

**aaf**® fort wayne

— THE —  
**LOST WORLD**  
OF ADVERTISING

**2023 ANNUAL ADVERTISING HONORS**





A large dinosaur tail and foot are visible in the foreground on the left side of the page. The background is a dense, dark green jungle with various plants and trees. The text is centered on the right side of the page.

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# BEST IN SHOW



**BEST IN SHOW PRINT | PROFESSIONAL**

**Nonprofit Print**  
**ENTRANT:** Indiana Tech  
**TITLE:** Get to Know IT



**BEST IN SHOW DIGITAL | PROFESSIONAL**

**Direct Marketing - Sales Promotion**  
**ENTRANT:** Berne Apparel  
**TITLE:** We Are Berne B-to-B Video



**BEST IN SHOW PRINT | STUDENT**

**Non-Traditional Advertising**  
**ENTRANT:** Fitch and Arman Johnson  
**TITLE:** MLK Jr. Legacy Mural



**BEST IN SHOW DIGITAL | STUDENT**

**Non-Traditional Advertising**  
**ENTRANT:** Sydney Wolpert, Savannah Kern, Matthew Raman  
**TITLE:** The Dogs and Wolves Fear Each Other



# JUDGES' CHOICE



**CATEGORY:** Online Video - Self Promotion

**ENTRANT:** Forester Film

**TITLE:** Wayfaring Stranger Promo Trailer

**Client:** Huntington University



**CATEGORY:** Logo and Icon Design - Elements of Advertising

**ENTRANT:** Berne Apparel

**TITLE:** Berne Logo



**CATEGORY:** Logo and Icon Design - Elements of Advertising

**ENTRANT:** One Lucky Guitar, Inc.

**TITLE:** Penny Drip Logo and Icon

**Client:** Penny Drip



**CATEGORY:** Cinematography/Special Effects - Elements of Advertising

**ENTRANT:** Elliot Martin

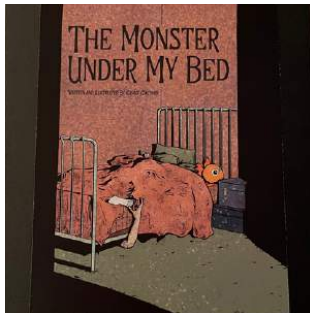
**TITLE:** Cinematography Reel



**CATEGORY:** Cross Media Campaign - Sales Promotion

**ENTRANT:** Leah Hall

**TITLE:** Watercolor Fort Wayne



**CATEGORY:** Illustration - Elements of Advertising

**ENTRANT:** Grant Giacomini

**TITLE:** The Monster Under My Bed

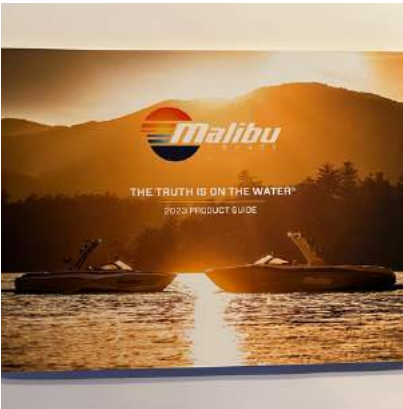
# GOLD PROFESSIONAL



**ENTRANT:** Berne Apparel  
**CATEGORY:** Logo and Icon Design - Elements of Advertising  
**TITLE:** Berne Logo



**ENTRANT:** Berne Apparel  
**CATEGORY:** Direct Marketing - Sales Promotion  
**TITLE:** We Are Berne B-to-B Video



**ENTRANT:** Excell  
**CATEGORY:** Printing - Elements of Advertising  
**TITLE:** Malibu Boats 2023 Product Guide



**ENTRANT:** Excell  
**CATEGORY:** Printing - Elements of Advertising  
**TITLE:** Watchonista Magazine Vol. 2





**ENTRANT:** Franklin Electric  
**CATEGORY:** Specialty Advertising - Collateral  
**TITLE:** Baby Gift Box



**ENTRANT:** Indiana Tech  
**CATEGORY:** Print - Nonprofit  
**TITLE:** Get to Know IT



**ENTRANT:** Indiana Tech  
**CATEGORY:** Campaign - Video  
**TITLE:** Student Testimonial Commercial



**ENTRANT:** Indiana Tech  
**CATEGORY:** Cross Media Campaign - Sales Promotion  
**TITLE:** Student Testimonial

# GOLD PROFESSIONAL



**ENTRANT:** LABOV  
**CATEGORY:** Internet Commercial - Video  
**TITLE:** Road Rescue Brand Video



**ENTRANT:** One Lucky Guitar, Inc.  
