAL: PUBLICATION DESIGN

---

ENTRANT University of Saint Francis

TITLE Spring 2019 USF Alumni Magazine

CLIENT University of Saint Francis

## SILVER WINNERS



### COLLATERAL MATERIAL: SPECIAL EVENT

---

ENTRANT Design Collaborative

TITLE Adventure Calls

CLIENT Design Collaborative



### COLLATERAL MATERIAL: SPECIAL EVENT

---

ENTRANT Waterfurnace

TITLE 2019 Commercial National Sales Meeting

CLIENT Waterfurnace





## COLLATERAL MATERIAL: SPECIALTY ADVERTISING

---

ENTRANT Franklin Electric

TITLE Corporate 5K Shirt Design

CLIENT Franklin Electric



## OFF SITE: OUTDOOR BOARD

---

ENTRANT Burkhart

TITLE Our Wurst Is The Best

CLIENT Germanfest

## SILVER WINNERS



## OFF SITE: OUTDOOR BOARD

---

ENTRANT Burkhardt

TITLE We Equip Students for Success

CLIENT Northern Wells Community Schools



## ONLINE ADVERTISING: WEBSITES, B TO B

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ENTRANT JH Specialty

TITLE Barrett McNagny

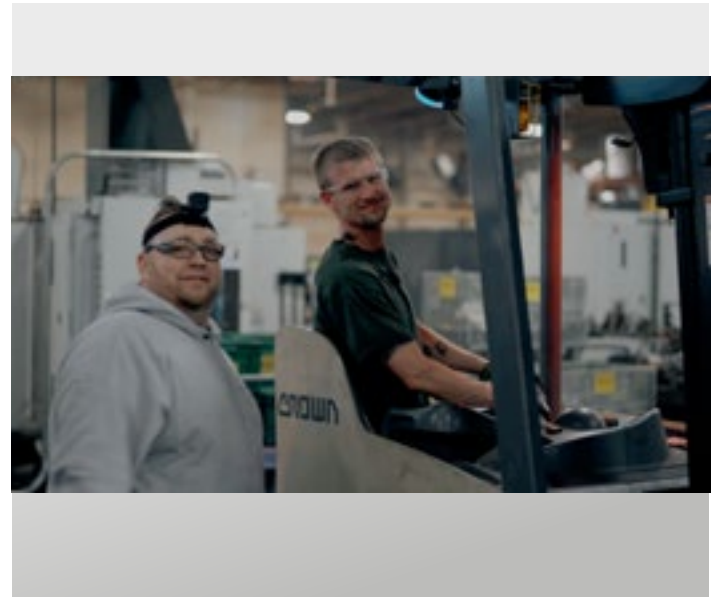
CLIENT Barrett McNagny



## ONLINE ADVERTISING: WEBSITES, B TO C

---

ENTRANT Indiana Tech  
TITLE Indiana Tech Website  
CLIENT Indiana Tech

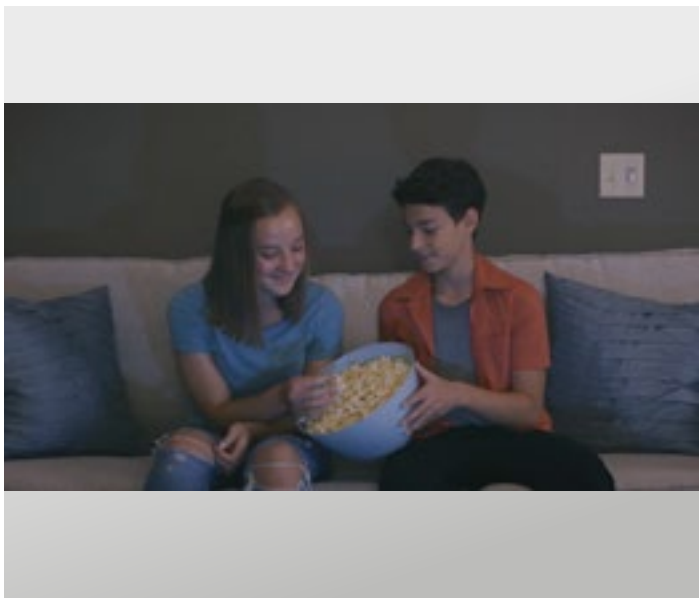


## ONLINE ADVERTISING: SOCIAL MEDIA

---

ENTRANT Creative Cat Marketing  
TITLE Day in the Life of a Triton Leader  
CLIENT Triton Metal Products

