



All's Fair in
LOVE *and*
ADVERTISING

2026 American Advertising Awards

aaf® dallas

Our love letter to **THE WORK**



All's fair in love and advertising, and if that is true anywhere, it is here in Dallas.

Dallas doesn't just produce advertising — it produces impact. The work created here sparks conversations, changes behavior, and drives business in ways that reach far beyond our city.

This year's show is our love letter to you, the strategists, creatives, producers, media experts, clients, students, and partners who pour your hearts into the work every single day. It demands late nights, tough feedback, brave ideas, impossible timelines, and budgets that are never enough. And yet, you keep showing up and delivering because you love it. That passion is exactly what inspired this year's theme.

To everyone who entered work, judged, volunteered, mentored, sponsored, or supported AAF Dallas this year, you are part of a legacy that continues to grow because of the talent and energy in this market.

Producing a show of this scale, one worthy of the largest club in the country, takes incredible talent. A heartfelt thank you to Cheil, our 2026 AAA's Creative Sponsor, for bringing this vision to life.

So tonight, celebrate the work, your teams, and the partnerships that made it possible. You've earned it.

Elisabeth Zuerker
President, AAF Dallas



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- 11 Student Awards
- 35 Professional Awards — Silver
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- 98 Mosaic Award
- 103 Best in Show
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SUITS AWARDS

SUITS AWARDS

KYLA BAXTER

**Agency Account Director /
Sr. Director of the Year**
Senior Account Director
Cheil USA

JULES DAVIS

**Agency Account Executive /
Sr. Account Executive of the Year**
Account Executive
3Headed Monster

ARIANNA RUOCCO

Agency Jr. Strategist / Strategist of the Year
Data Operations Specialist
Arm Candy

SAM KENNEDY

Agency Leader of the Year
Associate Creative Director
Medium Giant

JASMINE MILSAP

**Agency Media Buyer /
Sr. Media Buyer of the Year**
Media Investment Manager
Arm Candy

ABBEY HAMILTON

**Agency Media Buying Director /
Senior Director of the Year**
Associate Director of Media Investment
Arm Candy

SPENCER MCCLELLAN

**Agency Media Buying Supervisor /
Sr. Supervisor of the Year**
Media Investment Supervisor
Arm Candy

STACY GRANADO

**Agency Media Director /
Sr. Media Director of the Year**
Associate Media Director
Arm Candy

WHITNEY KELLY

**Agency Media Planner /
Sr. Media Planner of the Year**
Media Supervisor
Arm Candy

MEILYN ACEVEDO

**Agency Media Supervisor / Sr. Media
Supervisor of the Year (mid-level)**
Media Supervisor
Truth Marketing + Media

CHRIS LEE

**Agency Social Media Director /
Sr. Social Media Director**
Strategy Director
3Headed Monster

FRANCESCA MISHRIKI

**Agency Social Media Supervisor /
Sr. Social Media Supervisor (mid-level)**
Associate Director of Paid Social
Truth Marketing + Media

NILLA PAINE

**Agency Sr. Strategist /
Strategy Supervisor of the Year (mid-level)**
Senior Strategist
Plot Twist Creativity

TEBA VARGHESE

Agency Sr. / Director Level Strategist of the Year
Connections Strategy Associate Director
TRG

KELLY POQUIZ BURKE

Agency Support of the Year
Founder & CEO
Career Slay

CICIS PIZZA

Client of the Year
Justin Whitehead
Cicis Pizza

MARK ALLEN

Educator of the Year
Creative Program Director
SMU: Temerlin Advertising Institute

ANDY VON KENNEL

Media Partner of the Year
President & Partner
Arm Candy

TRUTH MARKETING + MEDIA

MOSAIC Champion of the Year
Truth Marketing + Media

KIM ALEXANDER

Producer of the Year
Director of Production
Plot Twist Creativity

RECESS EDITORIAL

Production Partner of the Year
Editorial House
Recess Editorial

MADDIE HARLAN

Young Professional of the Year
Media Manager
Arm Candy



Student AWARDS

STUDENT AWARDS | SILVER

Title
Community Coffee Packaging

Category
Packaging

Recipient
Abby Harris

University
East Texas A&M University



Title
Due West Motel Packaging

Category
Packaging

Recipient
Kiley McDougall

University
East Texas A&M University

Title
Doc Martens Shoes

Category
Campaign

Recipient
Quincie Whitmire

University
University of North Texas



Title
Outdoor Element

Category
Logo Design

Recipient
CJ Kaltwasser

University
Baylor University

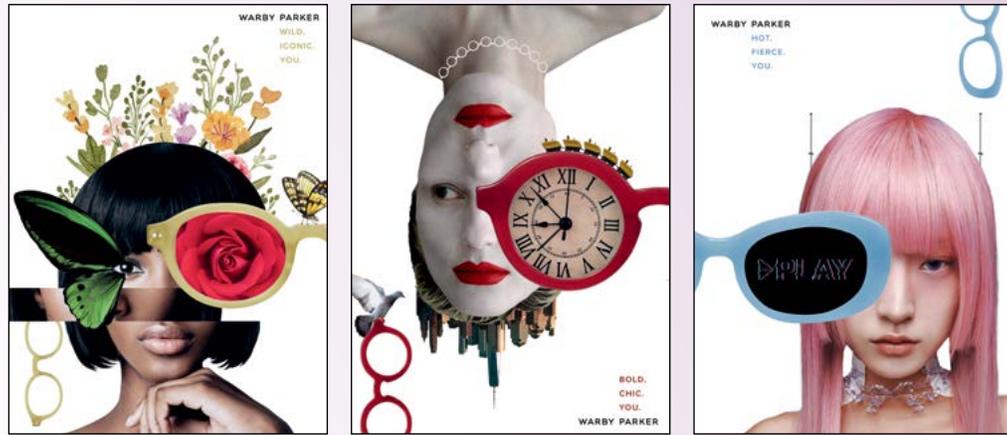
STUDENT AWARDS | SILVER

Title
Warby Parker You Campaign

Category
Campaign

Recipient
Kristine Ahmadi
& Aileen Sanchez

University
Southern Methodist University



Title
Sake Bottle

Category
Packaging

Recipient
Je'Wel Jones

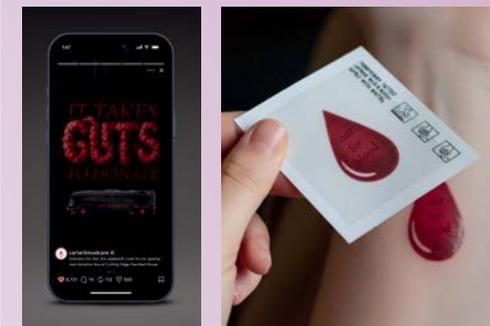
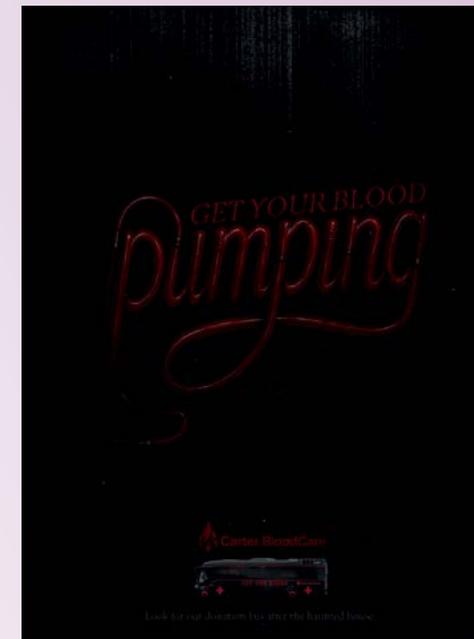
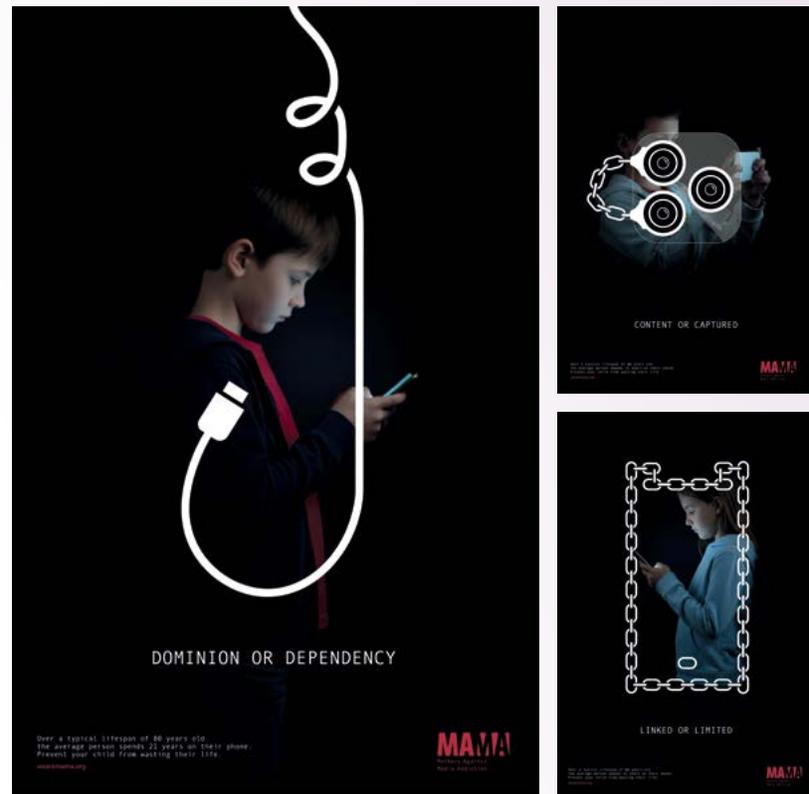
University
East Texas A&M University

Title
Social Media Campaign
(MAMA)

