

'24

ADFed Fort Wayne

# Back to the ADDYs

aaf

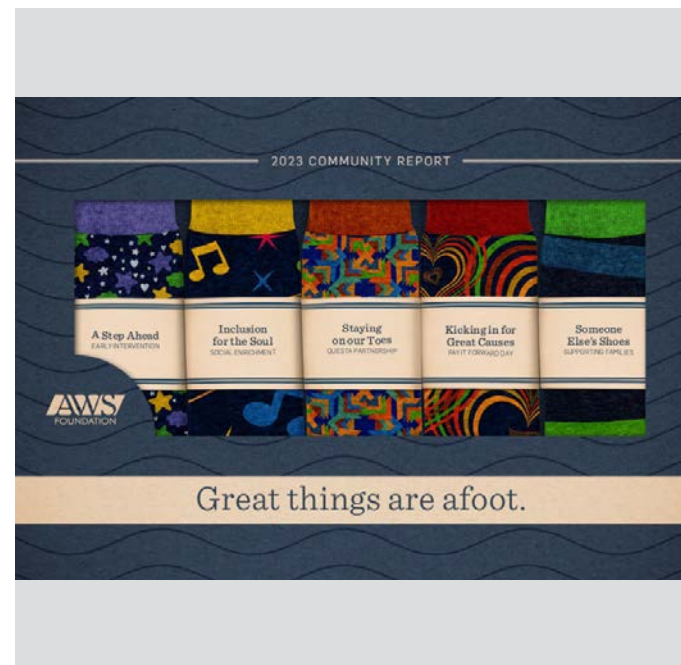




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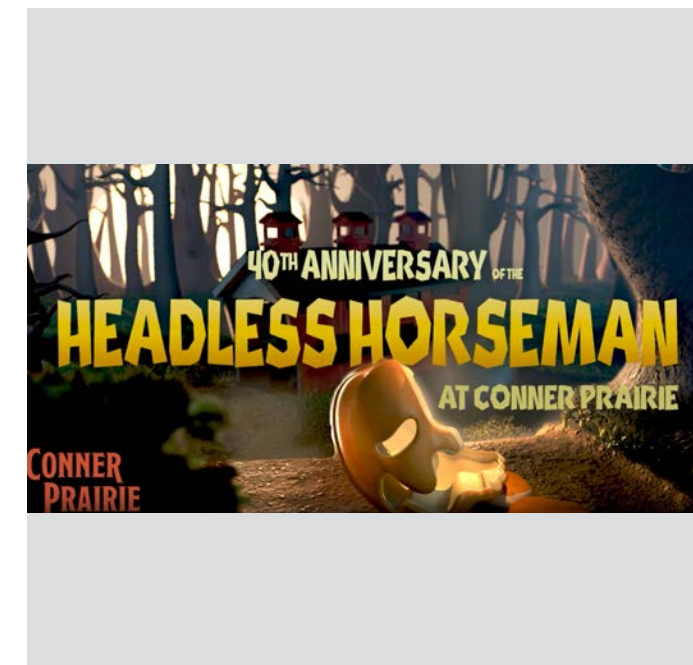
# Best in Show

# Best



**BEST IN SHOW**  
**SALES & MARKETING: COLLATERAL MATERIAL**

ENTRANT Ferguson Advertising  
 TITLE Great Things Are Afoot  
 CLIENT AWS Foundation



**BEST IN SHOW STUDENT**  
**ELEMENTS OF ADVERTISING: ANIMATION**

ENTRANT Rheanna Jones, Joy Heisey, Rachel Scobey  
 TITLE Headless Horseman at Conner Prairie  
 SCHOOL Huntington University

# Judge's Choice

# Judge



## JUDGE'S CHOICE FILM, VIDEO & SOUND: WEBISODE(S)

ENTRANT Berne Apparel  
 TITLE WorkWhere Series  
 CLIENT Berne Apparel



## JUDGE'S CHOICE STUDENT ONLINE/INTERACTIVE:: SOCIAL MEDIA

ENTRANT Elliot Martin  
 TITLE Cinematography Reel  
 SCHOOL Huntington University

# Pro

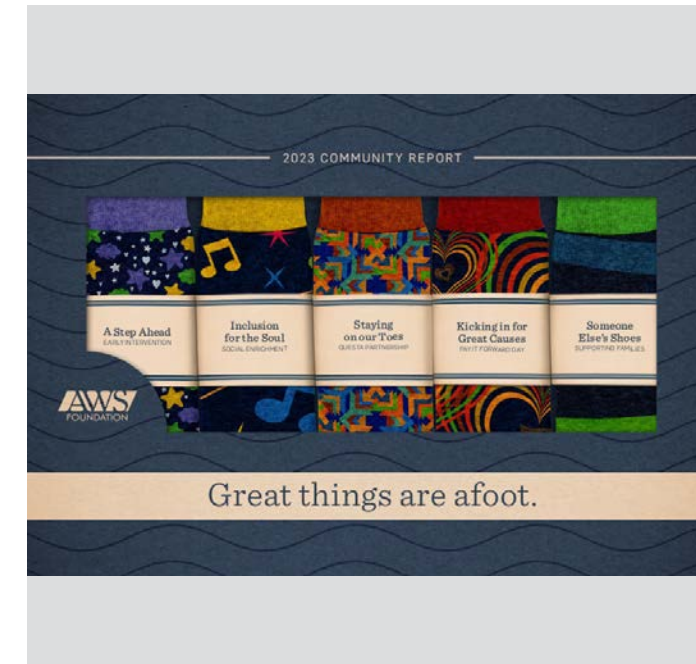


## GOLD WINNERS



### SALES PROMOTION: PRODUCT OR SERVICE

ENTRANT Ferguson Advertising  
 TITLE JA Next Campaign  
 CLIENT Junior Achievement of Northeast Indiana



### COLLATERAL MATERIAL: PRINTED ANNUAL REPORT

ENTRANT Ferguson Advertising  
 TITLE Great Things Are Afoot  
 CLIENT AWS Foundation



## GOLD WINNERS



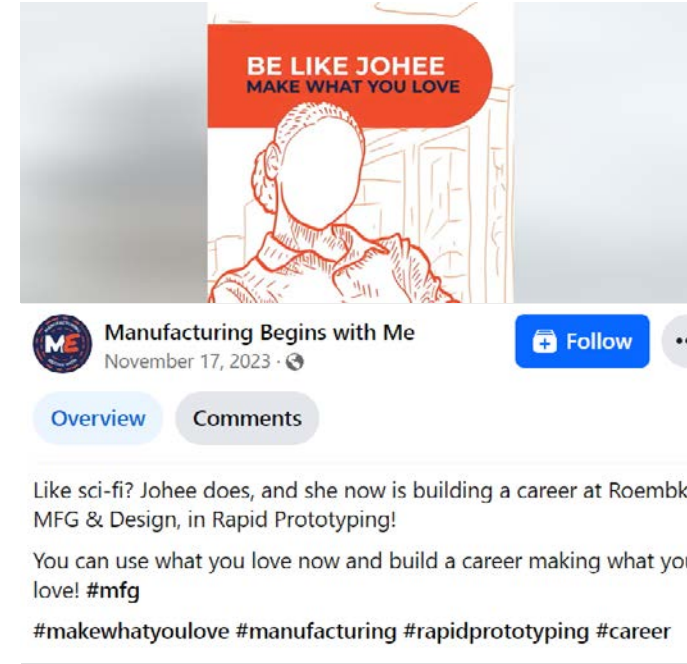
### ONLINE/INTERACTIVE: ADVERTISING & PROMOTION CAMPAIGN

ENTRANT Berne Apparel  
TITLE Off-Duty Collection FT. K9 Officer  
CLIENT Berne Apparel



### FILM, VIDEO & SOUND: INTERNET COMMERCIAL

ENTRANT Berne Apparel  
TITLE The Sounds of Spring  
CLIENT Berne Apparel



### FILM, VIDEO & SOUND: INTERNET COMMERCIAL

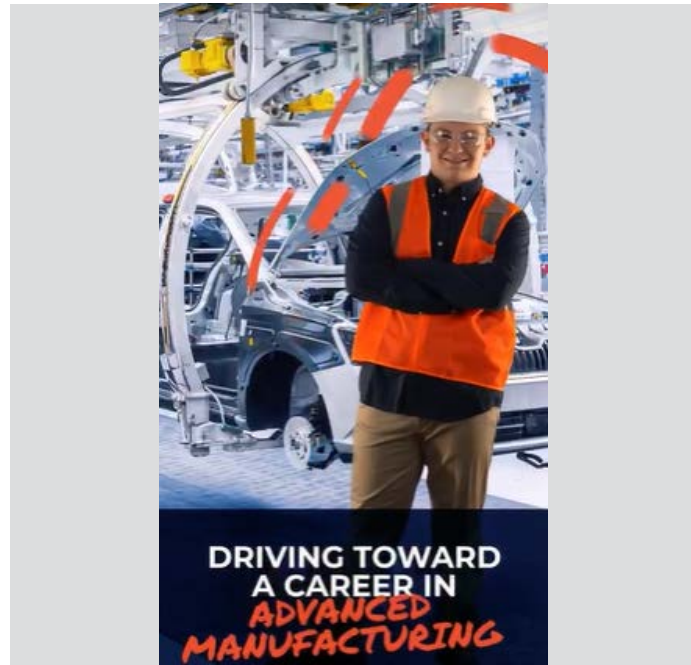
ENTRANT Fort Wayne Marketing  
TITLE Manufacturing Begins with Me  
CLIENT Northeast Indiana Works



### FILM, VIDEO & SOUND: WEBISODE(S)

ENTRANT Berne Apparel  
TITLE WorkWhere Series  
CLIENT Berne Apparel

## GOLD WINNERS



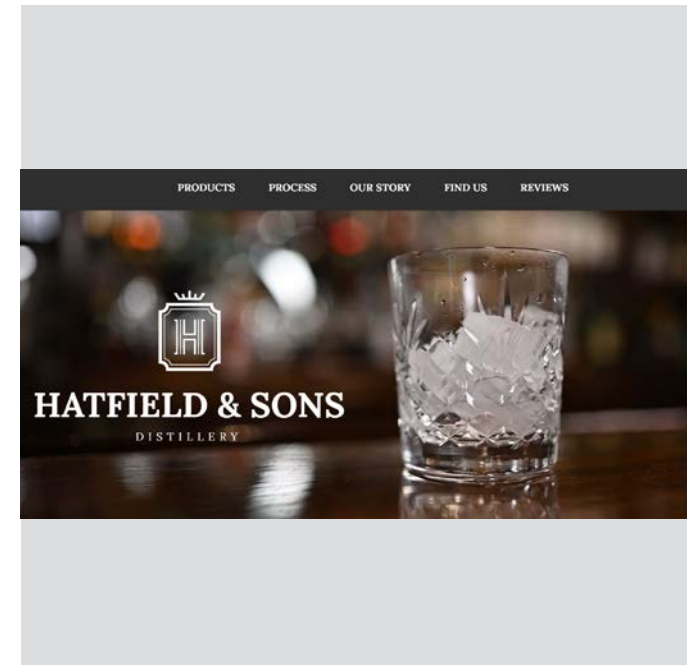
### FILM, VIDEO & SOUND: BRANDED CONTENT & ENTERTAINMENT

ENTRANT Fort Wayne Marketing  
TITLE Manufacturing Begins with Me  
CLIENT Northeast Indiana Works