## SILVER WINNERS



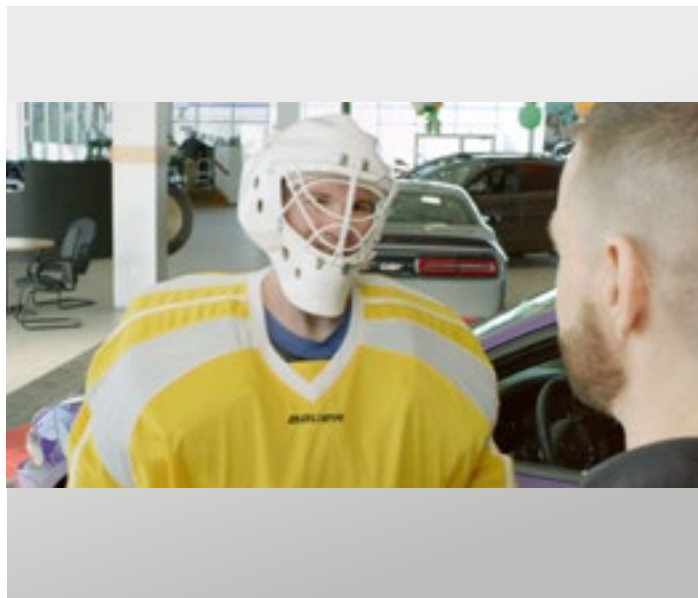
### VIDEO: INTERNET COMMERCIAL

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ENTRANT Waterfurnace

TITLE Waterfurnace Amazon Alexa Launch Video

CLIENT Waterfurnace



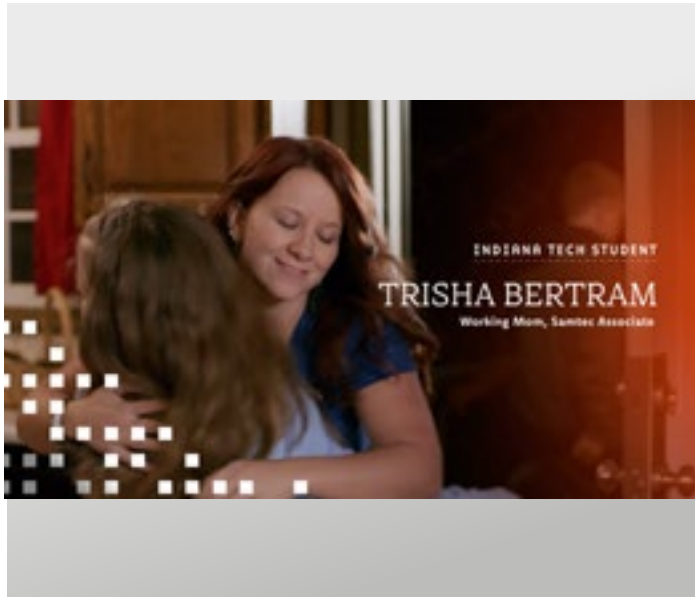
### VIDEO: BROADCAST COMMERCIAL

---

ENTRANT AdLab

TITLE Glenbrook Dodge

CLIENT Glenbrook Dodge



## VIDEO: BROADCAST COMMERCIAL

---

ENTRANT Indiana Tech  
TITLE Trisha Bertram  
CLIENT Indiana Tech



## VIDEO: CAMPAIGN

---

ENTRANT Catalyst Marketing  
TITLE Cafe Rumba Bold Promotional Video  
CLIENT Beach House Beverages