Category
Campaign

Recipient
Ella Sparks

University
Baylor University



Title
Carter BloodCare /
Out for Blood

Category
Consumer Campaign

Recipient
Rachel Rodgers
& Lily James

University
Southern Methodist
University

STUDENT AWARDS | SILVER

Title

Stare Loungewear Logo

Category

Logo Design

Recipient

Jordan Naivar

University

Southern Methodist University



Title

Purell Outdoor Campaign

Category

Campaign

Recipient

Rachel Rodgers & Estella Call

University

Southern Methodist University



Title

The Museum of Modern Art / FMoMA

Category

Consumer Campaign

Recipient

Sage Esaili & Keely Lei

University

Southern Methodist University



Title

The Real Real

Category

Campaign

Recipient

Olivia Atherton & Lily James

University

Southern Methodist University

STUDENT AWARDS | SILVER

Title

Deathwish Coffee /
 Dangerously Strong

Category

Campaign

Recipient

Alexandra Lopez & Estella Call

University

Southern Methodist University



Title

UGG Campaign

Category

Campaign

Recipient

Samantha Penny
& Knox Miller

University

Southern Methodist
University

Title

Minor League Baseball

Category

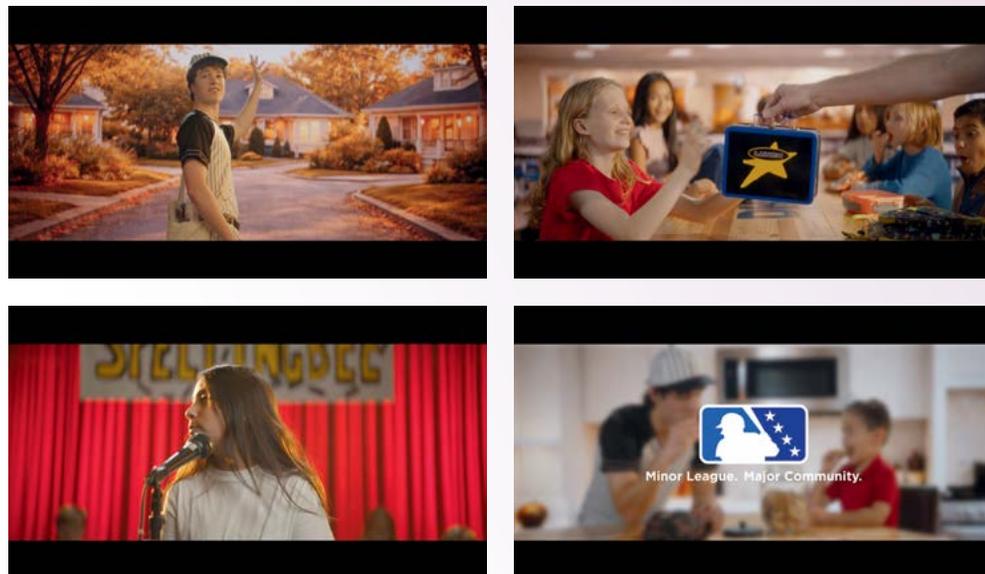
Single

Recipient

Lucy Kieffer & Kaya Lee

University

Southern Methodist University



Title

Bicycle Safety PSA
Campaign

Category

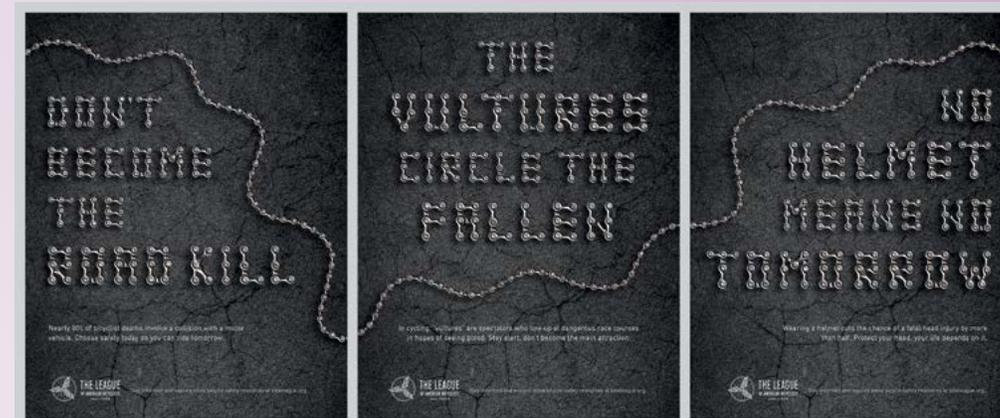
Typeface Design

Recipient

Emily Harthcock

University

East Texas A&M University



STUDENT AWARDS | SILVER

Title
World War II
Limited Edition Boxset

Category
Cover/Editorial Spread
or Feature - Series

Recipient
Jorja De Guzman

University
University of Texas
at Arlington



Title
Warlocks

Category
Stationery Package -
Single or Multiple pieces

Recipient
Rachel Schneider

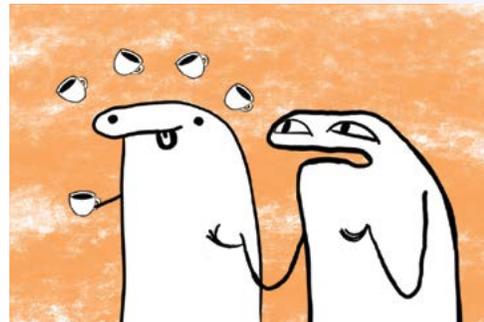
University
University of Texas
at Arlington

Title
Overthinker Business Cards

Category
Stationery Package -
Single or Multiple Pieces

Recipient
Rachel Rodgers

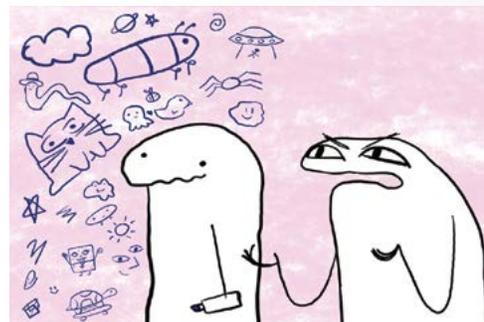
University
Southern Methodist University



My two braincells, Blinky and Mildly Concerned Greg, co-run my brain. Blinky's chugging coffee instead of water. "Hydration's a suggestion," he twitches. Blinky downs espresso #5. "You're vibrating," Greg says. Blinky whispers, "I'm ascending."

Welcome to the inside of my head.

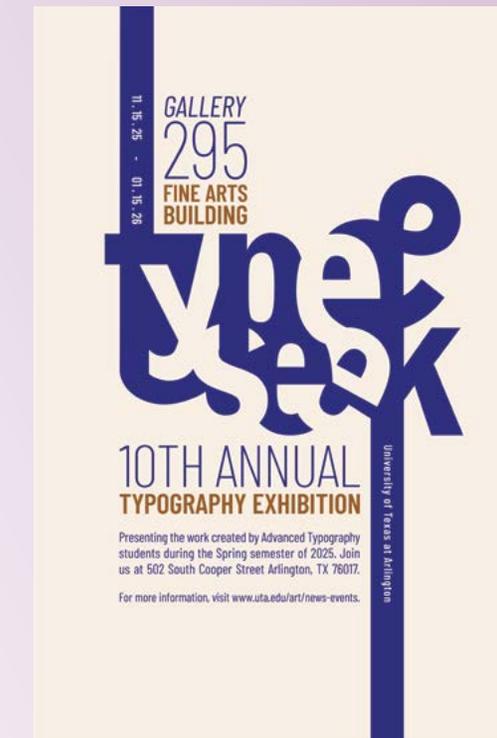
Rachel Rodgers
Overthinker
972-757-2430
rachelrodgers.rhr@gmail.com
rachelhanarodgers.myportfolio.com



My two braincells, Blinky and Mildly Concerned Greg, co-run my brain. Blinky is expressing himself! Greg's frantically googling "how to remove permanent marker" while muttering, "We talked about this." The fridge is already Blinky's next canvas.

Welcome to the inside of my head.

Rachel Rodgers
Overthinker
972-757-2430
rachelrodgers.rhr@gmail.com
rachelhanarodgers.myportfolio.com



Title
Type & Seek Exhibition

Category
Special Event Materials
(invitations, announcements,
cards, etc.)

Recipient
Veronica Girgis

University
University of Texas
at Arlington

STUDENT AWARDS | GOLD

Title

Hot Sauce Zine

Category

Single (Full Page or Less)