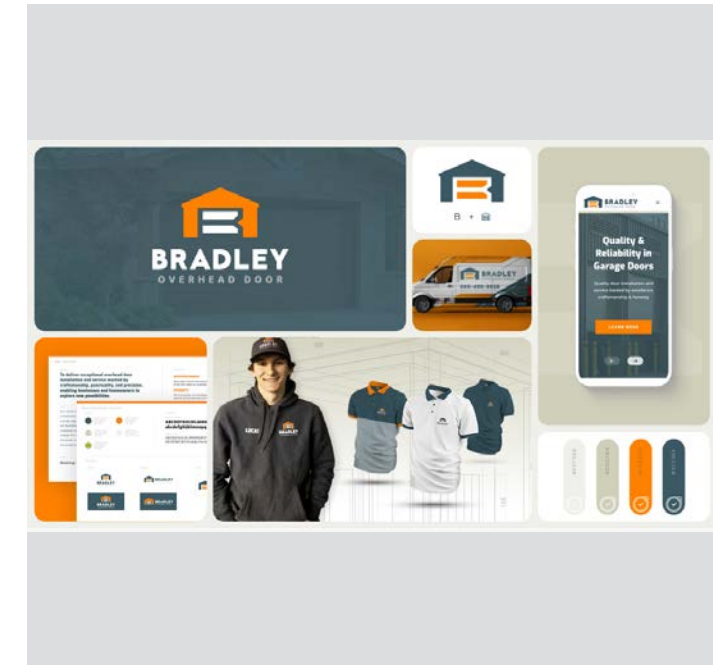
### CROSS PLATFORM: INTEGRATED CAMPAIGNS

ENTRANT Ferguson Advertising  
TITLE What's Next Campaign  
CLIENT Lutheran Life Villages



### CROSS PLATFORM: INTEGRATED CAMPAIGNS

ENTRANT Reusser  
TITLE Hatfield & Sons Packaging Identity  
CLIENT Hatfield & Sons Distillery

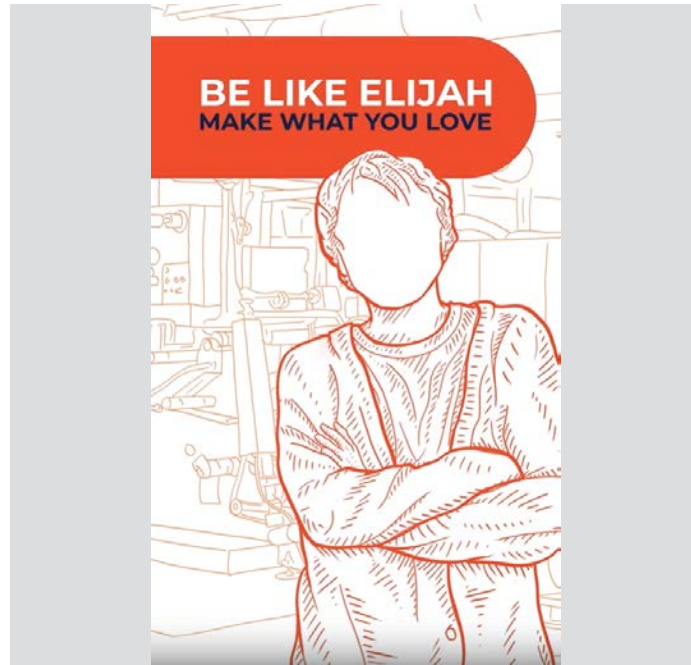


### CROSS PLATFORM: INTEGRATED CAMPAIGNS

ENTRANT Reusser  
TITLE Bradley Overhead Door Identity  
CLIENT Bradley Overhead Door



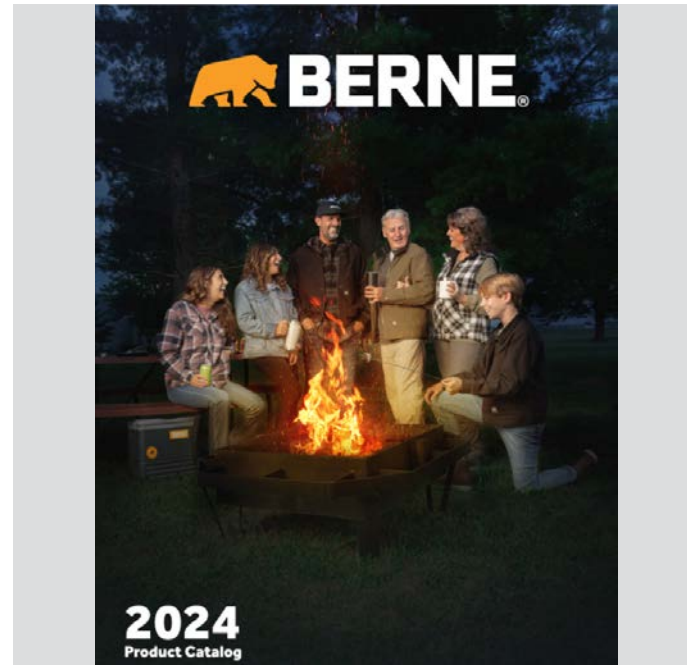
**GOLD WINNERS**



**ELEMENTS OF ADVERTISING:  
ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS**

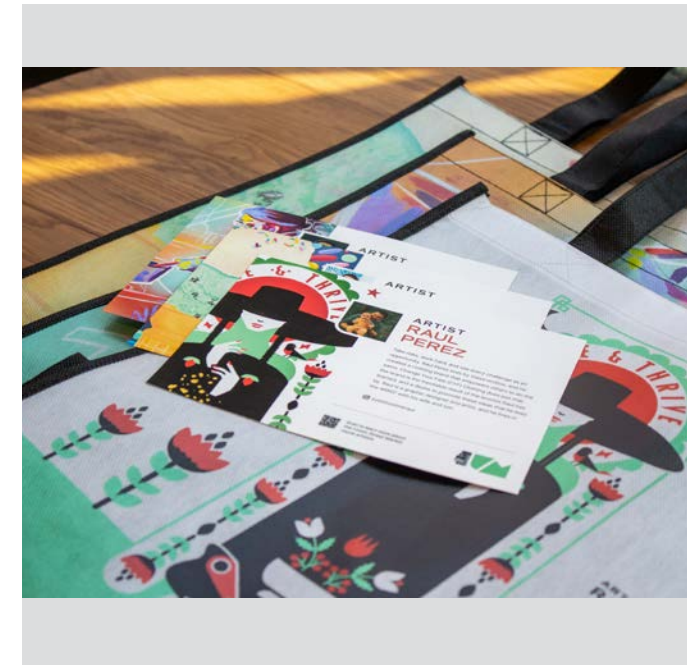
ENTRANT Fort Wayne Marketing  
 TITLE Manufacturing Begins with Me  
 CLIENT Northeast Indiana Works

**SILVER WINNERS**



**SALES PROMOTION: PRODUCT OR SERVICE**

ENTRANT Berne Apparel  
 TITLE Berne Catalog  
 CLIENT Berne Apparel



**SALES PROMOTION: POINT OF PURCHASE**

ENTRANT Ferguson Advertising  
 TITLE Union Street Market Shopping Bag  
 CLIENT Union Street



**COLLATERAL MATERIAL: BROCHURE**

ENTRANT Ferguson Advertising  
 TITLE Youthpod Philanthropy Brochure  
 CLIENT Dekko Foundation



## SILVER WINNERS



### FILM, VIDEO & SOUND: INTERNET COMMERCIAL

ENTRANT Fort Wayne Marketing  
TITLE Manufacturing Begins with Me  
CLIENT Northeast Indiana Works



### FILM, VIDEO & SOUND: INTERNET COMMERCIAL

ENTRANT Berne Apparel  
TITLE We Are Berne 2023  
CLIENT Berne Apparel



### FILM, VIDEO & SOUND: BRANDED CONTENT

ENTRANT Franklin Electric  
TITLE Pioneer Pump 25th Anniversary Reel  
CLIENT Franklin Electric



### ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT Fort Wayne Marketing  
TITLE Gough Legal Group Logo Design  
CLIENT Gough Legal Group

## SILVER WINNERS



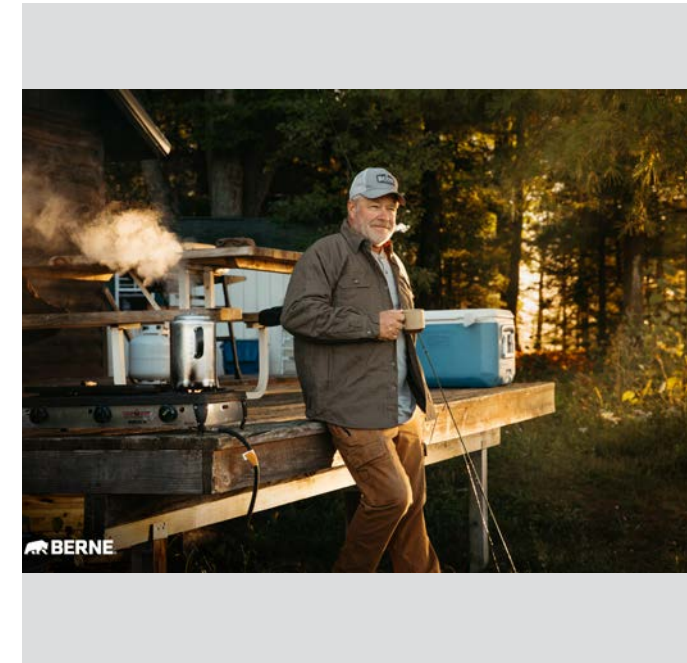
### ELEMENTS OF ADVERTISING: INFOGRAPHIC

ENTRANT Huntington University  
 TITLE Silkworm to Silk Infographic Design  
 CLIENT Yue's Studio