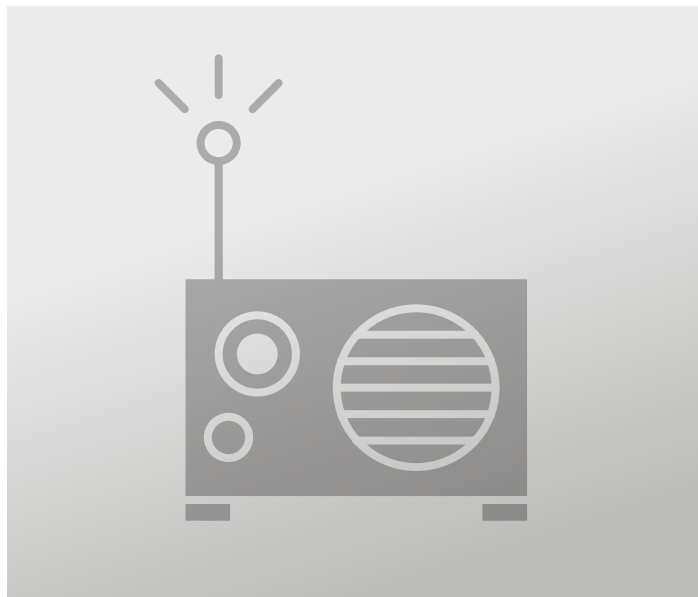
## SILVER WINNERS



### VIDEO: CAMPAIGN

---

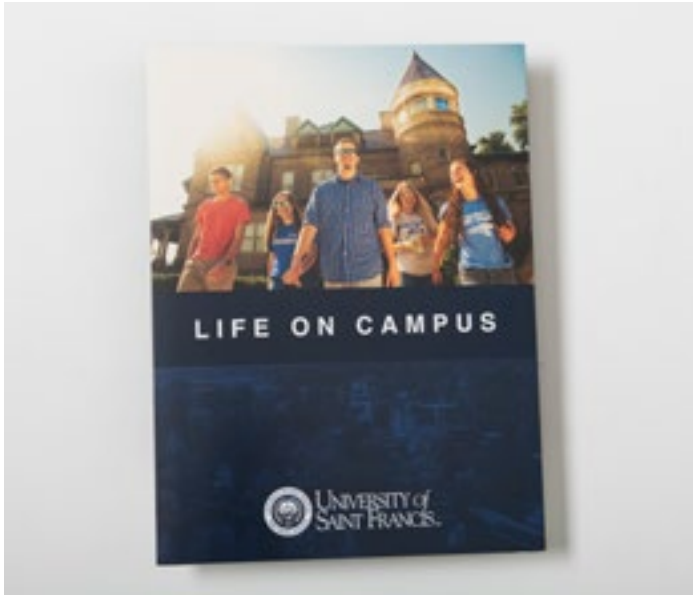
ENTRANT Catalyst Marketing  
TITLE Cafe Rumba Bold Promotional Video  
CLIENT Beach House Beverages



### AUDIO: CAMPAIGN

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ENTRANT AdLab  
TITLE Mr. Angry  
CLIENT Warsaw Chrysler



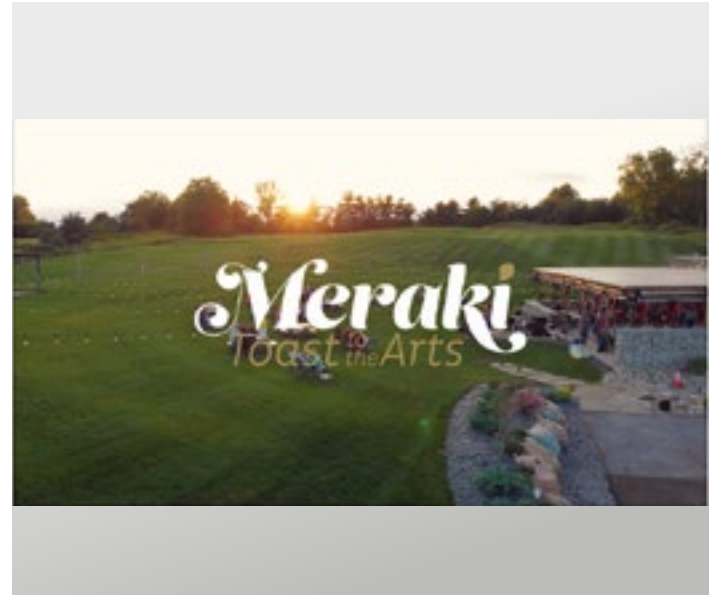
## NON-PROFIT ADVERTISING: PRINT

---

ENTRANT University of Saint Francis

TITLE Life on Campus Brochure

CLIENT University of Saint Francis



## NON-PROFIT ADVERTISING: AUDIO/ONLINE/VIDEO

---

ENTRANT Pathfinder Services

TITLE Meraki 2019 Recap

CLIENT Pathfinder Services



## SILVER WINNERS



### NON-PROFIT ADVERTISING: AUDIO/ONLINE/VIDEO

---

ENTRANT JH Specialty

TITLE Camp Watcha-Wanna-Do

CLIENT Camp Watcha-Wanna-Do



### NON-PROFIT ADVERTISING: CAMPAIGN

---

ENTRANT Indiana Tech

TITLE PhD 10-Year Anniversary

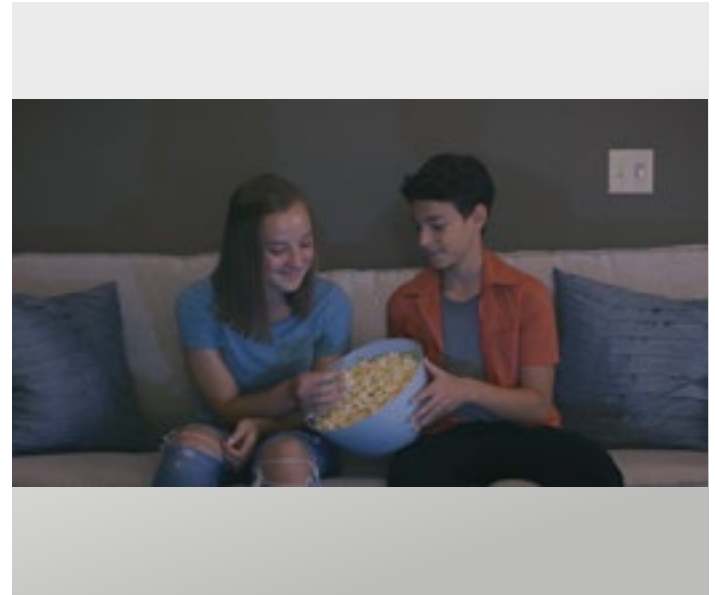
CLIENT Indiana Tech



## SELF PROMOTION: COLLATERAL

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ENTRANT Creative Cat Marketing  
TITLE Triton Sales Collateral & Presentation  
CLIENT Triton Metal Products