Recipient

Hannah Kim

University

East Texas A&M University



Title

The Cost of Bleeding

Category

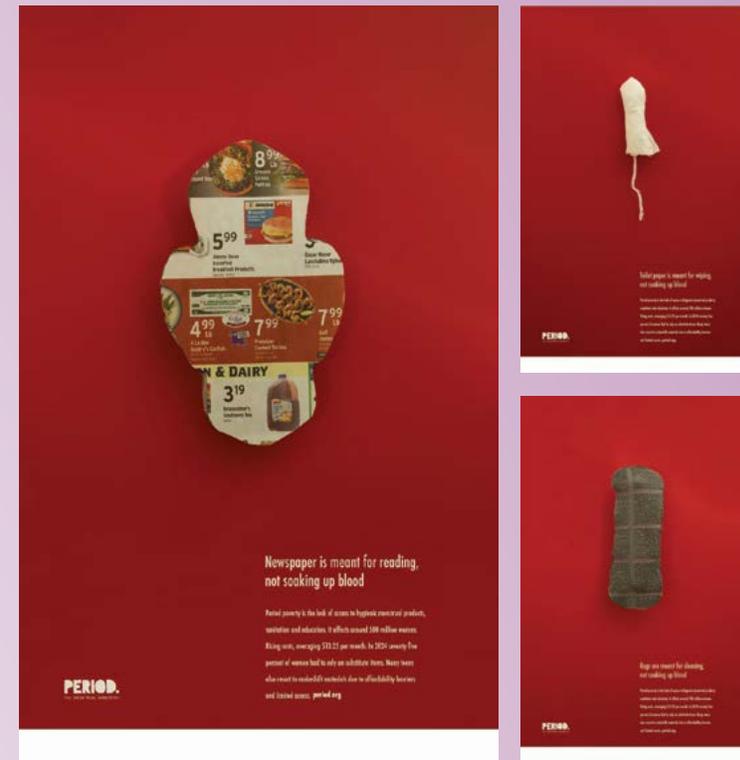
Campaign

Recipient

Lily Asher

University

Baylor University



Title

Alaskan and Hawaiian Airlines Co-op

Category

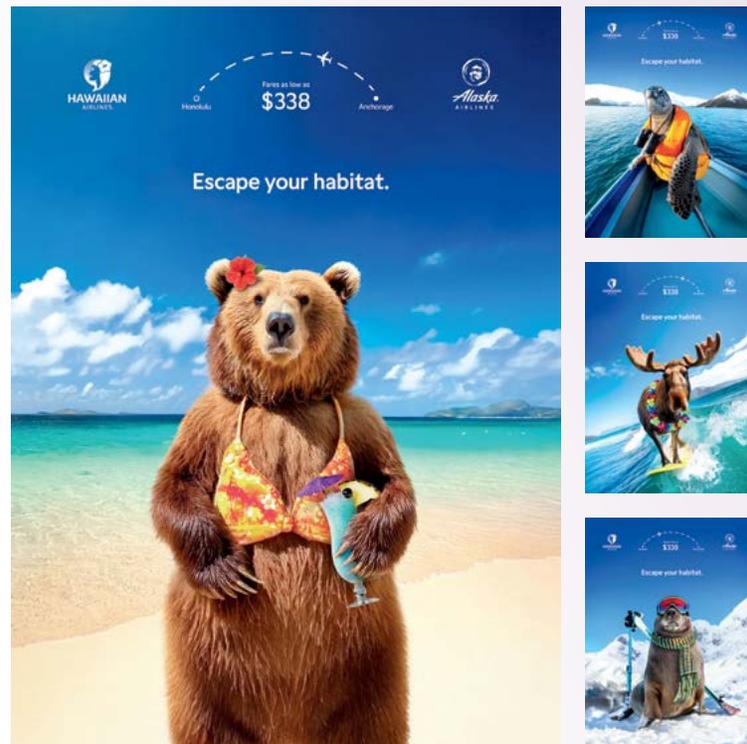
Campaign

Recipient

Christina Pearson

University

University of North Texas



Title

Vampire Punch

Category

Direct Marketing

Recipient

Rachel Rodgers

University

Southern Methodist University



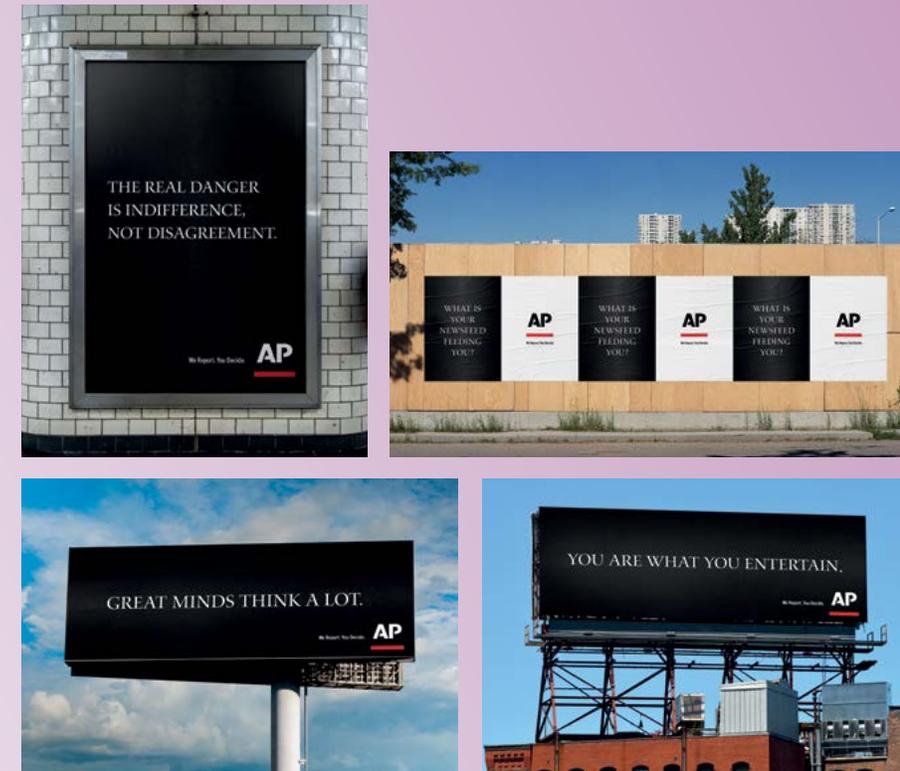
STUDENT AWARDS | GOLD

Title
Love at First Drop

Category
Campaign

Recipient
Bernadette Cruz
& Caroline Corcoran

University
Southern Methodist University



Title
The Associated Press

Category
Copywriting

Recipient
Gabriella Spear

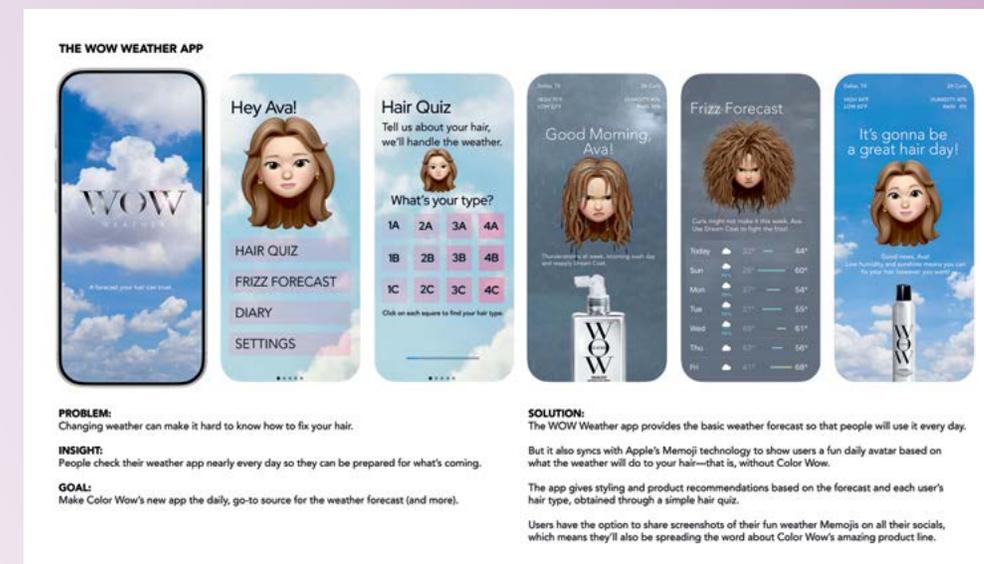
University
Southern Methodist University

Title
Tastefully Indulgent

Category
Consumer Campaign

Recipient
Jiwon Yang

University
University of North Texas



Title
WOW: Hair Forecast Weather App

Category
App (Mobile or Web-Based)

Recipient
Lucy Kieffer
& Aileen Sanchez

University
Southern Methodist University

STUDENT AWARDS | GOLD

Title
Letterboxd / Find Your Fandom

Category
Copywriting

Recipient
Da'Shon Bright,
Gabriella Spear
& Nicole Sustaita-Felici

University
Southern Methodist University

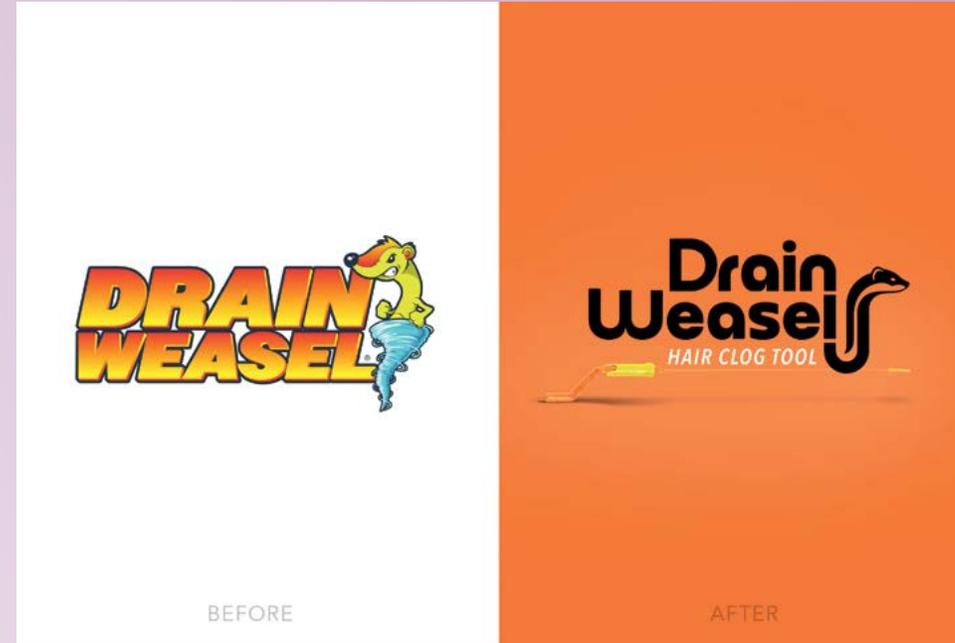
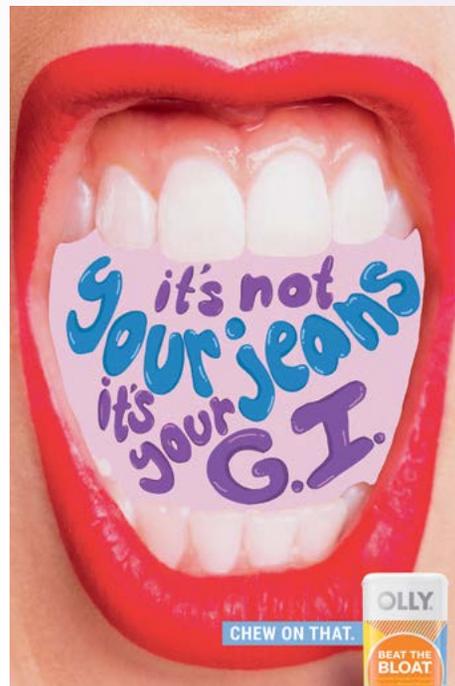