**CATEGORY:** Logo and Icon Design - Elements of Advertising  
**TITLE:** Penny Drip Logo and Icon



**ENTRANT:** One Lucky Guitar, Inc.  
**CATEGORY:** Print - Nonprofit  
**TITLE:** Foellinger Foundation Flagship Brochure



**ENTRANT:** One Lucky Guitar, Inc.  
**CATEGORY:** Logo and Icon Design - Elements of Advertising  
**TITLE:** Hope's Harbor Logo and Icon





**ENTRANT: REUSSER**

**CATEGORY: Publication Design - Collateral**

**TITLE: Huntington University - Growth Strategic Plan**

# SILVER PROFESSIONAL



**ENTRANT:** CreativeCat.Co  
**CATEGORY:** Logo and Icon Design - Elements of Advertising  
**TITLE:** CreativeCat.Co - Logo / Identity



**ENTRANT:** Fort Wayne Marketing  
**CATEGORY:** Logo and Icon Design - Elements of Advertising  
**TITLE:** Hoosier Health Insurance Services Logo



**ENTRANT:** Fort Wayne Marketing  
**CATEGORY:** Public Service - Campaign  
**TITLE:** Northeast Indiana Works For Me



**ENTRANT:** Fort Wayne Marketing  
**CATEGORY:** Copywriting - Elements of Advertising  
**TITLE:** Northeast Indiana Works For Me



**ENTRANT:** Huntington University  
**CATEGORY:** Video - Internet Commercial  
**TITLE:** Wayfaring Stranger: A Journey into Feature Filmmaking



**ENTRANT:** Indiana Tech  
**CATEGORY:** Website B2C - Online Advertising  
**TITLE:** Building a Century of Excellence Capital Campaign Website



**ENTRANT:** Indiana Tech  
**CATEGORY:** Non-Traditional Advertising  
**TITLE:** Max's Murals



**ENTRANT:** LABOV  
**CATEGORY:** Logo and Icon Design - Elements of Advertising  
**TITLE:** Vinland Reserve Winery Logo and Brand Identity

# SILVER PROFESSIONAL



**ENTRANT:** LABOV  
**CATEGORY:** Social Media - Online Advertising  
**TITLE:** Steel Dynamics Social Media Strategy and Design



**ENTRANT:** LABOV  
**CATEGORY:** Cross Media Campaign - Sales Promotion  
**TITLE:** Stoli Group Brand Overview Presentations



**ENTRANT:** One Lucky Guitar, Inc.  
**CATEGORY:** Nonprofit - Campaign  
**TITLE:** Healthier Moms and Babies Rebrand



**ENTRANT:** One Lucky Guitar, Inc.  
**CATEGORY:** Nonprofit - Campaign  
**TITLE:** No Matter What





**ENTRANT:** One Lucky Guitar, Inc.  
**CATEGORY:** Social Media - Online Advertising  
**TITLE:** Indiana Michigan Power Clean Energy Social Videos



**ENTRANT:** REUSSER  
**CATEGORY:** Self Promotion - Campaign  
**TITLE:** REUSSER Brand Redesign



**ENTRANT:** WaterFurnace International  
**CATEGORY:** Direct Marketing - Sales Promotion  
**TITLE:** "No More Whatchamacallits" Product Naming Mailer