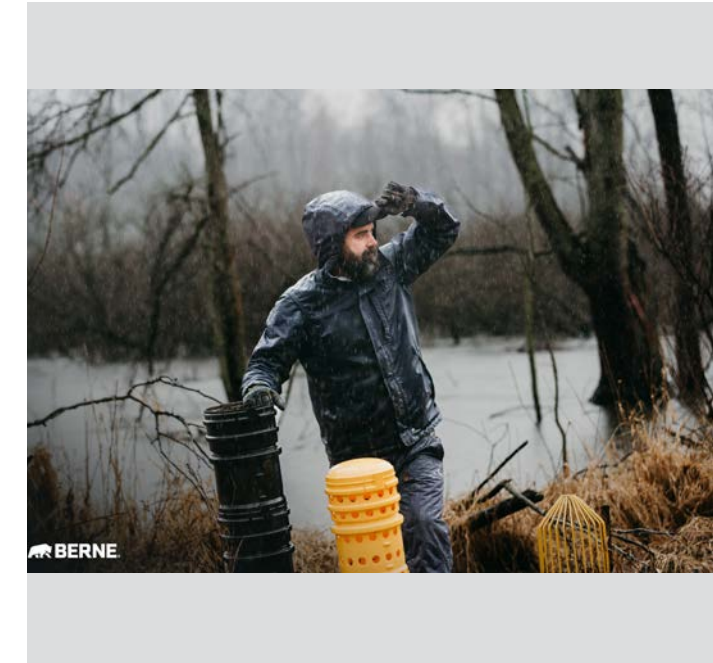
### ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Franklin Electric  
 TITLE Monthly Marketing Updates  
 CLIENT Franklin Electric



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Berne Apparel  
 TITLE Chilly Morning at the Cabin  
 CLIENT Berne Apparel

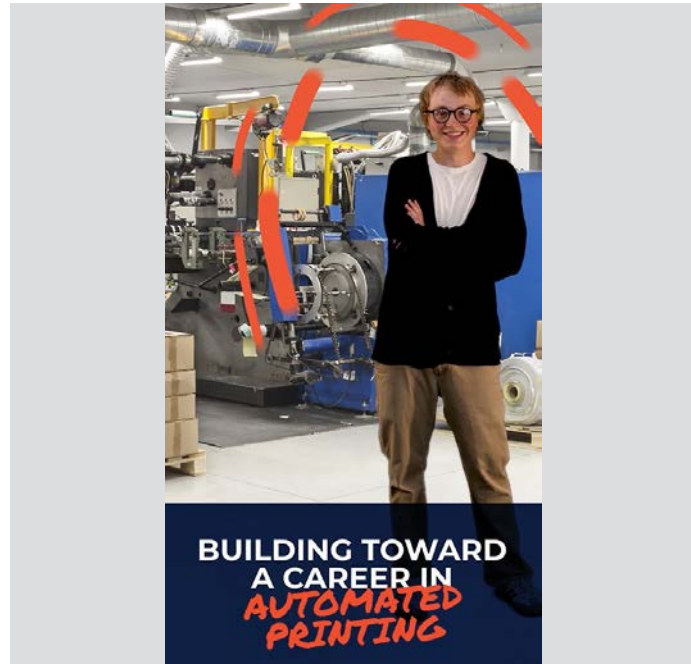


### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Berne Apparel  
 TITLE Downpour in the Swamp  
 CLIENT Berne Apparel

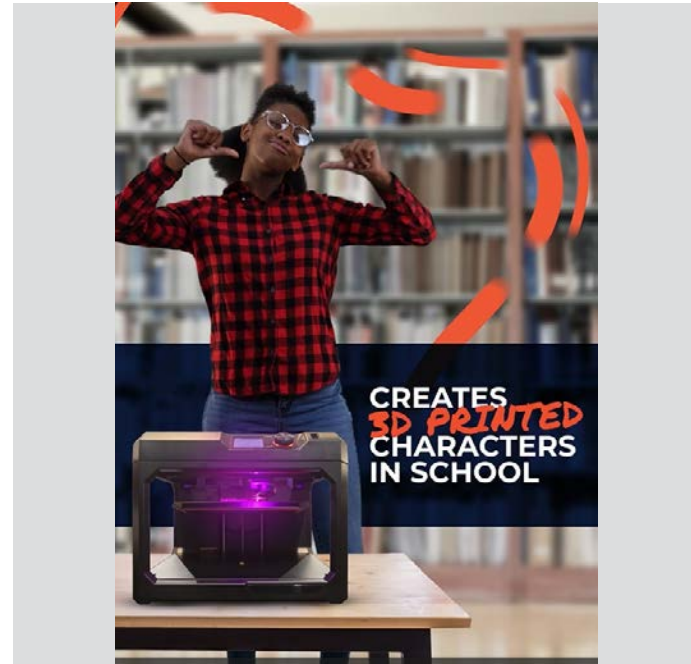


## SILVER WINNERS



### FILM, VIDEO & SOUND: PUBLIC SERVICE ONLINE FILM

ENTRANT Fort Wayne Marketing  
TITLE Manufacturing Begins with Me  
CLIENT Northeast Indiana Works



### FILM, VIDEO & SOUND: PUBLIC SERVICE CAMPAIGN

ENTRANT Fort Wayne Marketing  
TITLE Manufacturing Begins with Me  
CLIENT Northeast Indiana Works

## BRONZE WINNERS



### SALES & MARKETING: COLLATERAL MATERIAL

ENTRANT Ferguson Advertising  
TITLE Dekko Foundation Annual Report  
CLIENT Dekko Foundation



### OUT-OF-HOME & AMBIENT MEDIA: GUERRILLA MARKETING

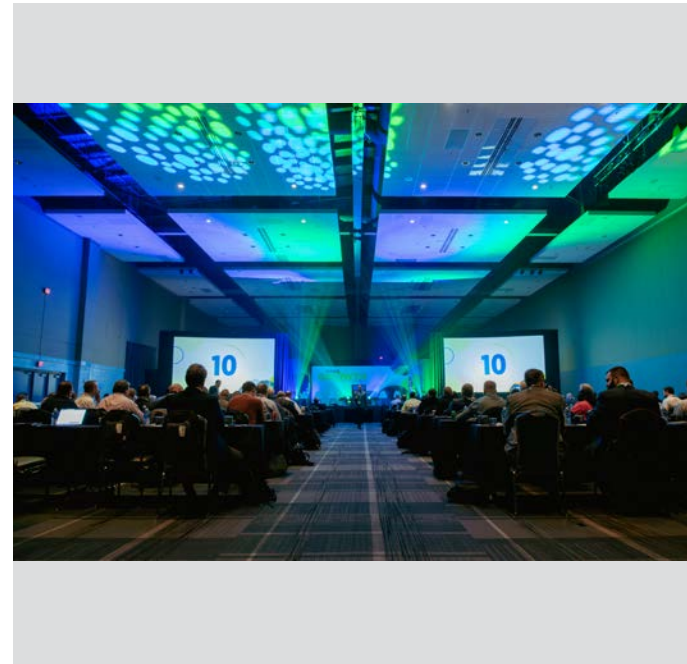
ENTRANT Ferguson Advertising  
TITLE Zoo Light Poles  
CLIENT Fort Wayne Children's Zoo

