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## American Advertising Federation of Fort Wayne Announces Winners of 2023 Advertising Honors Awards

**FORT WAYNE, IN** – The American Advertising Federation of Fort Wayne is pleased to announce the winners of the 2023 Advertising Honors Awards, which were presented at a ceremony held on March 25, 2023, at the Foellinger-Freimann Botanical Conservatory.

The annual Advertising Honors Awards are the premier awards program for the advertising industry in the Fort Wayne area, recognizing outstanding achievements in the field of advertising, celebrating the most creative, innovative and effective campaigns from the Fort Wayne area. This year's competition attracted entries from a wide range of industries, including healthcare, finance, retail, and education.

The winners of the 2023 Advertising Honors Awards are:

- Best In Show Print: Indiana Tech for Get to Know IT
- Best In Show Digital: Berne Apparel for We Are Berne B-to-B video
- Best in Show Student Print: Fitch and Arman Johnson (Ivy Tech) for MLK Jr. Legacy Mural
- Best in Show Student Digital: Sydni Wolpert, Savannah Kern, Matthew Raman (HU) for The Dogs and Wolves Fear Each Other
- Judges' Choice awards were received by Berne Apparel for Berne Logo, One Lucky Guitar, Inc. for Penny Drip Logo and Icon and Forester Film for The Wayfaring Stranger Promo Trailer
- Judge's Choice for student art were awarded to Elliot Martin (HU) for Elliot Martin Cinematography Reel, Leah Hall (USF) for Watercolor Fort Wayne and Grant Giacomini (USF) for The Monster Under My Bed

This year's event attracted a diverse group of advertising professionals, including marketers, designers, and business leaders from across the region. Attendees enjoyed an evening of hunting for dinosaurs while networking, sipping on cocktails, and eating hors d'oeuvres, as well as a spectacular awards ceremony hosted by the American Advertising Federation of Fort Wayne.

"These awards are a testament to the creative and strategic talent that exists in our advertising community," said Tim Litton, President of the American Advertising Federation of Fort Wayne. "We're thrilled to recognize these outstanding campaigns and the students and professionals behind them."

The American Advertising Federation of Fort Wayne would like to extend its congratulations to all of this year's winners and nominees. We look forward to seeing more great work from our advertising community in the years to come.

Gold winners included:

<b>WINNER</b>	<b>CATEGORY</b>	<b>SUB CATEGORY</b>	<b>TITLE OF SUBMISSION</b>
Berne Apparel	Elements of Advertising	Logo and Icon Design	Berne logo
Berne Apparel	Sales Promotion	Direct Marketing	We Are Berne B-to-B video
Excell	Elements of Advertising	Printing	Malibu Boats 2023 Product Guide
Excell	Elements of Advertising	Printing	Watchonista Magazine Vol. 2
Franklin Electric	Collateral	Specialty Advertising	Franklin Electric Baby Gift Box
Indiana Tech	Nonprofit	Print	Get to Know IT
Indiana Tech	Video	Campaign	Student Testimonial Commercial
Indiana Tech	Sales Promotion	Cross Media Campaign	Student Testimonial
LABOV	Video	Internet Commercial	Road Rescue Brand Video
One Lucky Guitar, Inc.	Elements of Advertising	Logo and Icon Design	Penny Drip Logo and Icon
One Lucky Guitar, Inc.	Nonprofit	Print	Foellinger Foundation Flagship Brochure
One Lucky Guitar, Inc.	Elements of Advertising	Logo and Icon Design	Hope's Harbor Logo and Icon
REUSSER	Collateral	Publication Design	Huntington University - Growth Strategic Plan
Elliot Martin	Elements of Advertising	Cinematography/Special Effects	Elliot Martin Cinematography Reel
Fitch and Arman Johnson	Non-Traditional Advertising		MLK Jr. Legacy Mural

Grace Earl	Self Promotion	Audio	My Day
Grant Giacomini	Elements of Advertising	Illustration	The Monster Under My Bed
Jacob Douglass, Colton Sprunger	Video	Internet Commercial	Forester Honey
Sydni Wolpert, Savannah Kern, Matthew Raman	Non-Traditional Advertising		The Dogs and Wolves Fear Each Other
Nicholas Robinson, David Rozema, Joseph Landon	Self Promotion	Online Video	Space Ducks Teaser
Leah Hall	Sales Promotion	Cross Media Campaign	Watercolor Fort Wayne
Lily Martin	Elements of Advertising	Illustration	The Monster Under My Bed
Megan Hostetler, Elliot Martin, Matt Foutz	Self Promotion	Online Video	Arise: A Britt Nicole Documentary
Micah McFadden, Justin Edwards	Video	Broadcast Commercial	Century 21 Bradley Spot
Rebekah Steffen	Elements of Advertising	Photography	Galactic Warrior
Shelby Tackett	Elements of Advertising	Photography	Growth

Silver winners included:

<b>WINNER</b>	<b>CATEGORY</b>	<b>SUB CATEGORY</b>	<b>TITLE OF SUBMISSION</b>
CreativeCat.Co	Elements of Advertising	Logo and Icon Design	CreativeCat.Co - Logo / Identity
Fort Wayne Marketing	Elements of Advertising	Logo and Icon Design	Hoosier Health Insurance Services Logo
Fort Wayne Marketing	Public Service Campaign		Northeast Indiana Works For Me
Fort Wayne Marketing	Elements of Advertising	Copywriting	Northeast Indiana Works For Me
Huntington University	Internet Commercial	Video	Wayfaring Stranger: A Journey into Feature Filmmaking
Indiana Tech	Online Advertising	Website B2C	Building a Century of Excellence Capital Campaign Website

Indiana Tech	Non-Traditional Advertising		Max's Murals
LABOV	Elements of Advertising	Logo and Icon Design	Vinland Reserve Winery Logo and Brand Identity
LABOV	Online Advertising	Social Media	Steel Dynamics Social Media Strategy and Design
LABOV	Sales Promotion	Cross Media Campaign	Stoli Group Brand Overview Presentations
One Lucky Guitar, Inc.	Nonprofit Campaign		Healthier Moms and Babies Rebrand
One Lucky Guitar, Inc.	Nonprofit Campaign		No Matter What
One Lucky Guitar, Inc.	Online Advertising	Social Media	Indiana Michigan Power Clean Energy Social Videos
REUSSER	Self Promotion Campaign		REUSSER Brand Redesign
WaterFurnace International	Sales Promotion	Direct Marketing	"No More Whatchamacallits" Product Naming Mailer
Elliot Martin	Nonprofit	Audio/Online/Video	HU Summer Camps Teaser
Grant Giacomini	Sales Promotion	Cross Media Campaign	Greener Pastures Campaign
Joy Heisey	Sales Promotion	Product/Service Sales Presentation	Conscience Interplanetary Book Cover
Nicholas Robinson, David Rozema	Video	Gaming	Space Ducks the Game
Taylor Stickan	Collateral	Publication Design	The Ghost Hunters Club Book Cover
Leah Hall	Sales Promotion	Product/Service Sales Presentation	Famous in Fort Wayne
Raegan Cureton	Elements of Advertising	Photography	Perfume Bottle
Raegan Cureton	Elements of Advertising	Photography	Environmental Portrait
Raegan Cureton	Elements of Advertising	Photography	Final
Sam Delagrang, Ericka Whitman	Video	Broadcast Commercial	Yamato Spot
Sarah Wright	Elements of Advertising	Illustration	Lenis Comic
Solomon Rangel	Elements of Advertising	Illustration	Job
Tyler Bradley, Hannah Johnson	Public Service	Audio/Online/Video	Bar Fight