Title
Olly Gummy Vitamins /
Chew On That

Category
Copywriting

Recipient
Aviana Churchill
& Carrington Miller

University
Southern Methodist University

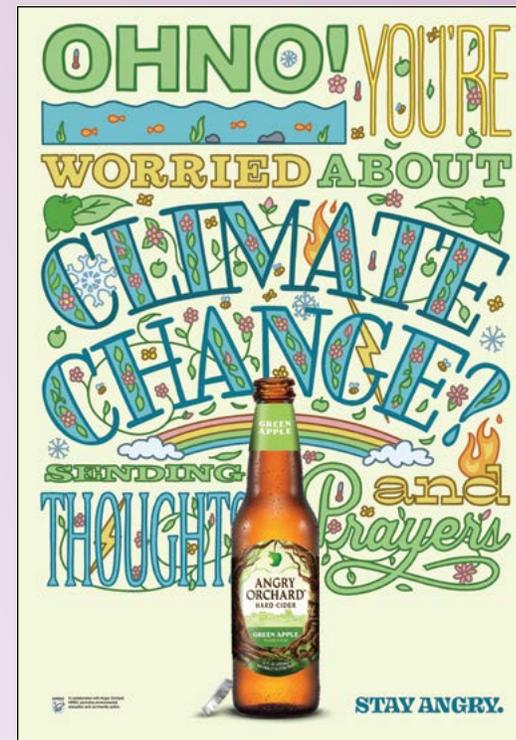


Title
Drain Weasel Logo Redesign

Category
Logo Design

Recipient
Kristine Ahmadi
& Estella Call

University
Southern Methodist
University



Title
Angry Orchard Campaign

Category
Campaign

Recipient
Jordan Naivar & Estella Call

University
Southern Methodist
University

STUDENT AWARDS | GOLD

Title
Angry Orchard Campaign

Category
Campaign

Recipient
Jordan Naivar and Estella Call

University
Southern Methodist University



Title
Funyuns:
Unapologetically Tempting

Category
Single

Recipient
Caroline Corcoran
& Kailyn Sawhny

University
Southern Methodist
University

Title
WIRED: How Social Media
Divides Us

Category
Cover/Editorial Spread
or Feature - Series

Recipient
Ethan Jones

University
Southern Methodist University



Title
Chew on that.

Category
Campaign

Recipient
Aviana Churchill
& Carrington Miller

University
Southern Methodist
University

STUDENT AWARDS | GOLD

Title
Quantum Creamery Branding

Category
Single

Recipient
Louis Benadivez

University
University of Texas
at Arlington

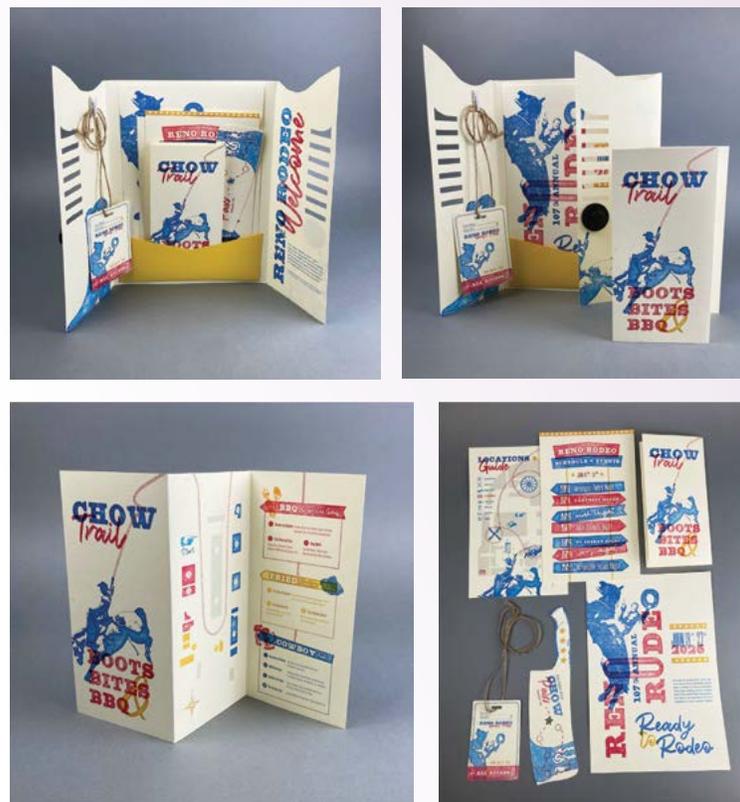


Title
2026 Reno Rodeo
Welcome Kit

Category
Special Event Materials
(invitations, announcements,
cards, etc.)

Recipient
Sofia Bohn

University
University of Texas
at Arlington



STUDENT AWARDS | BEST IN SHOW

Title
The Cost of Bleeding

Category
Campaign

Recipient
Lily Asher

University
Baylor University





Professional
Awards **SILVER**

PROFESSIONAL AWARDS | SILVER

Title

Quge-tips

Category

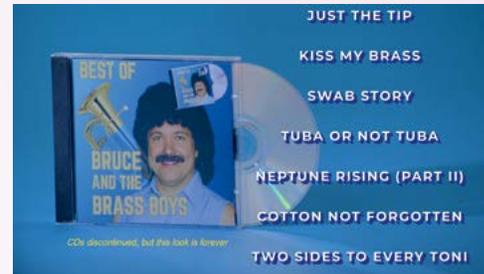
Internet Commercial

Recipient

3Headed Monster

Client

Elida Beauty



Title

Wild Pleasures

Category

Illustration Series

Recipient

BeautifulBeast

Client

Baris Frozen Treats

Title

Minivan Mom Club

Category

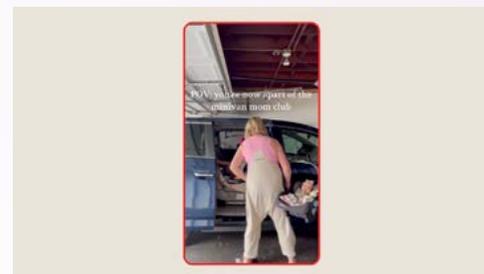
Social Media, Single Execution

Recipient

Saatchi & Saatchi

Client

Toyota Motor North America



Title

Mom's Heart

Category

Integrated Advertising Campaign

Recipient

BeautifulBeast

Client

Argentine Heart Foundation / Fundación Cardiológica Argentina



PROFESSIONAL AWARDS | SILVER

Title

Love with no B.S.

Category

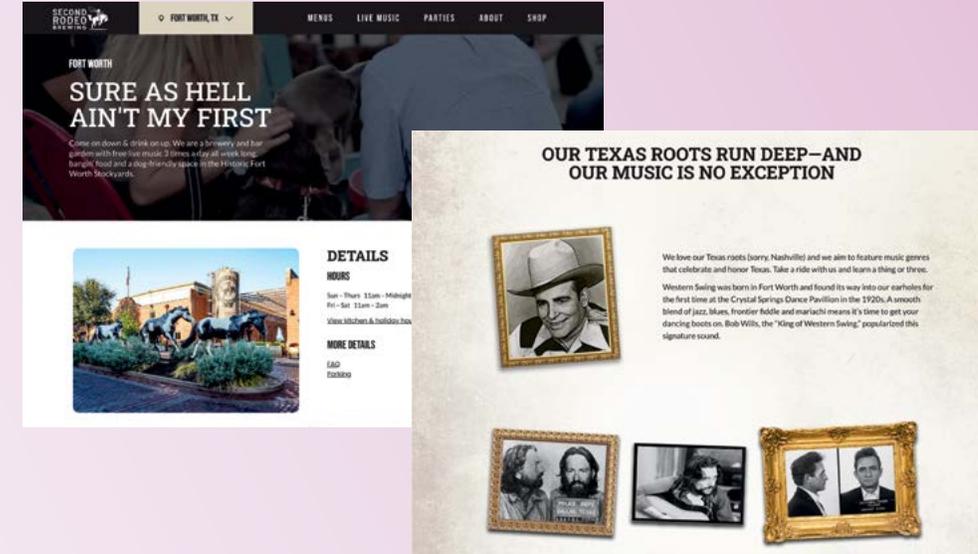
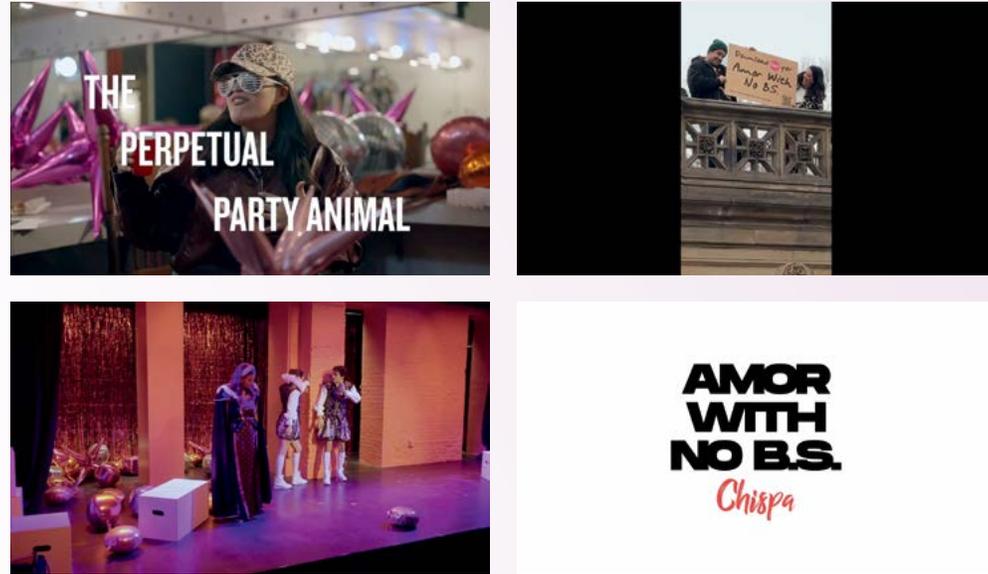
Event