## BRONZE WINNERS



### OUT-OF-HOME & AMBIENT MEDIA: INSTALLATIONS

**ENTRANT** Ferguson Advertising  
**TITLE** Electric Works Window Graphics  
**CLIENT** Fort Wayne Electric Works



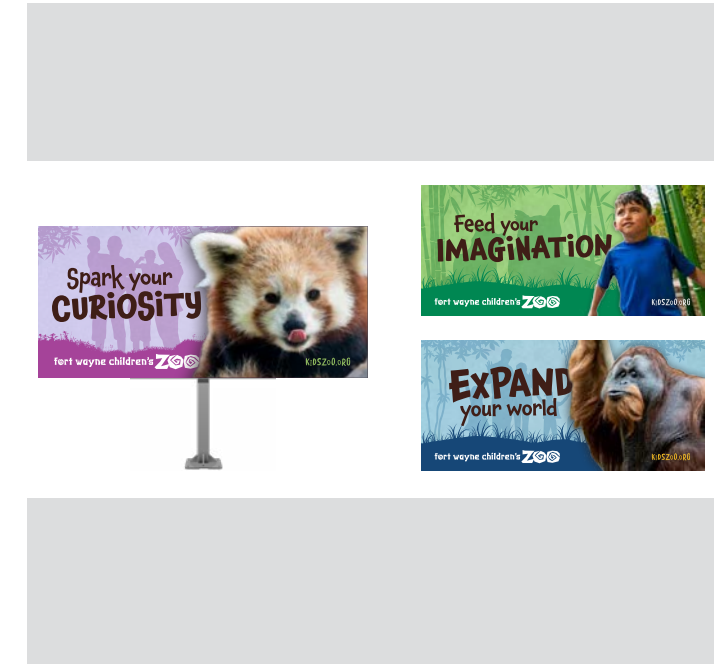
### OUT-OF-HOME & AMBIENT MEDIA: EVENTS

**ENTRANT** Franklin Electric  
**TITLE** 2024 Commercial Summit  
**CLIENT** Franklin Electric



### OUT-OF-HOME & AMBIENT MEDIA: OUTDOOR BOARD

**ENTRANT** Berne Apparel  
**TITLE** Berne CAL Ranch Truck Wrap  
**CLIENT** Berne Apparel

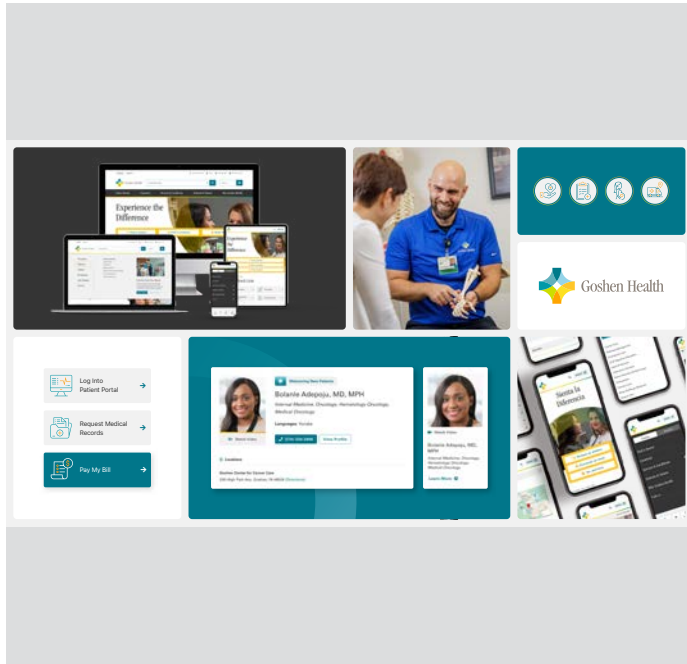


### OUT-OF-HOME & AMBIENT MEDIA: OUT-OF-HOME CAMPAIGN

**ENTRANT** Ferguson Advertising  
**TITLE** Spark Your Curiosity  
**CLIENT** Fort Wayne Children's Zoo

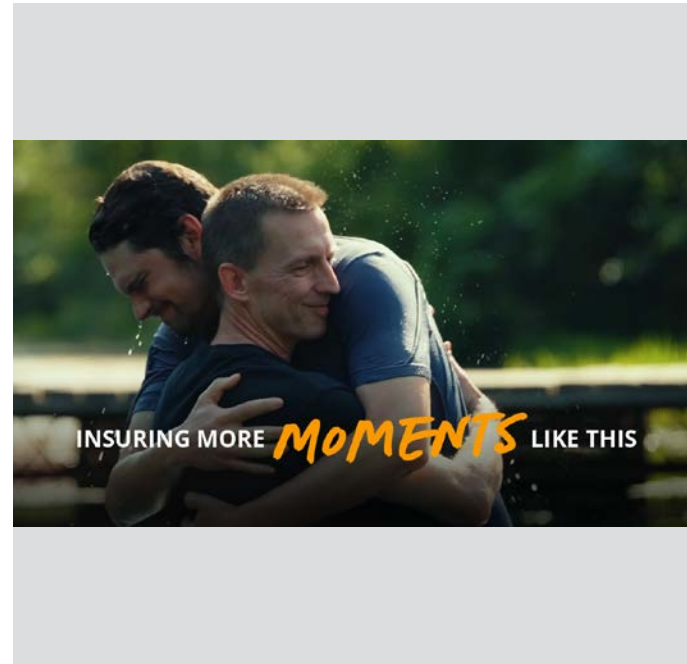


## BRONZE WINNERS



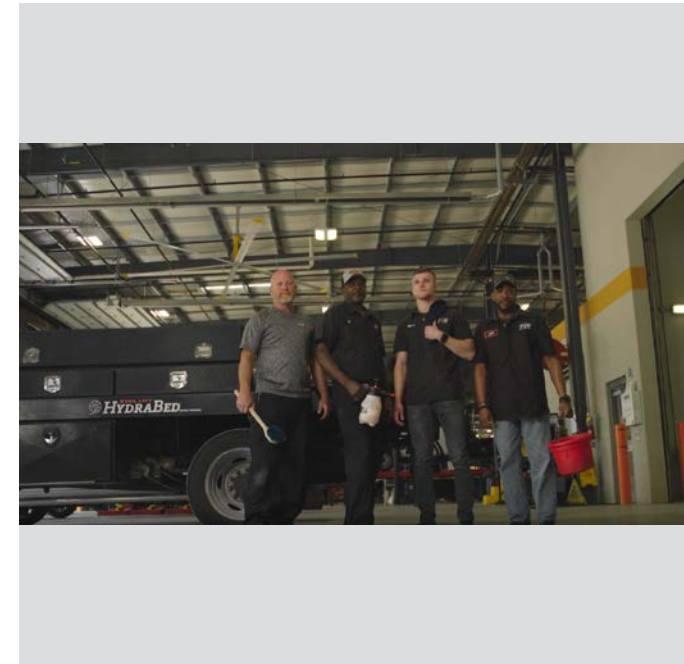
### ONLINE/INTERACTIVE: WEBSITE

**ENTRANT** Reusser  
**TITLE** Goshen Health Website  
**CLIENT** Goshen Health



### FILM, VIDEO & SOUND: INTERNET COMMERCIAL

**ENTRANT** Brotherhood Mutual Insurance Company  
**TITLE** Insuring More Moments Like This  
**CLIENT** Brotherhood Mutual Insurance Company



### FILM, VIDEO & SOUND: SALES PROMOTION

**ENTRANT** Premier Truck Rental  
**TITLE** Thank You Video for Grand Opening  
**CLIENT** Premier Truck Rental



### FILM, VIDEO & SOUND: SALES PROMOTION

**ENTRANT** Premier Truck Rental  
**TITLE** Premier Truck Rental Overview Video  
**CLIENT** Premier Truck Rental

## BRONZE WINNERS



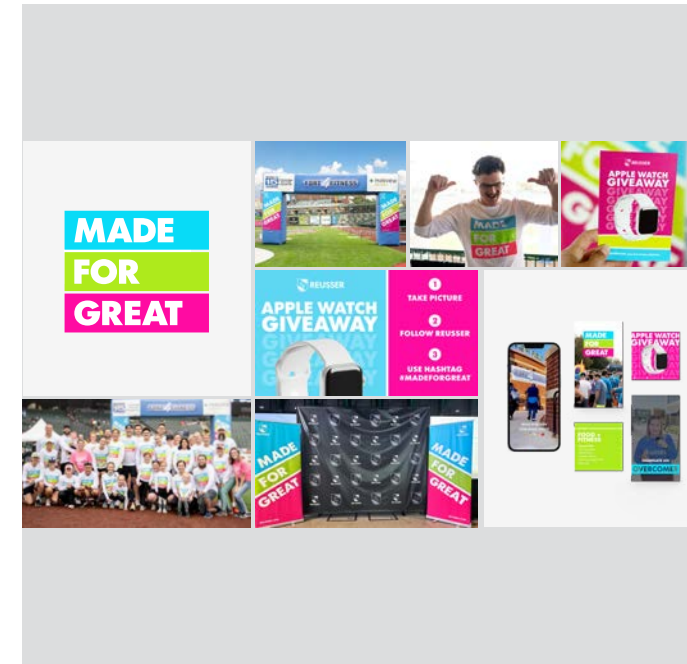
### CROSS PLATFORM: INTEGRATED CAMPAIGN

**ENTRANT** Huntington University  
**TITLE** Dunhuang City Brand Identity Design  
**CLIENT** Yue's Studio



### CROSS PLATFORM: INTEGRATED CAMPAIGN

**ENTRANT** Brotherhood Mutual Insurance Company  
**TITLE** Insuring More Campaign  
**CLIENT** Brotherhood Mutual Insurance Company



### ADVERTISING INDUSTRY SELF-PROMOTION: INTEGRATED MEDIA CAMPAIGN

**ENTRANT** Reusser  
**TITLE** Made for Great Self Promotion  
**CLIENT** Reusser



## GOLD WINNERS



### SALES PROMOTION: PACKAGING

ENTRANT Wendy Beatriz Mejia  
TITLE Espresso Americano Package Redesign  
SCHOOL Huntington University



### SALES PROMOTION: PACKAGING

ENTRANT Allese DeYoung  
TITLE Celsius Packaging Redesign  
SCHOOL Huntington University



## GOLD WINNERS



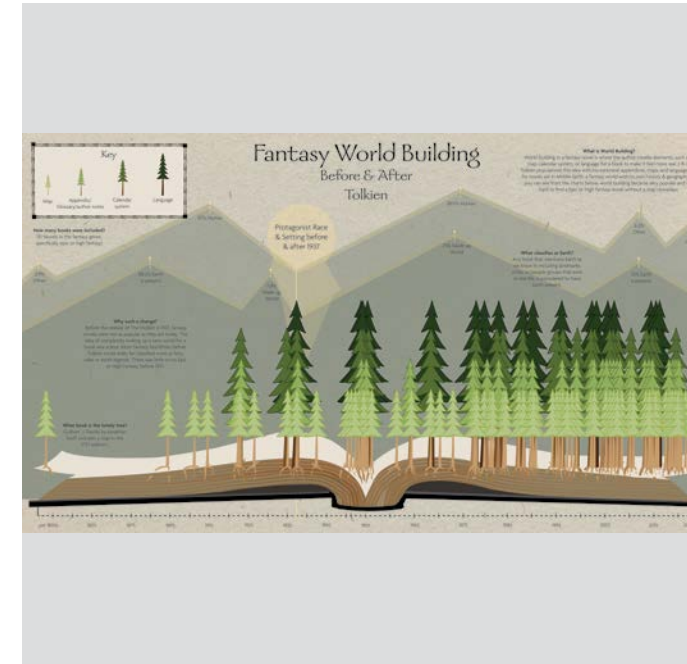
### COLLATERAL MATERIAL: PRINTED ANNUAL REPORT

ENTRANT Raegan Current  
 TITLE World Wildlife Fed Annual Report  
 SCHOOL University of Saint Francis



### COLLATERAL MATERIAL: PRINTED BROCHURE

ENTRANT Marah Miller  
 TITLE Benjamin Moore Bus 2 Consumer Brochure  
 SCHOOL University of Saint Francis



### OUT OF HOME & AMBIENT MEDIA: POSTER

ENTRANT Leah R. Docea  
 TITLE Fantasy World Building Infographic  
 SCHOOL Huntington University



### OUTDOOR & TRANSIT ADVERTISING: BILLBOARD

ENTRANT Natalie Lane  
 TITLE Billboard  
 SCHOOL Elkhart Area Career Center



## GOLD WINNERS



### ONLINE/INTERACTIVE:: SOCIAL MEDIA

ENTRANT Elliot Martin  
TITLE Cinematography Reel  
SCHOOL Huntington University



### TELEVISION ADVERTISING

ENTRANT Ericka Whitman  
TITLE "In the Beginning" Promo  
SCHOOL Huntington University



### INTEGRATED ADVERTISING CAMPAIGN

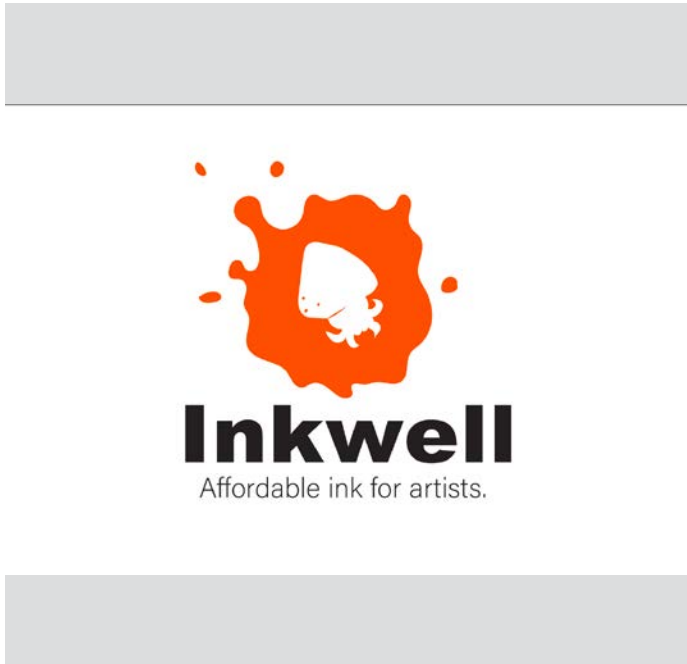
ENTRANT Aaron Jentgen  
TITLE Door Crook Skateboard Consumer Camp.  
SCHOOL University of Saint Francis