# GOLD STUDENT



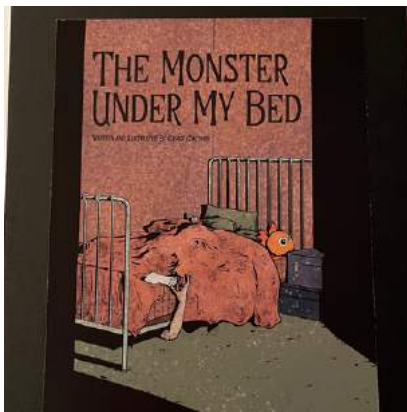
**ENTRANT:** Elliot Martin  
**CATEGORY:** Cinematography/Special Effects - Elements of Advertising  
**TITLE:** Elliot Martin Cinematography Reel



**ENTRANT:** Fitch and Arman Johnson  
**CATEGORY:** Non-Traditional Advertising  
**TITLE:** MLK Jr. Legacy Mural



**ENTRANT:** Grace Earl  
**CATEGORY:** Audio - Self Promotion  
**TITLE:** My Day



**ENTRANT:** Grant Giacomini  
**CATEGORY:** Illustration - Elements of Advertising  
**TITLE:** The Monster Under My Bed



**ENTRANT:** Jacob Douglass and Colton Sprunger  
**CATEGORY:** Internet Commercial - Video  
**TITLE:** Forester Honey



**ENTRANT:** Sydni Wolpert, Savannah Kern, Matthew Raman  
**CATEGORY:** Non-Traditional Advertising  
**TITLE:** The Dogs and Wolves Fear Each Other



**ENTRANT:** Nicholas Robinson, David Rozema, Joseph Landon  
**CATEGORY:** Online Video - Self Promotion  
**TITLE:** Space Ducks Teaser



**ENTRANT:** Leah Hall  
**CATEGORY:** Cross Media Campaign - Sales Promotion  
**TITLE:** Watercolor Fort Wayne

# GOLD STUDENT



**ENTRANT:** Liliy Martin  
**CATEGORY:** Illustration - Elements of Advertising  
**TITLE:** The Monster Under My Bed



**ENTRANT:** Megan Hostetler, Elliot Martin, Matt Foutz  
**CATEGORY:** Online Video - Self Promotion  
**TITLE:** Arise: A Britt Nicole Documentary



**ENTRANT:** Micah McFadden, Justin Edwards  
**CATEGORY:** Broadcast Commercial - Video  
**TITLE:** Century 21 Bradley Spot



**ENTRANT:** Rebekah Steffen  
**CATEGORY:** Photography - Elements of Advertising  
**TITLE:** Galactic Warrior





**ENTRANT:** Shelby Tackett  
**CATEGORY:** Photography - Elements of Advertising  
**TITLE:** Growth

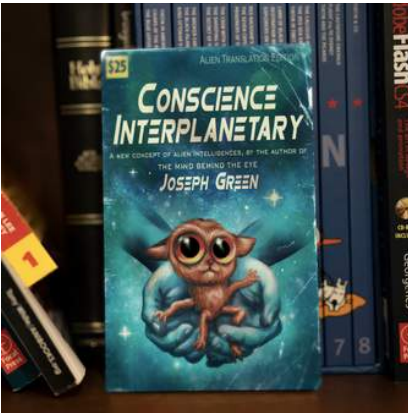
# SILVER STUDENT



**ENTRANT:** Elliot Martin  
**CATEGORY:** Audio/Online/Video - Nonprofit  
**TITLE:** HU Summer Camps Teaser



**ENTRANT:** Grant Giacomini  
**CATEGORY:** Cross Media - Campaign  
**TITLE:** Sales Promotion Greener Pastures Campaign



**ENTRANT:** Joy Heisey  
**CATEGORY:** Product/Service Sales Presentation - Sales Promotion  
**TITLE:** Conscience Interplanetary Book Cover