Recipient

BeautifulBeast

Client

Match Group



Title

Second Rodeo

Category

Consumer Website

Recipient

Illuminere

Client

Second Rodeo Brewing

Title

Fat Rosie's Kick-Ass
New Branding

Category

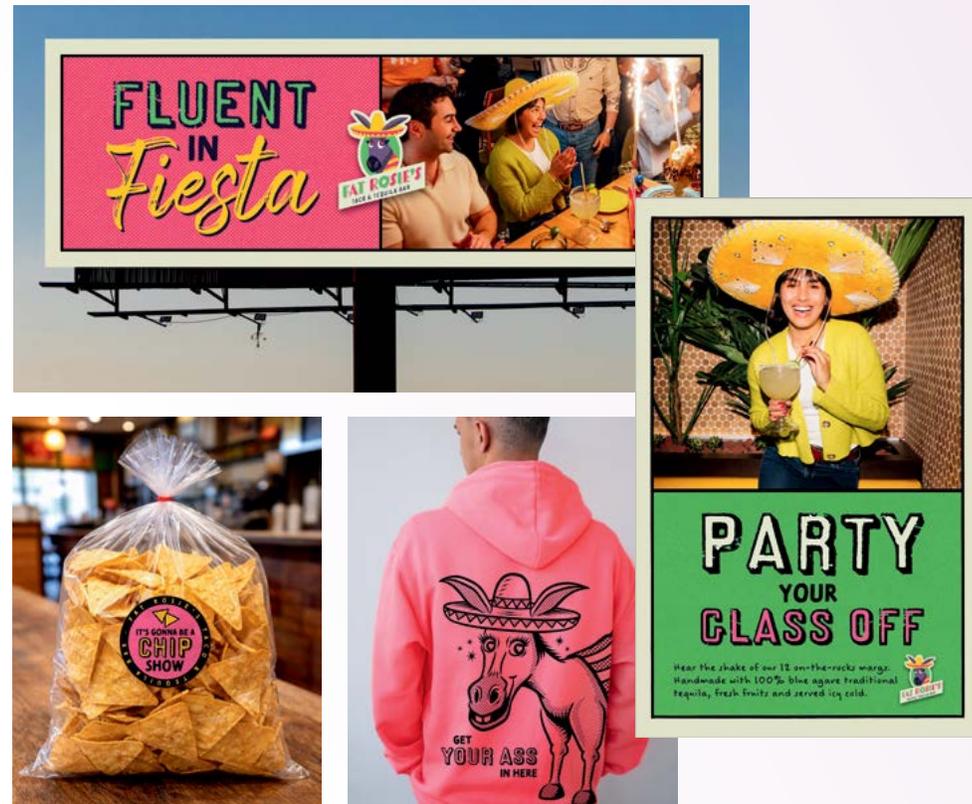
The Extreme Makeover Award

Recipient

The Agency Hack

Client

Fat Rosie's Taco &
Tequila Bar / Más Mex



Title

Texture ID Package
Redesign

Category

Campaign

Recipient

Fortunato

Client

Sally Beauty



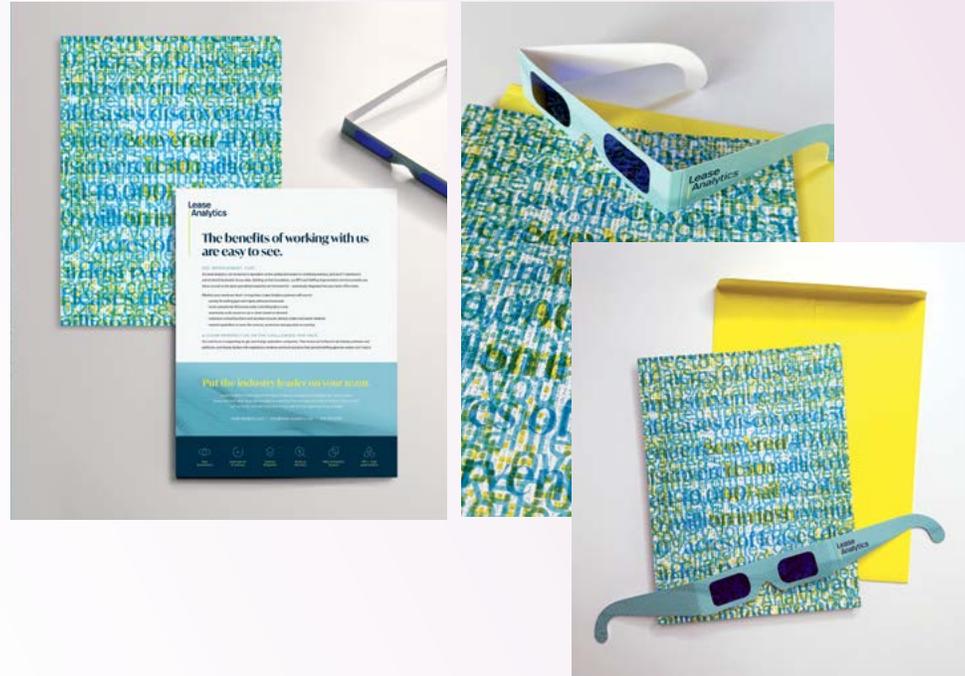
PROFESSIONAL AWARDS | SILVER

Title
Lease Analytics Decoder DM

Category
Direct Mail 3D / Mixed

Recipient
masonbaronet

Client
Lease Analytics



Title
Anacacho -
Coffee & Cantina

Category
Logo Design

Recipient
The Shop

Client
Crescent Hotels

Title
Payne Mitchell Ramsey
Rollaway DM

Category
Direct Mail

Recipient
masonbaronet

Client
Payne Mitchell Ramsey
Law Group



Title
Pride Museum of Texas

Category
Public Service Online /
Interactive

Recipient
TRG

Client
Pride Museum of Texas

PROFESSIONAL AWARDS | SILVER

Title

SHM Website

Category

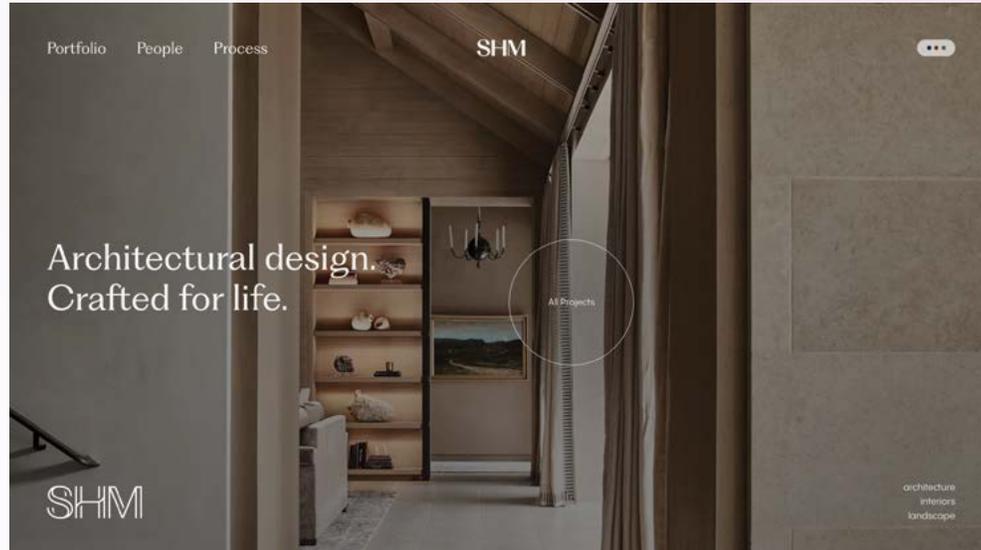
Consumer Website

Recipient

The Matchbox Studio

Client

SHM Architects



Title

On A Mission to Heal

Category

Animation, Special Effects or Motion Graphics

Recipient

TRG

Client

TotalCare



Title

Coming Together

Category

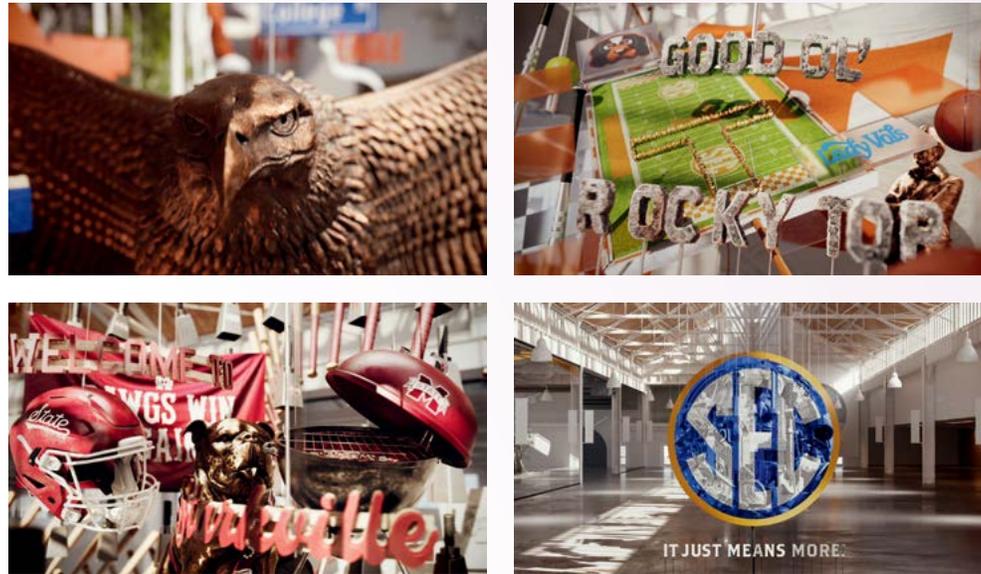
Regional / National Television Commercial

Recipient

TRG

Client

Southeastern Conference



Title

Your Blizzard Song Campaign

Category

Regional / National Television Commercial Campaign

Recipient

The LOOMIS Agency

Client

Texas Dairy Queen Operator's Council



PROFESSIONAL AWARDS | SILVER

Title

Turntable

Category

Internet Commercial

Recipient

TRG

Client

Crazy Water



Title

Samsung Galaxy DOOH

Category

Animated / Video Boards

Recipient

Cheil USA

Client

Samsung Electronics America

Title

Take A Closer Look

Category

Animation, Special Effects or Motion Graphics

Recipient

Baylor Scott & White Health & Wolfman Creative

Client

Baylor Scott & White Health



Title

Mango Mixer

Category

Mobile App

Recipient

Augustine Agency

Client

National Mango Board

PROFESSIONAL AWARDS | SILVER

Title

Birth

Category

Local Television
Commercial :30

Recipient

TRG

Client

MemorialCare



Title

Congratulations

Category

Local Television
Commercial :30

Recipient

TRG

Client

MemorialCare



Title

Texan Way

Category

Multiple Boards

Recipient

TRG

Client

Texans Credit Union

Title

Susan G Komen

Category

Point of Purchase Campaign

Recipient

Augustine Agency

Client

Avocados from Mexico



PROFESSIONAL AWARDS | SILVER

Title
TollTag - "Cut Your Bill in Half"