### INTEGRATED BRAND IDENTITY CAMPAIGN

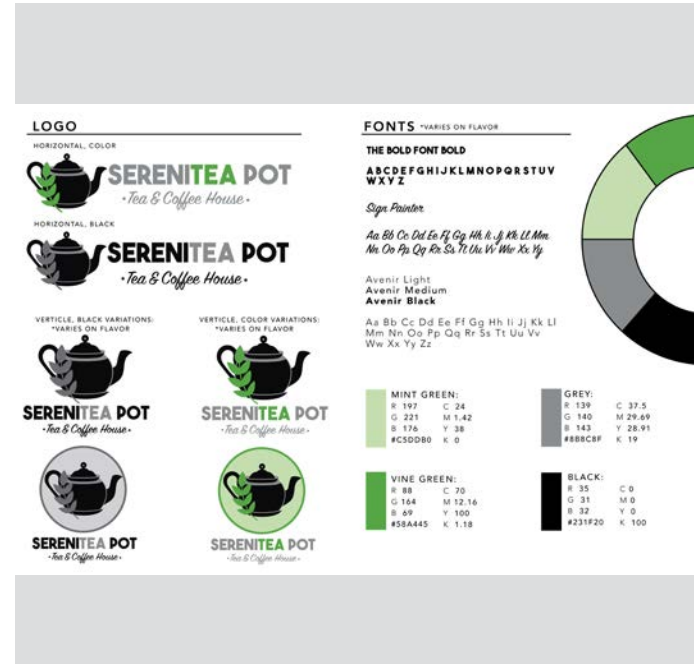
ENTRANT Morgan Watts  
TITLE Brand Design - All Around Bakery  
SCHOOL Huntington University

## GOLD WINNERS



### ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT Ben Rasdale  
 TITLE Logo Design  
 SCHOOL Elkhart Area Career Center



### ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT Aubrey Michen  
 TITLE Logo Design  
 SCHOOL Elkhart Area Career Center



### ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Solomon Rangel  
 TITLE Space Debris Infographic  
 SCHOOL Huntington University



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Bryce Zemaitis  
 TITLE Delicate Void  
 SCHOOL Ivy Tech Community College

## GOLD WINNERS



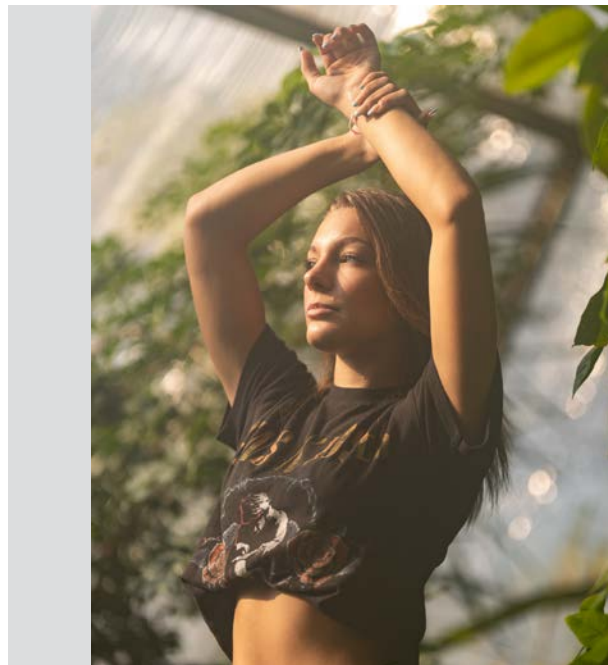
### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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ENTRANT Bella Smith

TITLE Marta

SCHOOL Elkhart Area Career Center



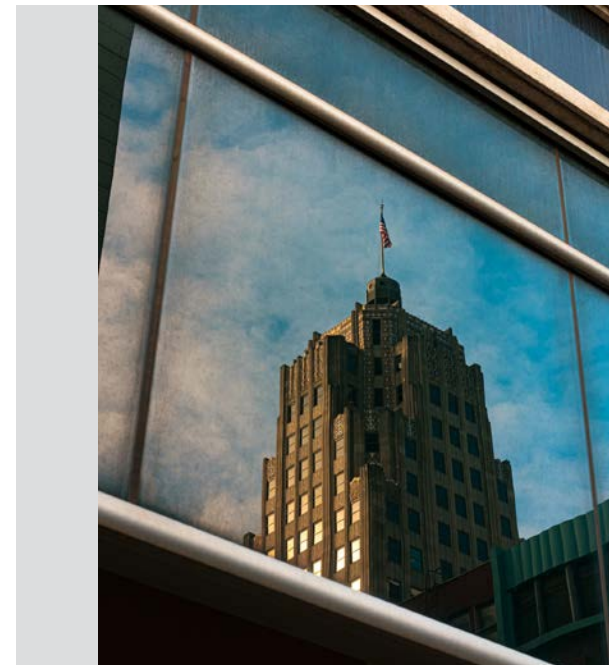
### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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ENTRANT Bella Smith

TITLE Riley

SCHOOL Elkhart Area Career Center



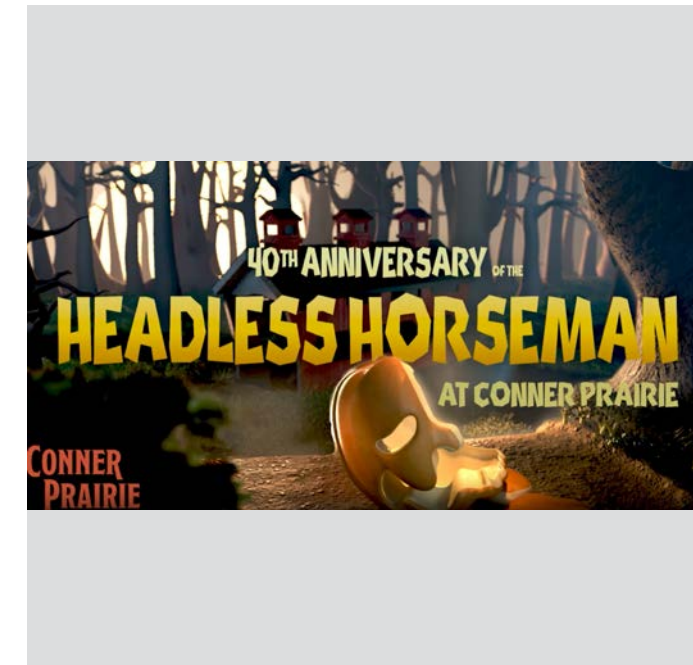
### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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ENTRANT Bryce Deward

TITLE Reflecting on Fort Wayne

SCHOOL Ivy Tech Community College



### ELEMENTS OF ADVERTISING: ANIMATION

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ENTRANT Rheanna Jones, Joy Heisey, Rachel Scobey

TITLE Headless Horseman at Conner Prairie

SCHOOL Huntington University



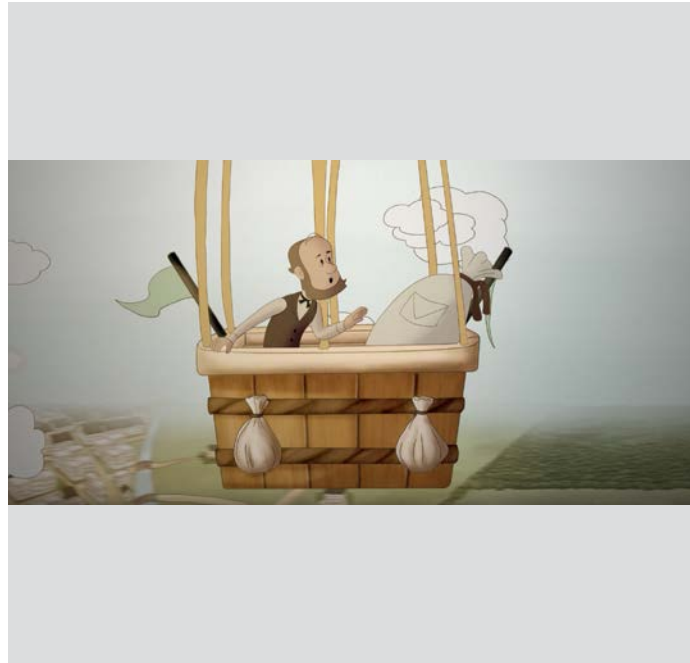
## GOLD WINNERS



### ELEMENTS OF ADVERTISING: ANIMATION

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ENTRANT Cameron Wray, Seth Lecheler, Taylor Stickan  
TITLE Subliminal  
SCHOOL Huntington University



### ELEMENTS OF ADVERTISING: ANIMATION

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ENTRANT Joy Purcell, Carrie Runyan,  
Anna Houser, Alyssa Smith  
TITLE Jupiter Flights at Conner Prairie  
SCHOOL Huntington University

## SILVER WINNERS



### SALES PROMOTION: PACKAGING

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ENTRANT Natalie Lane  
TITLE Package Design  
SCHOOL Elkhart Area Career Center



### SALES PROMOTION: PACKAGING

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ENTRANT Hallie Simes  
TITLE Package Design  
SCHOOL Elkhart Area Career Center

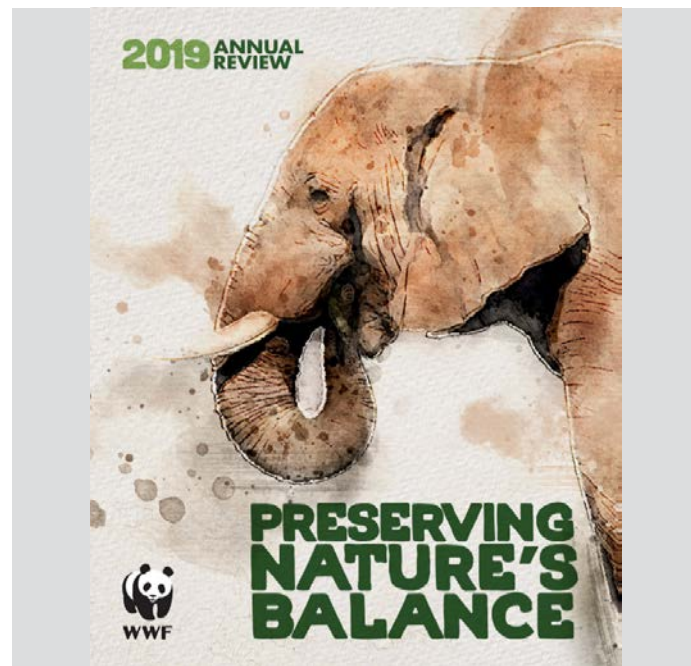


SILVER WINNERS



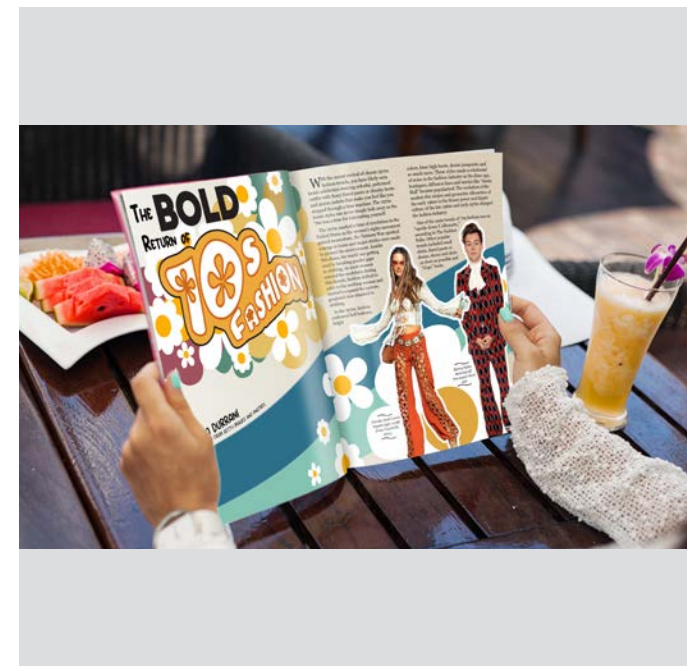
COLLATERAL MATERIAL: STATIONERY PACKAGE

ENTRANT Kenya Mondragon  
 TITLE Kenya Mondragon Stationery Material  
 SCHOOL University of Saint Francis