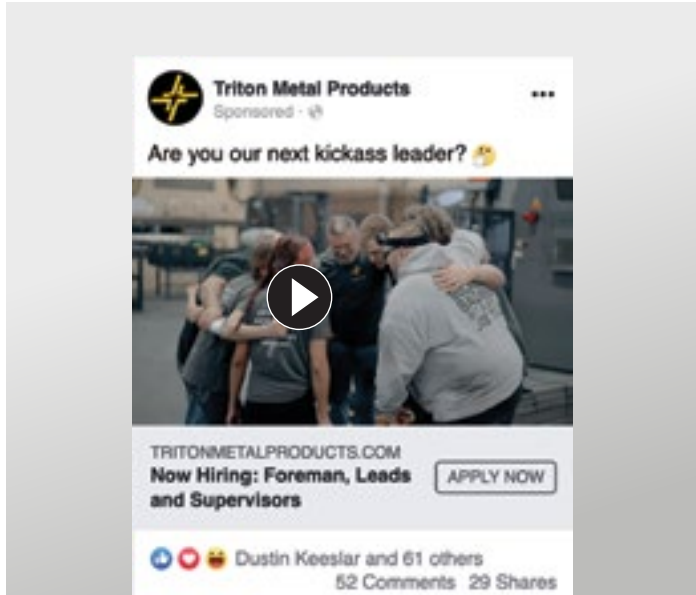


## SELF PROMOTION: ONLINE VIDEO

---

ENTRANT Waterfurnace  
TITLE Waterfurnace Amazon Alexa Launch Video  
CLIENT Waterfurnace