**ENTRANT:** Nicholas Robinson, David Rozema  
**CATEGORY:** Gaming - Video  
**TITLE:** Space Ducks the Game



**ENTRANT:** Taylor Stickan  
**CATEGORY:** Publication Design - Collateral  
**TITLE:** The Ghost Hunters Club Book Cover



**ENTRANT:** Leah Hall  
**CATEGORY:** Product/Service Sales - Presentation Sales Promotion  
**TITLE:** Famous in Fort Wayne



**ENTRANT:** Raegan Cureton  
**CATEGORY:** Photography - Elements of Advertising  
**TITLE:** Perfume Bottle



**ENTRANT:** Raegan Cureton  
**CATEGORY:** Photography - Elements of Advertising  
**TITLE:** Environmental Portrait

# SILVER STUDENT



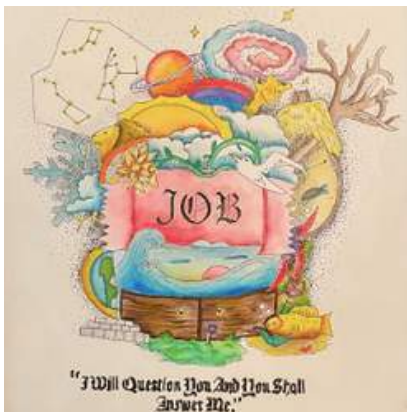
**ENTRANT:** Raegan Cureton  
**CATEGORY:** Photography Elements of Advertising  
**TITLE:** Final



**ENTRANT:** Sam Delagrang and Ericka Whitman  
**CATEGORY:** Broadcast Commercial - Video  
**TITLE:** Yamato Spot



**ENTRANT:** Sarah Wright  
**CATEGORY:** Illustration - Elements of Advertising  
**TITLE:** Lens Comic



**ENTRANT:** Solomon Rangel  
**CATEGORY:** Illustration - Elements of Advertising  
**TITLE:** Job





**ENTRANT:** Tyler Bradley and Hannah Johnson  
**CATEGORY:** Audio/Online/Video - Public Service  
**TITLE:** Bar Fight

# MEET THE JUDGES



## CHRIS JACKSON

Chris Jackson is a creative director and designer that helps oversee the creative process. Using his background in higher education, his approach to design is comprehensive and inclusive.



## SCOTT MILLEN

A BFA graduate of Calvin College, Grand Rapids, MI, Scott Millen is Managing Partner and Creative Principal of 2 Fish Company, LLC, a Zeeland, Michigan based creative marketing consultancy. As such, he wields the red pen of truth, and ruminates on the "next big thing" (what to have for dinner). In addition to being a husband and father, he also collects EZ Bake Ovens, ponders the work of Julian Koenig and has taken to enjoying gins from around the world. Others may wish to speak on how he has been lauded with awards and accolades, such as being published in *Print*, and *GD-USA*, winning *Addys* and being named a *Person to Watch* in 2005 (and again in 2019) in the aforementioned *GD-USA*, but Scott is shy and retiring and poo-poo's such attention.



## KRISTA MOATS

Krista Moats spent most of her professional life working in news marketing. From FOX Toledo - all the way up to FOX Chicago, Krista had a lot of fun convincing people to actually watch boring newscasts. Plus - produced lots of local commercial and marketing campaigns! After about a decade, she moved into corporate marketing at Keystone RV Company as their Brand Storyteller. Lots of large-scale photo and video shoots, and product launches! After leaving the world of "in-house" creative marketing, she brought her talents to Pathfinders Advertising Agency as a Social Media Manager. She lead a team of copywriters, designers and specialists who helped big brands slay on social through solid strategy informed by in-depth reports (yay KPIs!). Currently, Krista is an IT Content Strategist at the University of Notre Dame. Her objective is to promote and deliver university-wide communications in a way that people can understand and digest the information that affects them.