COLLATERAL MATERIAL: PRINTED ANNUAL REPORT

ENTRANT Ryan Wells  
 TITLE World Wildlife Fed Annual Report  
 SCHOOL University of Saint Francis



COLLATERAL MATERIAL: EDITORIAL SPREAD

ENTRANT Hallie Simes  
 TITLE Editorial Spread  
 SCHOOL Elkhart Area Career Center



MAGAZINE ADVERTISING: SINGLE

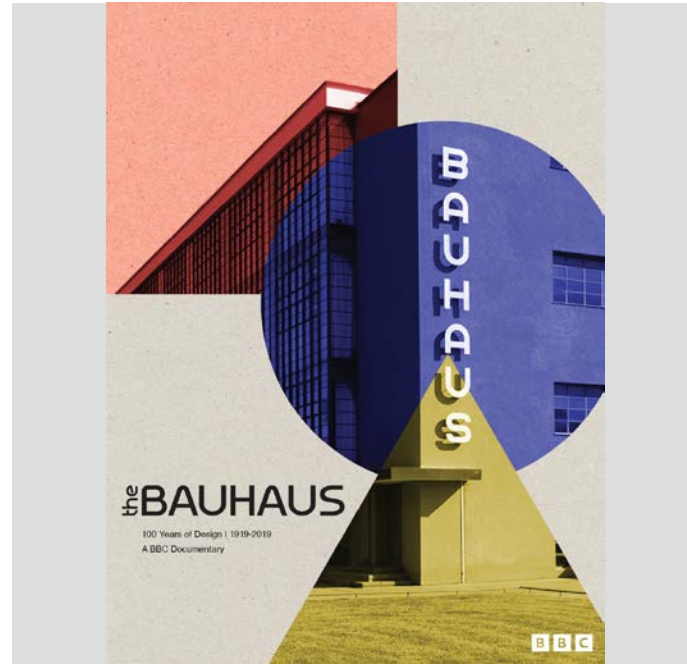
ENTRANT Emily Krucina  
 TITLE GNC Magazine Ad Spread  
 SCHOOL University of Saint Francis

## SILVER WINNERS



### MAGAZINE ADVERTISING: SINGLE

ENTRANT Peyton Swinford  
TITLE M Vignelli Magazine Ad Spread  
SCHOOL University of Saint Francis



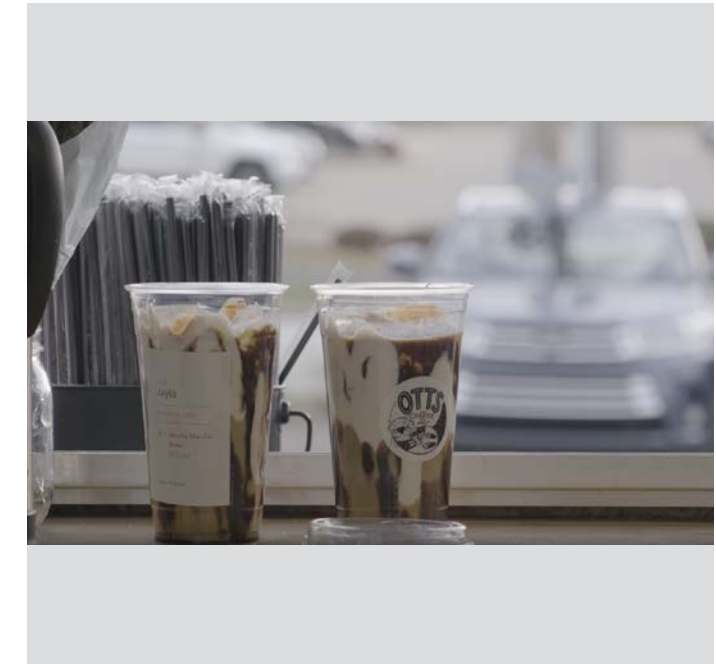
### OUT OF HOME & AMBIENT MEDIA: POSTER

ENTRANT Peyton Swinford  
TITLE Bauhaus Poster Design for BBC  
SCHOOL University of Saint Francis



### ONLINE/INTERACTIVE: SOCIAL MEDIA

ENTRANT Rebekah Steffen  
TITLE I Remain  
SCHOOL Huntington University



### TELEVISION ADVERTISING

ENTRANT Jaron Sustar, Hadlee Mertz, Smey Him  
TITLE Ott's Coffee  
SCHOOL Huntington University

## SILVER WINNERS



### INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT Mallory Carver  
TITLE Chick-Fil-A Brand Campaign  
SCHOOL Huntington University



### INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT Leah R. Docea  
TITLE Adaptive by Design Rebrand  
SCHOOL Huntington University



### ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT Wendy Beatriz Mejia  
TITLE Espresso Americano Logo Design  
SCHOOL Huntington University



### ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT Parker Austrup  
TITLE Logo Design  
SCHOOL Elkhart Area Career Center



## SILVER WINNERS



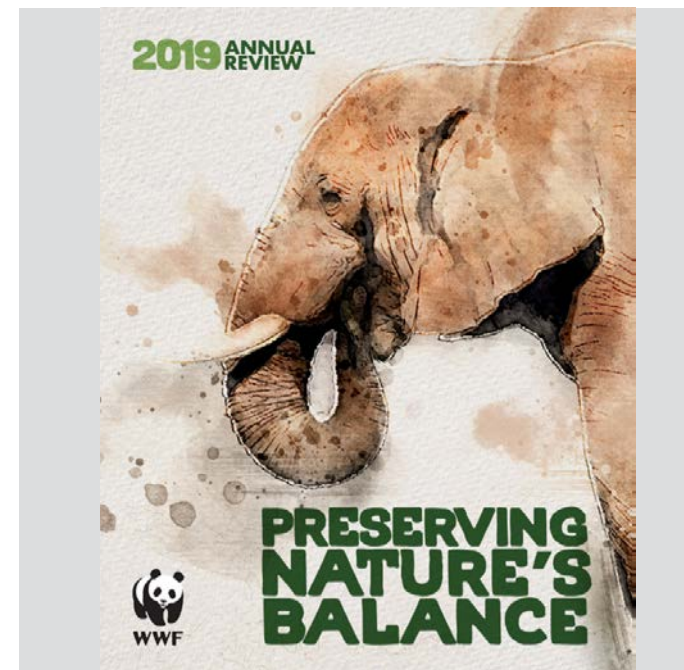
### ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Ryan Harlow  
TITLE Crocagators  
SCHOOL Ivy Tech Community College



### ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Natalya Duran-Salazar  
TITLE Children's Book Illustration/Design  
SCHOOL University of Saint Francis



### ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Ryan Wells  
TITLE World Wildlife Fed Annual Report  
SCHOOL University of Saint Francis



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Yoana Barron  
TITLE Olivia Grace  
SCHOOL Elkhart Area Career Center

## SILVER WINNERS



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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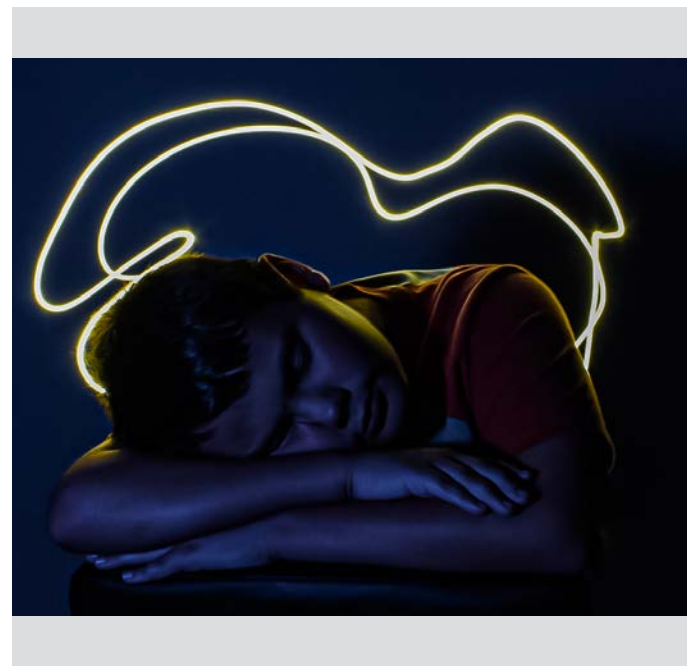
ENTRANT Shelby Tackett  
TITLE Hollowed Heart  
SCHOOL Purdue University Fort Wayne



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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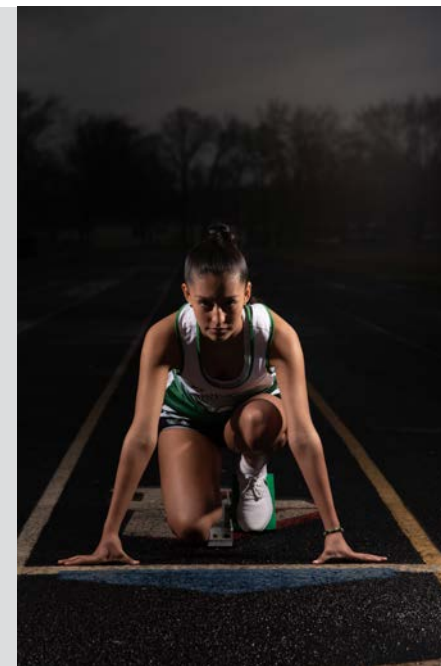
ENTRANT Bella Smith  
TITLE Coke Bottle  
SCHOOL Elkhart Area Career Center



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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ENTRANT Kathryn Callahan  
TITLE It Dances While You Sleep  
SCHOOL Ivy Tech Community College