## SILVER WINNERS

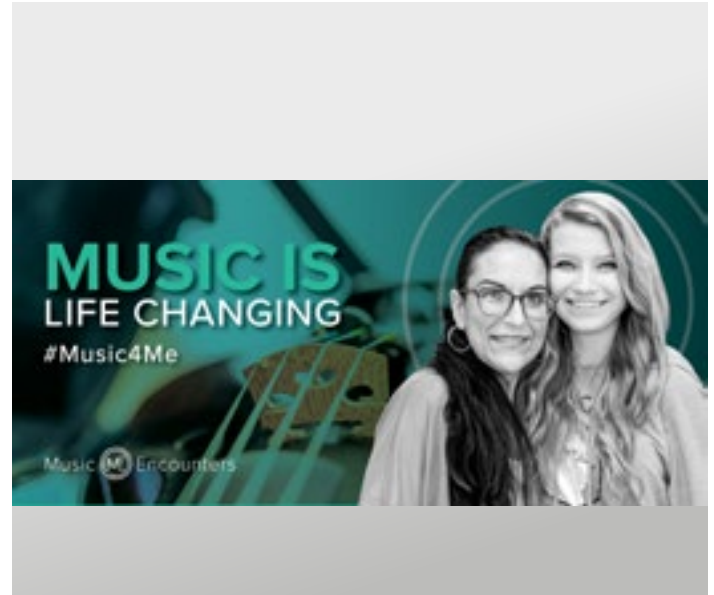


## SELF PROMOTION: ONLINE VIDEO

ENTRANT Creative Cat Marketing

TITLE Day in the Life of a Triton Leader

CLIENT Triton Metal Products



## SELF PROMOTION: ONLINE VIDEO

ENTRANT Creative Cat Marketing

TITLE Music Encounters - Music is Life Changing

CLIENT Music Encounters



## SELF PROMOTION: CAMPAIGN

---

ENTRANT Franklin Electric  
TITLE 75 Years Campaign  
CLIENT Franklin Electric



## ELEMENTS OF ADVERTISING: ILLUSTRATION

---

ENTRANT Breadwig  
TITLE Kona Ice Truck Graphics  
CLIENT Kona Ice

## SILVER WINNERS



### ELEMENTS OF ADVERTISING: LOGO DESIGN

---

ENTRANT Franklin Electric  
TITLE Franklin TECH Logo  
CLIENT Franklin Electric



### ELEMENTS OF ADVERTISING: LOGO DESIGN

---

ENTRANT JH Specialty  
TITLE Lawnganics  
CLIENT Lawnganics



## ELEMENTS OF ADVERTISING: LOGO DESIGN

---

ENTRANT | Pathfinder Services

TITLE | Independent Scents Logo Design

CLIENT | Independent Scents



## ELEMENTS OF ADVERTISING: LOGO DESIGN

---

ENTRANT | Indiana Tech

TITLE | 8-Bit Maximus

CLIENT | Indiana Tech

## SILVER WINNERS



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Franklin Electric

TITLE FFS Forecourt Guide Photography

CLIENT Franklin Electric



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Creative Cat Marketing

TITLE Trusted - The Art of Metal Fabrication

CLIENT Trusted MFG/Ignite





## ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Franklin Electric

TITLE Well Replacement Jobsite Photography

CLIENT Franklin Electric



## ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Creative Cat Marketing

TITLE Metal Finishing Photography

CLIENT Triton Metal Products



*Students*

## GOLD WINNERS



### SALES PROMOTION: PRODUCT OR SERVICE

---

**ENTRANT** Frederic Berkley

**TITLE** Tool Town House

**SCHOOL** Purdue Fort Wayne

### SALES PROMOTION: PRODUCT OR SERVICE

---

**ENTRANT** Jessie Gilley

**TITLE** Athens Brochure

**SCHOOL** University of Saint Francis

## GOLD WINNERS



## SALES PROMOTION: PACKAGING

---

ENTRANT Gabrielle Walters

TITLE WILD

SCHOOL Ivy Tech



## SALES PROMOTION: PACKAGING

---

ENTRANT Molly Waddell

TITLE Lakeside Meadery

SCHOOL Ivy Tech



## SALES PROMOTION: DIRECT MARKETING

---

**ENTRANT** Josh Pulver

**TITLE** EXPLORE

**SCHOOL** University of Saint Francis



## SALES PROMOTION: CROSS MEDIA CAMPAIGN

---

**ENTRANT** Josh Pulver

**TITLE** Hoosier Beard Campaign

**SCHOOL** University of Saint Francis

## GOLD WINNERS



### SALES PROMOTION: CROSS MEDIA CAMPAIGN

---

**ENTRANT** Callie Jacquay

**TITLE** Paper & Pink

**SCHOOL** University of Saint Francis



### SALES PROMOTION: CROSS MEDIA CAMPAIGN

---

**ENTRANT** Kyra Hoffman

**TITLE** Clean Eats Restaurant Campaign

**SCHOOL** Purdue Fort Wayne



## COLLATERAL MATERIAL: PUBLICATION DESIGN

---

**ENTRANT** Morgan McCollough  
**TITLE** The All-Nighter Magazine  
**SCHOOL** University of Saint Francis



## COLLATERAL MATERIAL: PUBLICATION DESIGN

---

**ENTRANT** Jessie Gilley  
**TITLE** Here's to Us  
**SCHOOL** University of Saint Francis



## GOLD WINNERS



### COLLATERAL MATERIAL: PUBLICATION DESIGN

---

**ENTRANT** Cortney Armes

**TITLE** Bloom

**SCHOOL** Ivy Tech



### COLLATERAL MATERIAL: PUBLICATION DESIGN

---

**ENTRANT** Jonathan Parrent

**TITLE** Vivify Fort Wayne

**SCHOOL** Purdue Fort Wayne



## COLLATERAL MATERIAL: SPECIAL EVENT

---

**ENTRANT** Amanda Rectanus

**TITLE** Violins of Hope Poster

**SCHOOL** University of Saint Francis



## ONLINE ADVERTISING: APPS

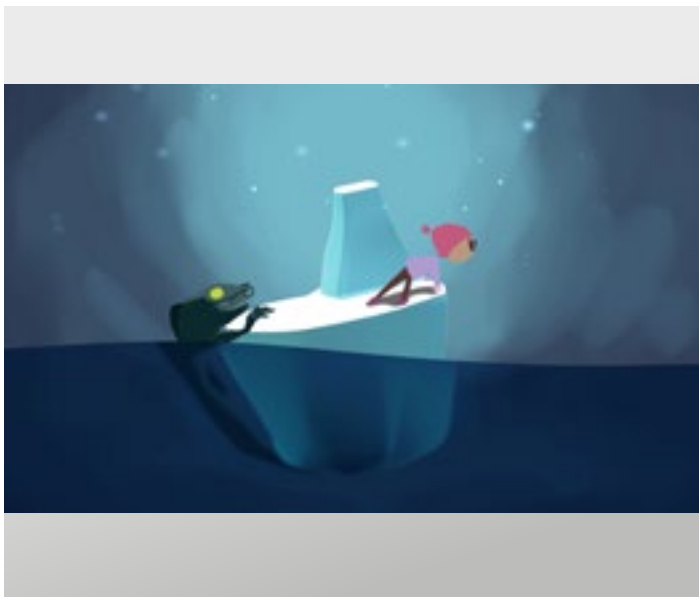
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**ENTRANT** Kyra Hoffman