Category
Integrated Advertising
Campaign - Local - Consumer

Recipient
Flywheel

Client
NTTA



Title
Take A Closer Look

Category
Single Unit

Recipient
Baylor Scott & White Health
and Wolfman Creative

Client
Baylor Scott & White Health



Title
OMIC Defending
Ophthalmology Report

Category
Printed Annual Report

Recipient
Spire Agency

Client
Ophthalmic Mutual
Insurance Company



Title
Take A Closer Look

Category
Single Unit - Any Size

Recipient
Baylor Scott & White Health
and Wolfman Creative

Client
Baylor Scott & White Health

PROFESSIONAL AWARDS | SILVER

Title

Loved by Texas

Category

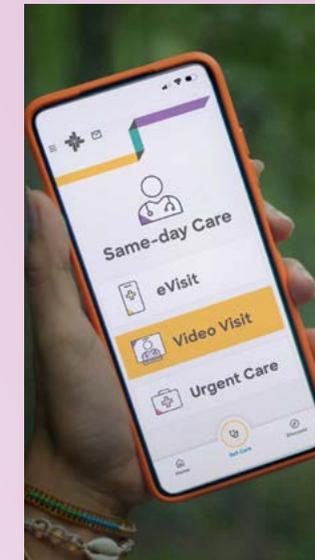
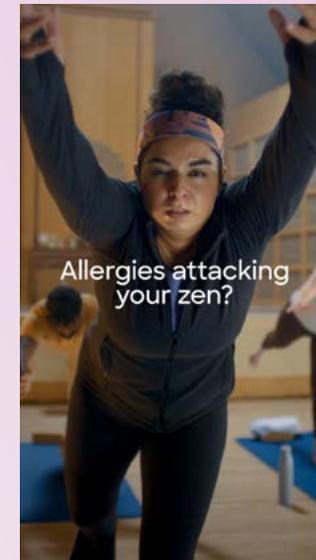
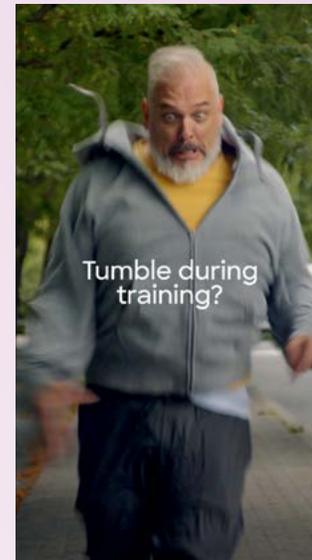
Illustration Series

Recipient

Baylor Scott & White Health and Wolfman Creative

Client

Baylor Scott & White Health



Title

Take Back the Day

Category

Internet Commercial Campaign

Recipient

Baylor Scott & White Health and Wolfman Creative

Client

Baylor Scott & White Health

Title

Take Back the Day

Category

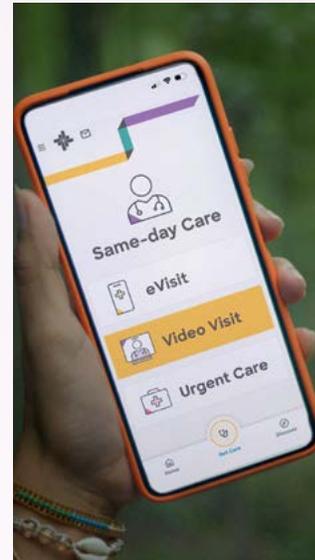
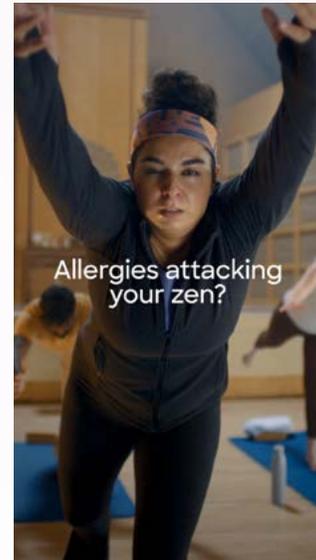
Social Media, Campaign

Recipient

Baylor Scott & White Health and Wolfman Creative

Client

Baylor Scott & White Health



Title

Take Back the Day

Category

Regional / National Television Commercial Campaign

Recipient

Baylor Scott & White Health and Wolfman Creative

Client

Baylor Scott & White Health

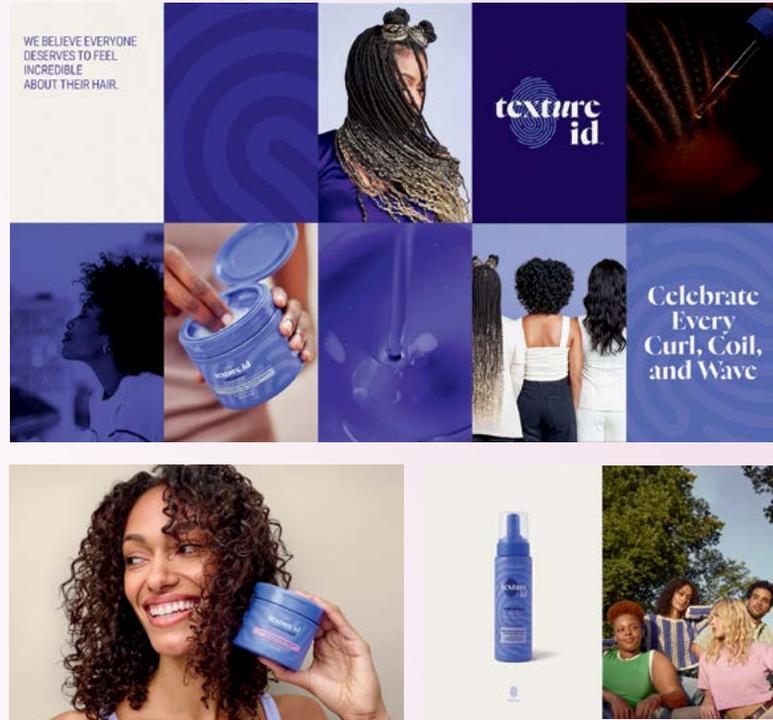
PROFESSIONAL AWARDS | SILVER

Title
Texture ID Package Redesign

Category
The Extreme Makeover Award

Recipient
Fortunato

Client
Sally Beauty

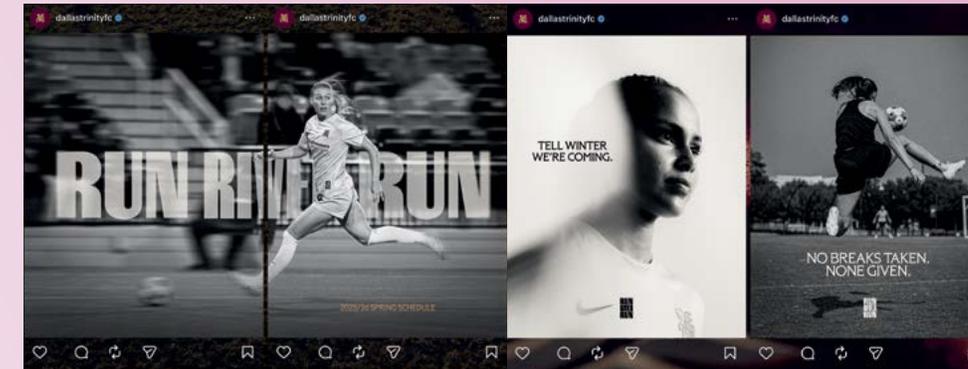
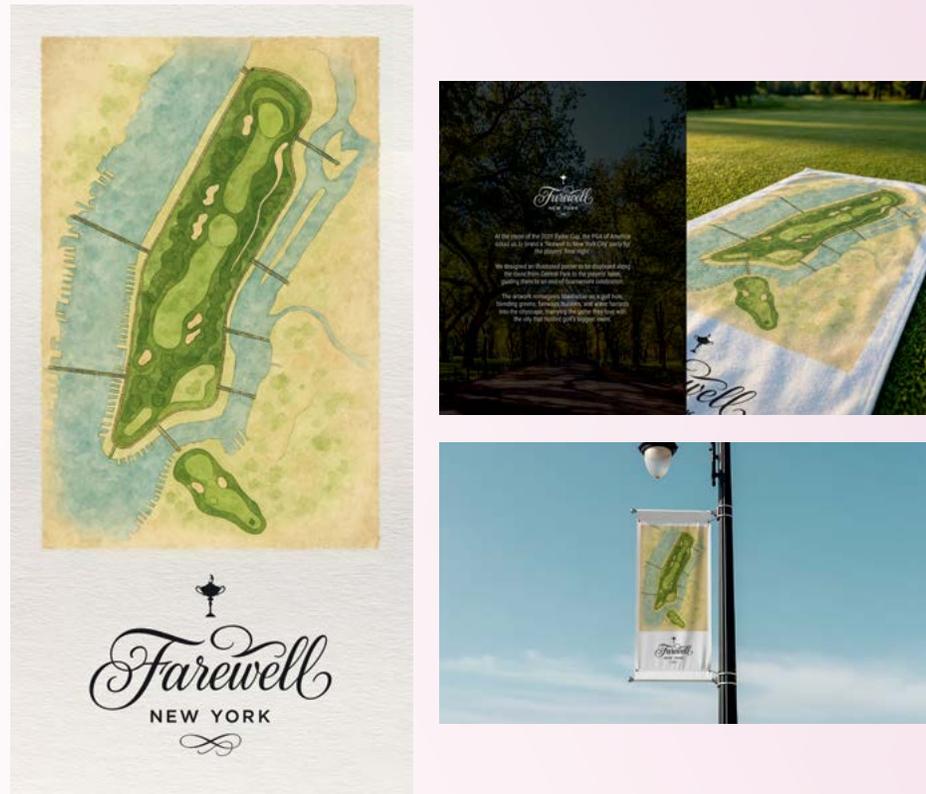