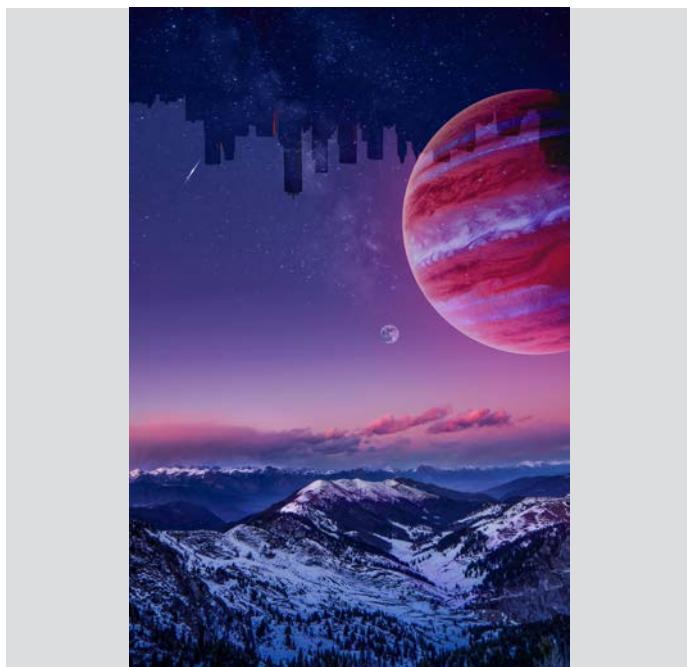


### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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ENTRANT Yoana Barron  
TITLE Runner  
SCHOOL Elkhart Area Career Center

## SILVER WINNERS



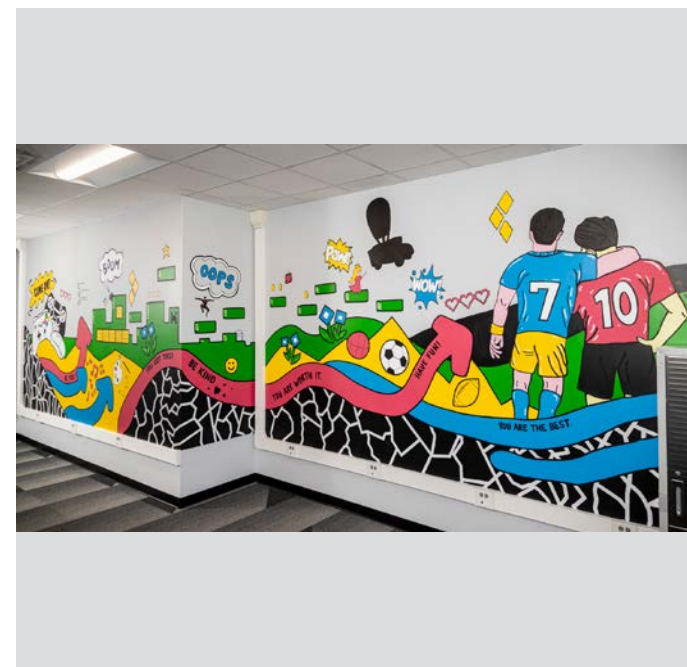
### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Aubrey Michen  
TITLE Digital Composite  
SCHOOL Elkhart Area Career Center



### ELEMENTS OF ADVERTISING: ART DIRECTION

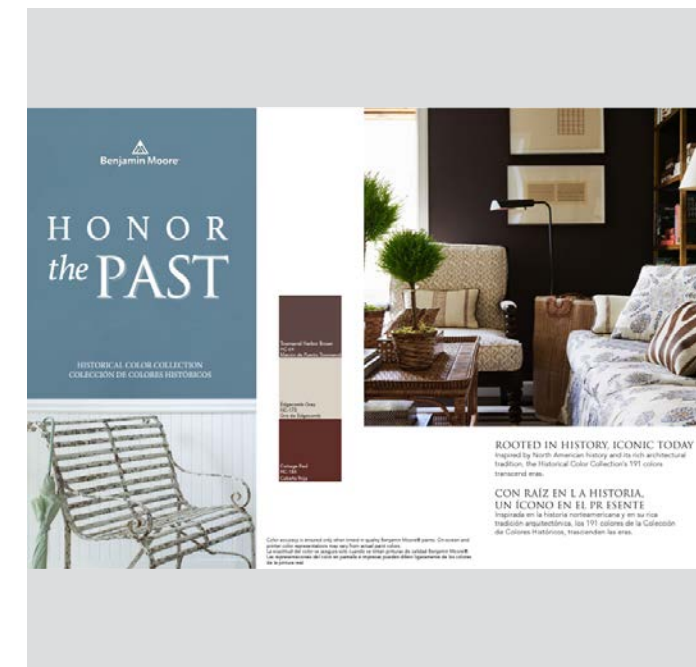
ENTRANT Mason Hyslop, Tyler Bradley, Sam Mann  
TITLE Scene Recreation Last of Us  
SCHOOL Huntington University



### ELEMENTS OF ADVERTISING: ART DIRECTION

ENTRANT Gavin Smith, Miranda Thomas, Emily Steenman  
TITLE Boys & Girls Club eGaming Mural  
SCHOOL Ivy Tech Community College

## BRONZE WINNERS



### COLLATERAL MATERIAL: PRINTED BROCHURE

ENTRANT Cynthia Esparza  
TITLE Benj Moore Accord Fold Broch-Poster  
SCHOOL University of Saint Francis



## BRONZE WINNERS



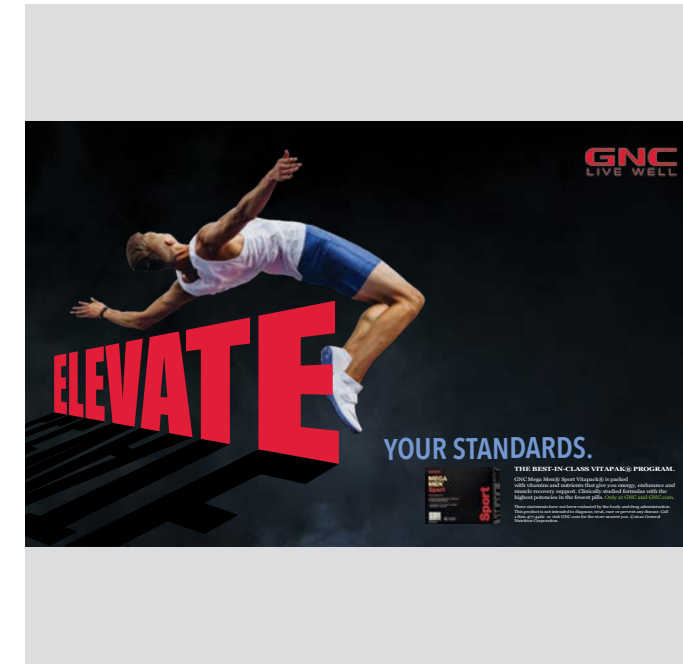
### COLLATERAL MATERIAL: PRINTED BROCHURE

**ENTRANT** Kenya Mondragon  
**TITLE** World Wildlife Fed Annual Report  
**SCHOOL** University of Saint Francis



### COLLATERAL MATERIAL: EVENT MATERIALS

**ENTRANT** Elizabeth Kruse  
**TITLE** These Shining Lives Poster  
**SCHOOL** Huntington University



### MAGAZINE ADVERTISING: SINGLE

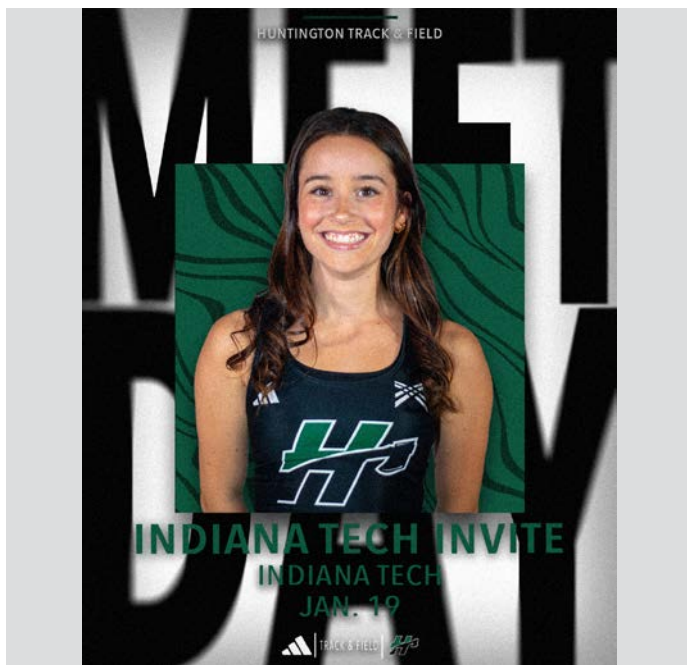
**ENTRANT** Kenya Mondragon  
**TITLE** GNC Magazine Ad Spread  
**SCHOOL** University of Saint Francis



### OUT OF HOME & AMBIENT MEDIA: BILLBOARD

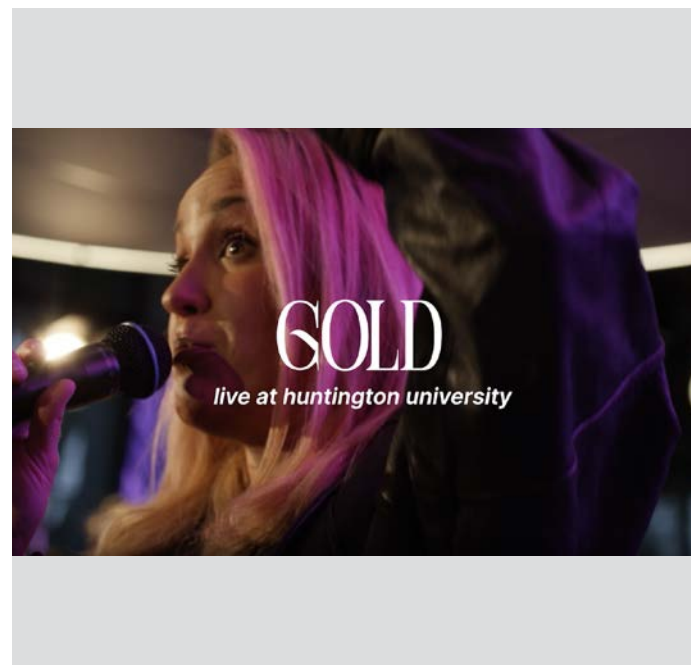
**ENTRANT** Zoe McDuffee  
**TITLE** Billboard  
**SCHOOL** Elkhart Area Career Center