**TITLE** Clean Eats Restaurant App

**SCHOOL** Purdue Fort Wayne

## GOLD WINNERS



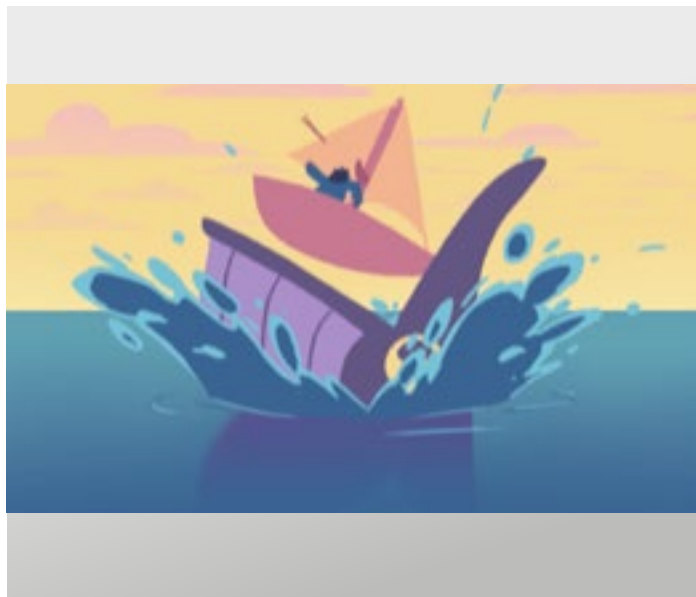
## VIDEO: INTERNET COMMERCIAL

---

**ENTRANT** Abigail Bowles, Jonathon Nelson,  
Kayla Knopp, Madison Morehouse

**TITLE** Monster Hoops

**SCHOOL** Huntington University



## VIDEO: INTERNET COMMERCIAL

---

**ENTRANT** Abigail Bowles, Jonathon Nelson,  
Kayla Knopp, Madison Morehouse

**TITLE** Circle Loop

**SCHOOL** Huntington University



### SELF PROMOTION: ONLINE VIDEO

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**ENTRANT** Noah Stinson, Michaela Stinson