Title
Farewell to New York
Event Poster

Category
Poster

Recipient
Fortunato

Client
PGA of America

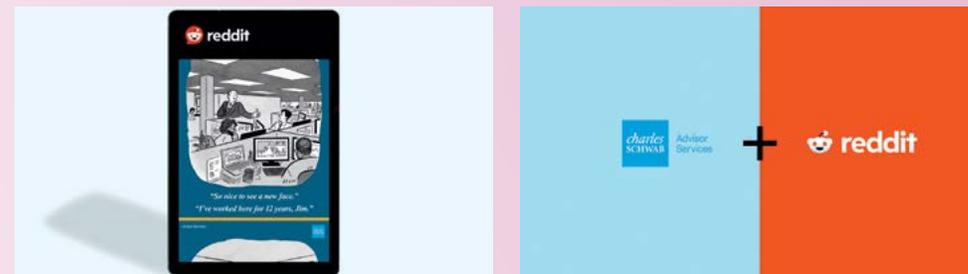
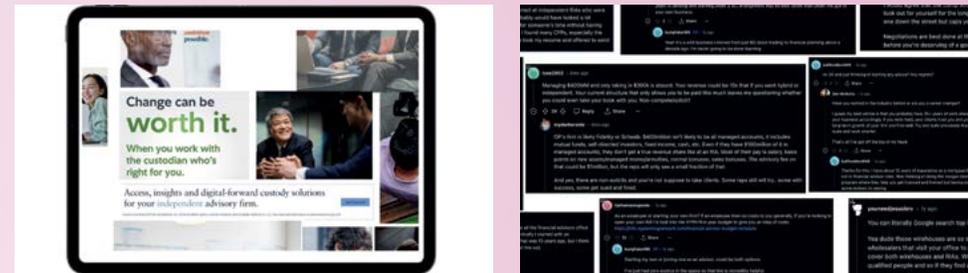


Title
"Run River Run" Campaign

Category
Integrated Advertising
Campaign - Local -
Consumer

Recipient
Fortunato

Client
Dallas Trinity FC



Title
Schwab Comics on Reddit

Category
Social Media, Campaign

Recipient
TRG

Client
Charles Schwab

PROFESSIONAL AWARDS | SILVER

Title

Tiff's Treats - April Fools

Category

The Dallas Foodie

Recipient

The Shop

Client

Tiff's Treats Cookie Delivery



Title

The National Medal of Honor Museum

Category

Corporate Social Responsibility Non-Broadcast Audio / Visual

Recipient

DHD Films

Client

National Medal of Honor Museum

Title

Goya "For Real Moments"

Category

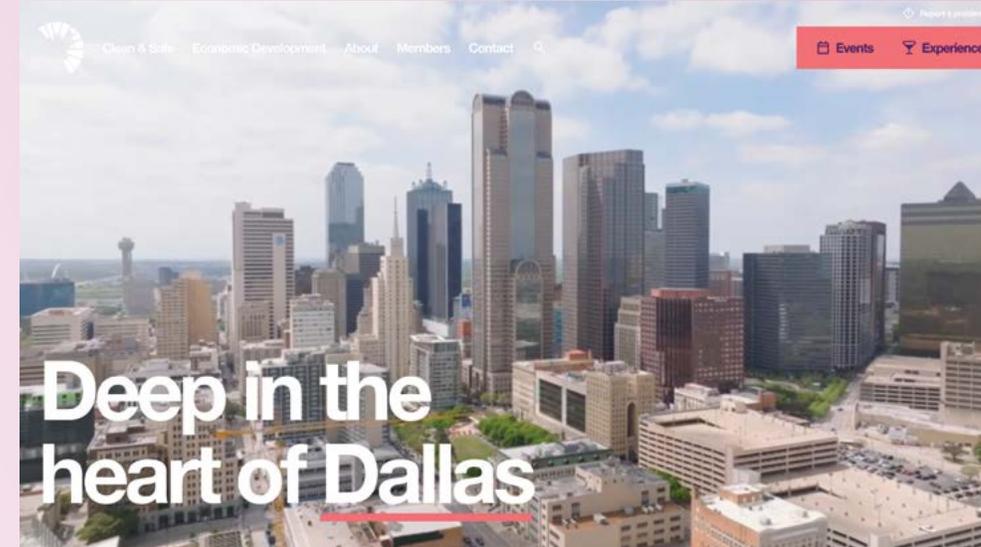
Video Editing

Recipient

Republic

Client

Goya



Title

Downtown Dallas Website

Category

Consumer Website

Recipient

The Matchbox Studio

Client

Downtown Dallas, Inc.