## BRONZE WINNERS



### ONLINE/INTERACTIVE: SOCIAL MEDIA CAMPAIGN

**ENTRANT** Josey Reineman  
**TITLE** Huntington University T&F Meet Day  
**SCHOOL** Huntington University



### TELEVISION ADVERTISING

**ENTRANT** Megan Hostetler  
**TITLE** Gold: Live at Huntington University  
**SCHOOL** Huntington University



### INTEGRATED ADVERTISING CAMPAIGN

**ENTRANT** Ericka Whitman  
**TITLE** "In the Beginning" Event Campaign  
**SCHOOL** Huntington University



### INTEGRATED BRAND IDENTITY CAMPAIGN

**ENTRANT** Solomon Rangel  
**TITLE** Dry Gentlemen Brand Design  
**SCHOOL** Huntington University

## BRONZE WINNERS



### ELEMENTS OF ADVERTISING: LOGO DESIGN

**ENTRANT** Wendy Beatriz Mejia  
**TITLE** Duli Logo Design  
**SCHOOL** Huntington University



### ELEMENTS OF ADVERTISING: ILLUSTRATION

**ENTRANT** Aaron Jentgen  
**TITLE** New Yorker Cover Madonna Illustration  
**SCHOOL** University of Saint Francis



### ELEMENTS OF ADVERTISING: ILLUSTRATION

**ENTRANT** Aubrey Michen  
**TITLE** Illustration  
**SCHOOL** Elkhart Area Career Center



### ELEMENTS OF ADVERTISING: ILLUSTRATION

**ENTRANT** Jennifer Haggis  
**TITLE** Eurythmics Album Cover Illustration  
**SCHOOL** University of Saint Francis



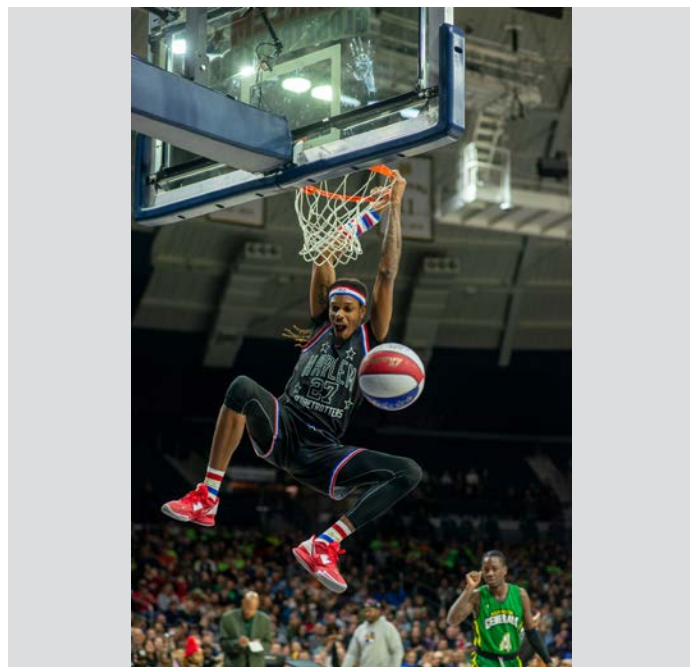
## BRONZE WINNERS



### ELEMENTS OF ADVERTISING: ILLUSTRATION

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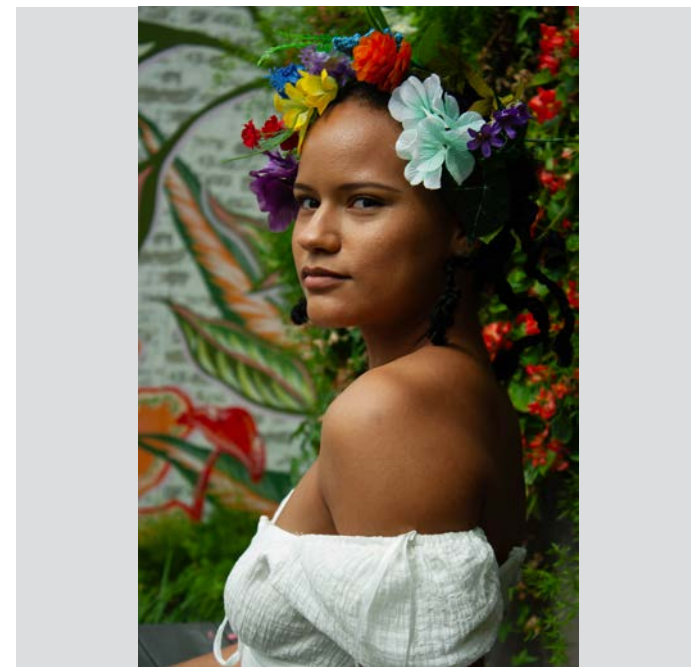
**ENTRANT** Emma Emch  
**TITLE** Eurythmics Album Cover Illustration  
**SCHOOL** University of Saint Francis



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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**ENTRANT** Riley Fain  
**TITLE** Harlem Globetrotter Dunk  
**SCHOOL** Elkhart Area Career Center



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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**ENTRANT** Katherine Saalfrank  
**TITLE** Real Faux Beauty  
**SCHOOL** Ivy Tech Community College

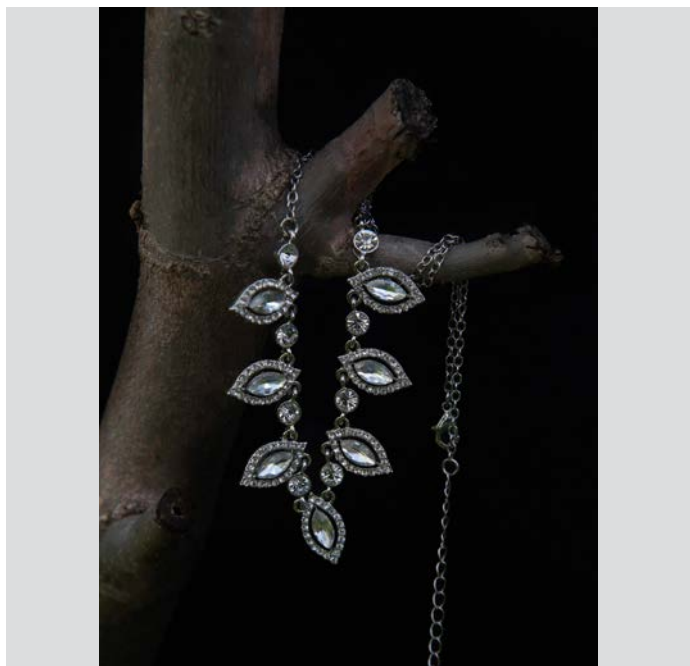


### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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**ENTRANT** Miranda Thomas  
**TITLE** Candle Light Geometry  
**SCHOOL** Ivy Tech Community College

## BRONZE WINNERS



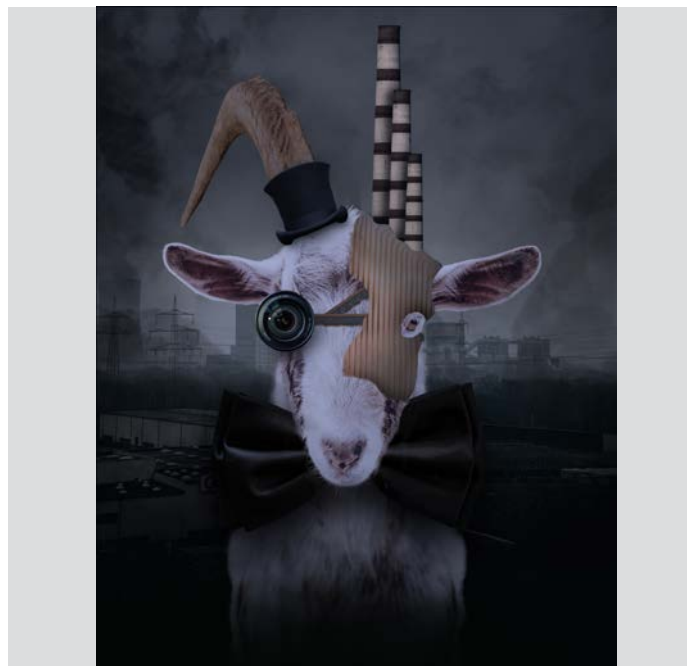
### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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**ENTRANT** Yoana Barron

**TITLE** Necklace

**SCHOOL** Elkhart Area Career Center



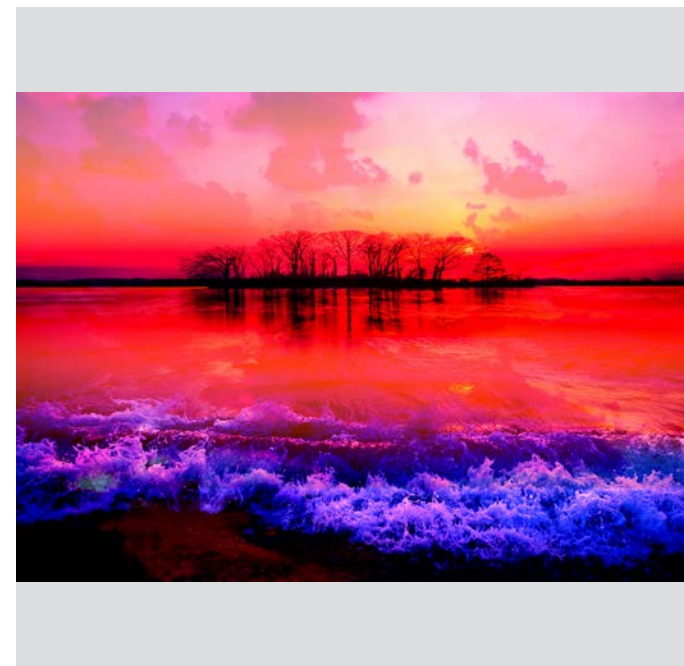
### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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**ENTRANT** Aiden McFall

**TITLE** Digital Composite

**SCHOOL** Elkhart Area Career Center



### ELEMENTS OF ADVERTISING: PHOTOGRAPHY

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**ENTRANT** Savannah Jarnagin

**TITLE** Digital Composite

**SCHOOL** Elkhart Area Career Center



### ELEMENTS OF ADVERTISING: ANIMATION

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**ENTRANT** Ericka Whitman

**TITLE** #UCanCrushHunger FDN Graphics PKG

**SCHOOL** Huntington University

## OUR JUDGES



### GREG BANKS

CEO/Producer/Editor  
Bankshot Media  
South Bend, IN

Greg Banks is CEO/Producer/Editor at Bankshot Media based in South Bend, Indiana. He has nearly thirty years in video production and the broadcast industry, collaborating in various capacities on news promos, commercials, sporting events and documentaries. Greg believes storytelling and connecting to the audience is key to evoking emotion and influencing consumer behavior.



### BOB EWING

Independent Brand Designer  
Indianapolis, IN

Bob Ewing is an Independent Brand Designer from Indianapolis, IN. He chose this title because he works independently and mostly on branding projects.



### MALLORY DUNCAN

Director, Marketing & Communications  
Music for All  
Indianapolis, IN

Mallory has over a decade of experience in communications including media relations, public relations, strategic communications, crisis communications, social media management and executive communications. She started in TV news and has a history in state government, specifically the Department of Transportation. She has started innovative communications programs and provided strategies for communications at a state-wide level. She has managed multi-million dollar projects for multiple companies and currently works at the national nonprofit, Music for All, as the Marketing and Communications Director.

# Thank You



**aaf**

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