**TITLE** Everyday Adventures

**SCHOOL** Huntington University



### SELF PROMOTION: ONLINE VIDEO

---

**ENTRANT** Clint Sprunger

**TITLE** Clint Sprunger Demo Reel

**SCHOOL** Huntington University

## GOLD WINNERS



### SELF PROMOTION: CAMPAIGN

---

**ENTRANT** Morgan McCollough

**TITLE** Self Branding Campaign

**SCHOOL** University of Saint Francis



### ELEMENTS OF ADVERTISING: ILLUSTRATION

---

**ENTRANT** Josh Pulver

**TITLE** Explore Rocket Illustration

**SCHOOL** University of Saint Francis



## ELEMENTS OF ADVERTISING: ILLUSTRATION

---

**ENTRANT** Jessie Gilley

**TITLE** Foreign Object

**SCHOOL** University of Saint Francis



## ELEMENTS OF ADVERTISING: ILLUSTRATION

---

**ENTRANT** Erik Brebner

**TITLE** Willy Do

**SCHOOL** University of Saint Francis

## GOLD WINNERS



### ELEMENTS OF ADVERTISING: ILLUSTRATION

---

ENTRANT Erik Brebner

TITLE Legend

SCHOOL University of Saint Francis



### ELEMENTS OF ADVERTISING: LOGO DESIGN

---

ENTRANT Antonio Vazquez

TITLE Amuse Style Guide

SCHOOL Purdue Fort Wayne





## ELEMENTS OF ADVERTISING: LOGO DESIGN

---

**ENTRANT** Kyra Hoffman

**TITLE** Clean Eats Restaurant Logo

**SCHOOL** Purdue Fort Wayne



## ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

**ENTRANT** Aspen Gray

**TITLE** The Man

**SCHOOL** Purdue Fort Wayne

## GOLD WINNERS



## ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

**ENTRANT** Corinne Routh

**TITLE** Boho Portrait

**SCHOOL** Ivy Tech

## SILVER WINNERS



## SALES PROMOTION: PRODUCT OR SERVICE

---

**ENTRANT** Jessie Gilley

**TITLE** Rolex: A True Masterpiece

**SCHOOL** University of Saint Francis



## SALES PROMOTION: PRODUCT OR SERVICE

---

ENTRANT Katlin Drague

TITLE Cadillac Brochure

SCHOOL University of Saint Francis



## SALES PROMOTION: PRODUCT OR SERVICE

---

ENTRANT Callie Jacquay

TITLE Athens Brochure

SCHOOL University of Saint Francis

## SILVER WINNERS



### SALES PROMOTION: PACKAGING

---

ENTRANT Jackie Ghidella, Bronson Dye

TITLE Savory Otter Milk

SCHOOL Huntington University



### SALES PROMOTION: PACKAGING

---

ENTRANT Kara Strabbing

TITLE Bourbon Barrel

SCHOOL Huntington University



## SALES PROMOTION: PACKAGING

---

ENTRANT Kara Strabbing

TITLE Botanical Gin

SCHOOL Huntington University



## SALES PROMOTION: PACKAGING

---

ENTRANT Frederic Berkley

TITLE Bali Glo Blister Card

SCHOOL Purdue Fort Wayne

## SILVER WINNERS



### SALES PROMOTION: PACKAGING

---

ENTRANT Coleman Geiger

TITLE Milk Carton Packaging

SCHOOL University of Saint Francis



### SALES PROMOTION: PACKAGING

---

ENTRANT Westley Peets

TITLE Dense Homogenized Tears

SCHOOL Huntington University



## SALES PROMOTION: PACKAGING

---

ENTRANT Malia Ross

TITLE Almond Breeze Packaging Design

SCHOOL University of Saint Francis



## SALES PROMOTION: POINT-OF-PURCHASE

---

ENTRANT McKenzie Working

TITLE Moose & Mollie Gift Cards

SCHOOL Ivy Tech



## SILVER WINNERS



## SALES PROMOTION: CROSS MEDIA CAMPAIGN

---

ENTRANT Antonio Vazquez  
TITLE The Wave Campaign  
SCHOOL Purdue Fort Wayne

## COLLATERAL MATERIAL: PUBLICATION DESIGN

---

ENTRANT Frederic Berkley  
TITLE Perception Magazine  
SCHOOL Purdue Fort Wayne



## COLLATERAL MATERIAL: SPECIAL EVENT

---

ENTRANT Coleman Geiger

TITLE Violins of Hope Poster

SCHOOL University of Saint Francis



## OFF SITE: CAMPAIGN

---

ENTRANT Kevin Schueler

TITLE Pacers Ad Campaign

SCHOOL University of Saint Francis

## SILVER WINNERS



## NON-TRADITIONAL ADVERTISING

---

ENTRANT Elizabeth Goepfrich

TITLE Rosalind & The Way Album Cover

SCHOOL University of Saint Francis

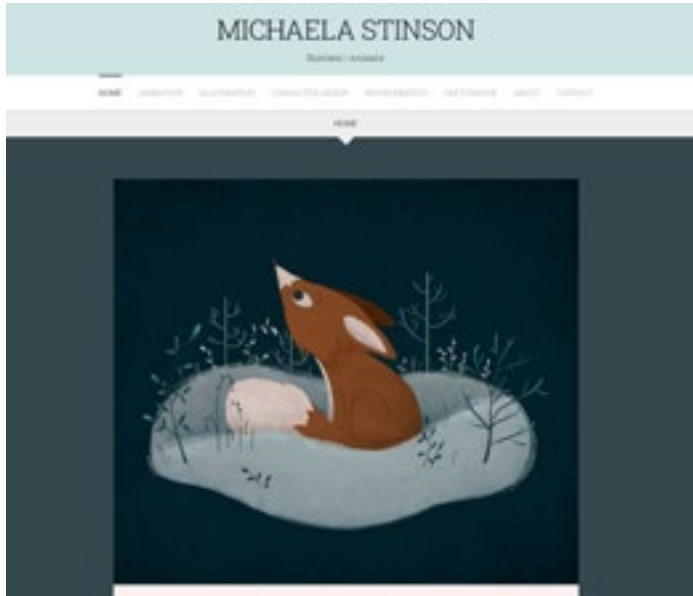
## CONSUMER OR TRADE PUBLICATION: AD

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ENTRANT Devanne Hamman

TITLE GNC Magazine Spread

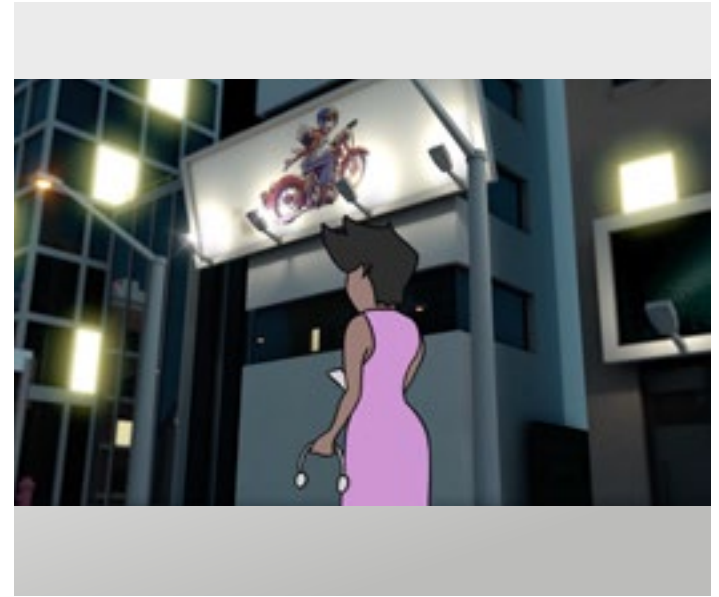
SCHOOL University of Saint Francis



## ONLINE ADVERTISING: WEBSITES, B TO B

---

ENTRANT Michaela Stinson  
TITLE Michaela Stinson Art  
SCHOOL Huntington University

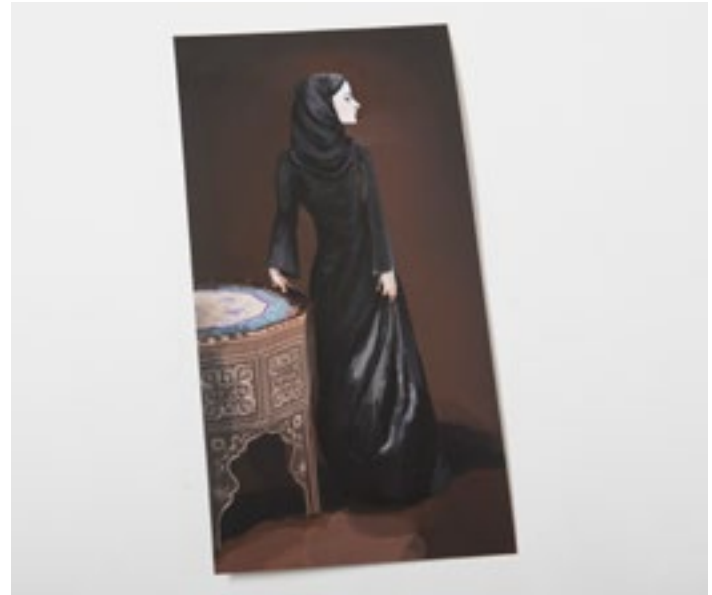


## VIDEO: INTERNET COMMERCIAL

---

ENTRANT Abigail Bowles, Jonathon Nelson,  
Kayla Knopp, Madison Morehouse  
TITLE History of the World  
SCHOOL Huntington University

## SILVER WINNERS



## SELF PROMOTION: COLLATERAL

---

ENTRANT Clint Sprunger

TITLE The Fantastic Adventures of the Interstellar

SCHOOL Huntington University

## ELEMENTS OF ADVERTISING: ILLUSTRATION

---

ENTRANT Elenore Graber

TITLE The New Madame X

SCHOOL University of Saint Francis



## ELEMENTS OF ADVERTISING: ILLUSTRATION

---

ENTRANT Jodie Powell

TITLE Memorial Bonfire Event Poster

SCHOOL Ivy Tech



## ELEMENTS OF ADVERTISING: ILLUSTRATION

---

ENTRANT Elenore Graber

TITLE The Raft at the Border

SCHOOL University of Saint Francis

## SILVER WINNERS



## ELEMENTS OF ADVERTISING: ILLUSTRATION

---

ENTRANT Kyle Sabo

TITLE High and Lonesome

SCHOOL University of Saint Francis



## ELEMENTS OF ADVERTISING: ILLUSTRATION

---

ENTRANT Jessie Gilley

TITLE Madame X

SCHOOL University of Saint Francis





## ELEMENTS OF ADVERTISING: ILLUSTRATION

---

ENTRANT Jodie Powell

TITLE Subtle Smile

SCHOOL Ivy Tech



## ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Aspen Gray

TITLE Dreams & Nightmares

SCHOOL Purdue Fort Wayne

## SILVER WINNERS



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Alexis Relue

TITLE A Book, A Mind

SCHOOL Ivy Tech



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Demetria Chery

TITLE Damn Millennials

SCHOOL University of Saint Francis



## ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Aspen Gray

TITLE Evolution

SCHOOL Purdue Fort Wayne



## ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Mallory Wittwer

TITLE The Girl in Black

SCHOOL Ivy Tech

## SILVER WINNERS



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

---

ENTRANT Aspen Gray

TITLE Early Bird

SCHOOL Purdue Fort Wayne



### ELEMENTS OF ADVERTISING: CINEMATOGRAPHY

---

ENTRANT Mado Gonzalez, Bronson Dye, Hunter Pace

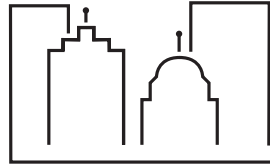
TITLE FDN Sports & News Intros

SCHOOL Huntington University





*The*  
*Judges*



## **KAREN JACKSON**

Digital Art Director  
Abbot  
Chicago, IL



## **MIKE SCHURR**

Creative Director  
Full Circle Marketing and Design  
Grand Rapids, MI

Karen Jackson, award-winning (WMA 2017-2018) digital art director for Abbott (via Brella Productions), has over two decades of multichannel, creative experience.

When she's not crushing her day job she can be found crushing rocky trails atop her mountain bike with her trusty "Begadore" (beagle-lab mix pup), Freyja, by her side.

My experience has been gained through a passion to promote and protect brands. I've never limited myself to one discipline of marketing. I look at the promotion of a brand from a broad perspective. Naturally I'm very inquisitive and I love learning about a brand and its audience. Discovering what makes the brand unique and why the audience cares is critical to the success of any marketing effort. Once this knowledge is gained, then I begin to look at all the opportunities to spread the word and build a brand that audiences will fall in love with. Throughout my career I've had many successes doing this. I know how to gain the critical insight that's necessary to galvanize a brand, and I have the knowledge and creative expertise to deliver that brand proudly to its audience via print, video, web or telephone pole.