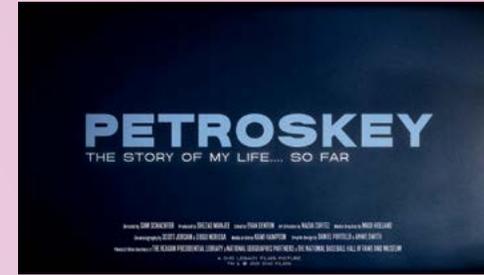
PROFESSIONAL AWARDS | SILVER

Title
Listen To Your Body Social Campaign

Category
Social Media, Campaign

Recipient
Slingshot Advertising

Client
IDLife



Title
Dale Petroskey Legacy Film Trailer

Category
Video Editing

Recipient
DHD Films

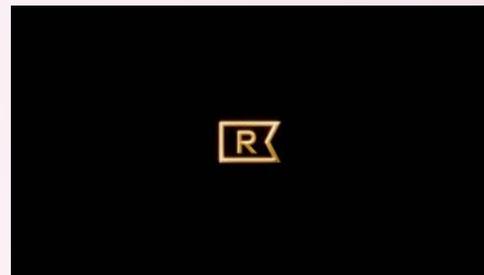
Client
Dale Petroskey

Title
Moving Day

Category
Advertising Industry Self-Promotion Film, Video & Sound

Recipient
Republic

Client
Republic



Title
Water Is Basic: Vision 2030

Category
Public Service Online Film, Video & Sound

Recipient
DHD Films

Client
Water Is Basic

PROFESSIONAL AWARDS | SILVER

Title

Dallas Mavericks:
Pegasus City

Category

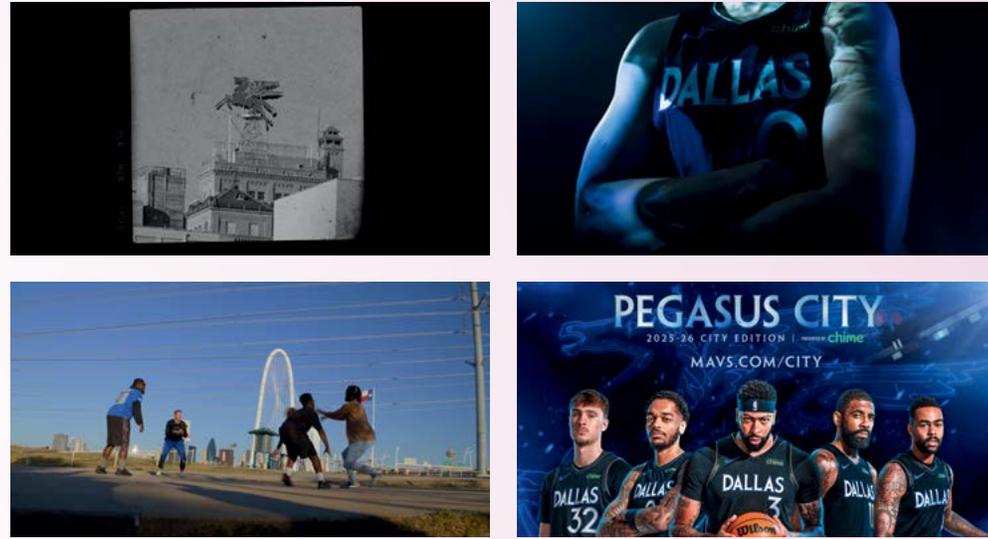
The Best of Corporate
Creative

Recipient

See Pictures Production

Client

Dallas Mavericks



Title

AA Runway to Leadership
Intern Prgm

Category

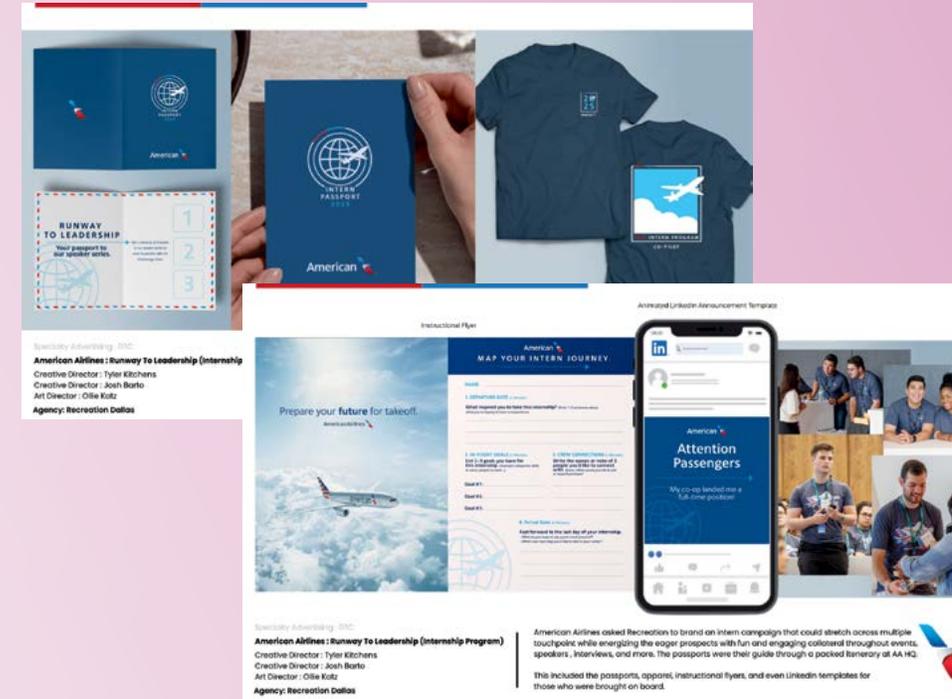
Specialty Advertising
Campaign

Recipient

Recreation Dallas

Client

American Airlines



Title

Monster Mash

Category

Brand Elements

Recipient

3Headed Monster

Client

3Headed Monster



Title

Primanti Bros -
1.866.SAD.WINGS

Category

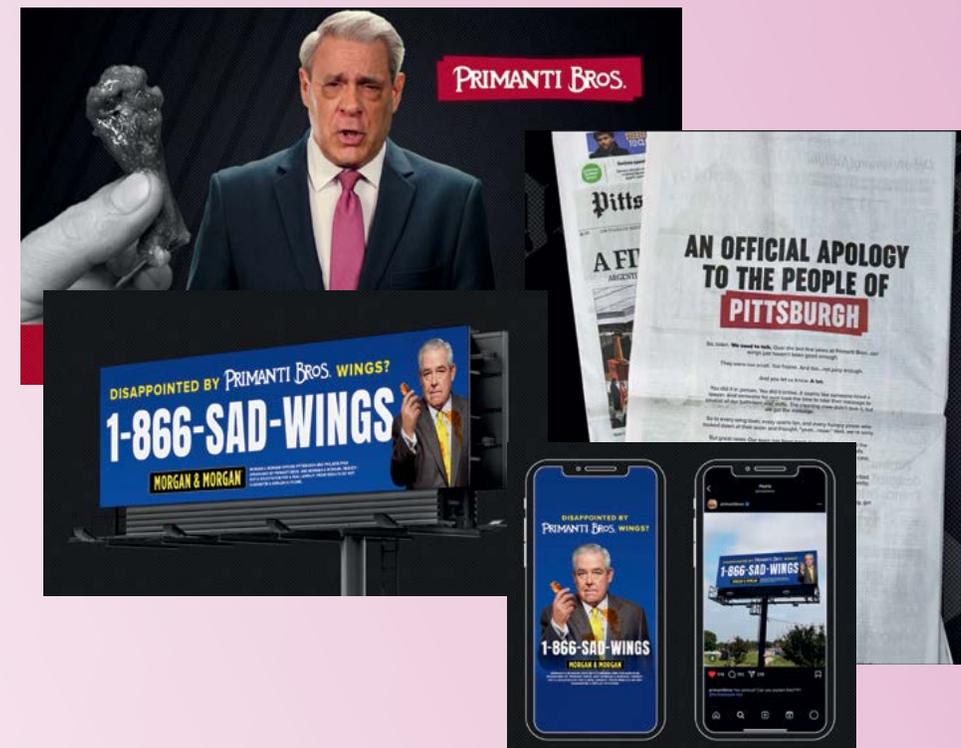
Integrated Advertising
Campaign - Regional /
National - Consumer

Recipient

The Infinite Agency

Client

Primanti Bros



PROFESSIONAL AWARDS | SILVER

Title

Big Hospital

Category

Animation, Special Effects or Motion Graphics

Recipient

TRG

Client

TotalCare



Title

Scroll

Category

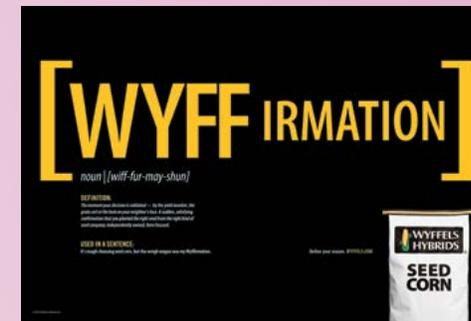
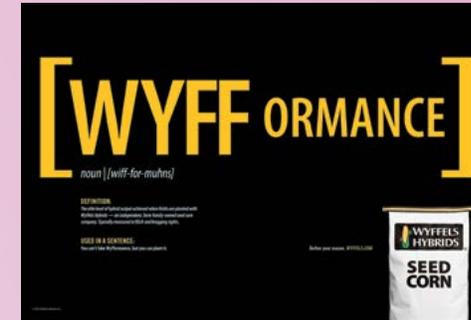
Animation, Special Effects or Motion Graphics

Recipient

TRG

Client

TotalCare



Title

"Define Your Season"
Print Campaign

Category

Campaign

Recipient

O&H Brand Design

Client

Wyffels Hybrids

Title

"Make Some Noise"
TV Spot

Category

Regional / National
Television Commercial

Recipient

O&H Brand Design

Client

Wyffels Hybrids



PROFESSIONAL AWARDS | SILVER

Title

"Designer on a Recliner" Card

Category

Special Event Materials
(printed or digital)

Recipient

O&H Brand Design

Client

O&H Brand Design



Title

Tips from the Tool Shaq

Category

Regional / National
Television Commercial
Campaign

Recipient

LERMA/ Advertising

Client

The Home Depot

Title

Samsung x Google Gemini
Museum

Category

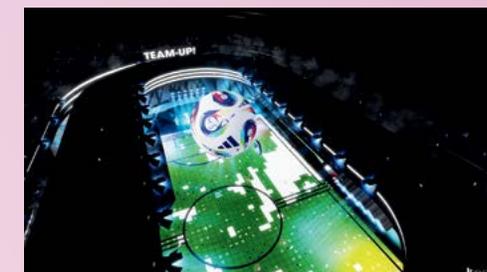
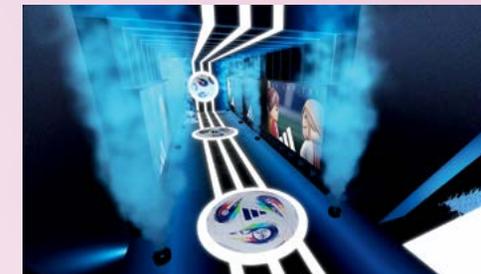
Out-Of-Home Multiple
Installations

Recipient

Cheil USA

Client

Samsung Electronics America



Title

adidas x UEFA WEURO 2025!

Category

Games

Recipient

Polycount

Client

Adidas

PROFESSIONAL AWARDS | SILVER

Title

Quge-tips

Category

Packaging

Recipient

3Headed Monster

Client

Elida Beauty



Title

Viva Vans Warped Tour

Category

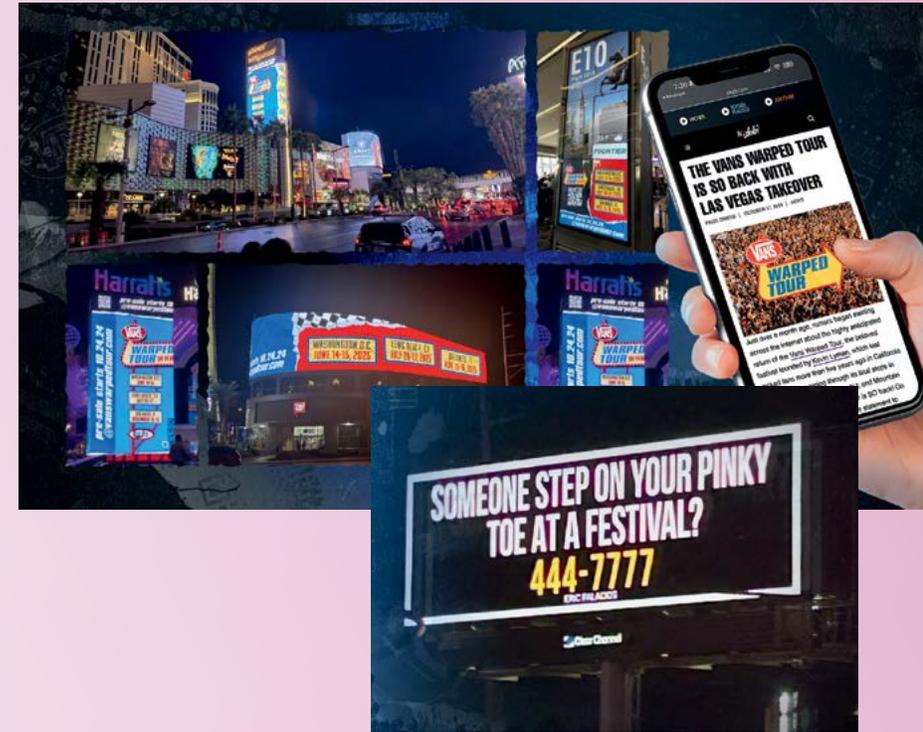
Guerrilla Marketing

Recipient

Tom Schally

Client

Live Nation Entertainment



Title

Samsung x Google Gemini Museum

Category

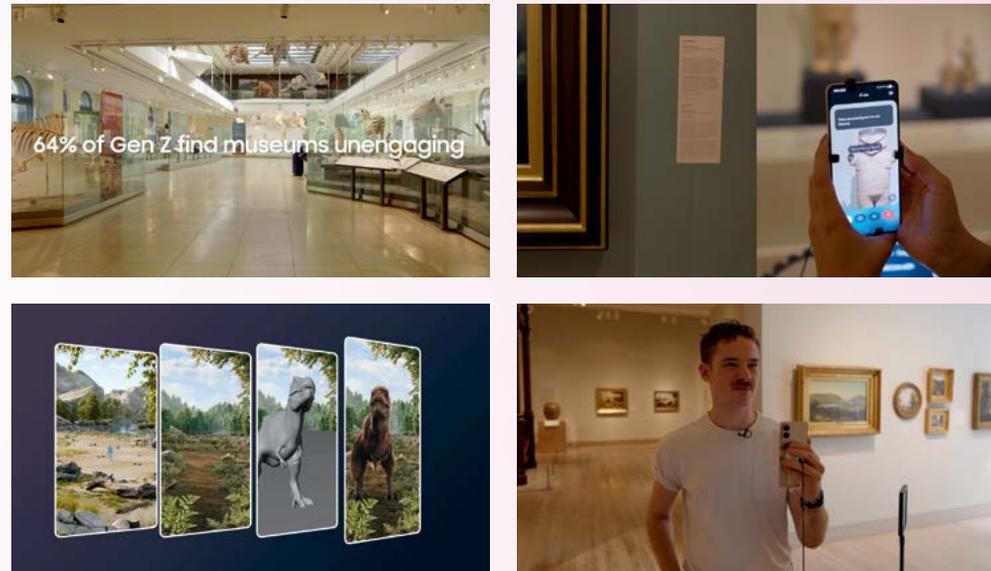
Multiple Events

Recipient

Cheil USA

Client

Samsung Electronics America



Title

Viva Vans Warped Tour

Category

Copywriting

Recipient

Tom Schally

Client

Live Nation Entertainment



PROFESSIONAL AWARDS | SILVER

Title
Uncensor Your Health

Category
Innovative Use of Interactive
/ Technology

Recipient
Saatchi & Saatchi

Client
Get Ladywell LLC



Title
Sports Illustrated – SI TV

Category
Art Direction—Campaign

Recipient
The Infinite Agency

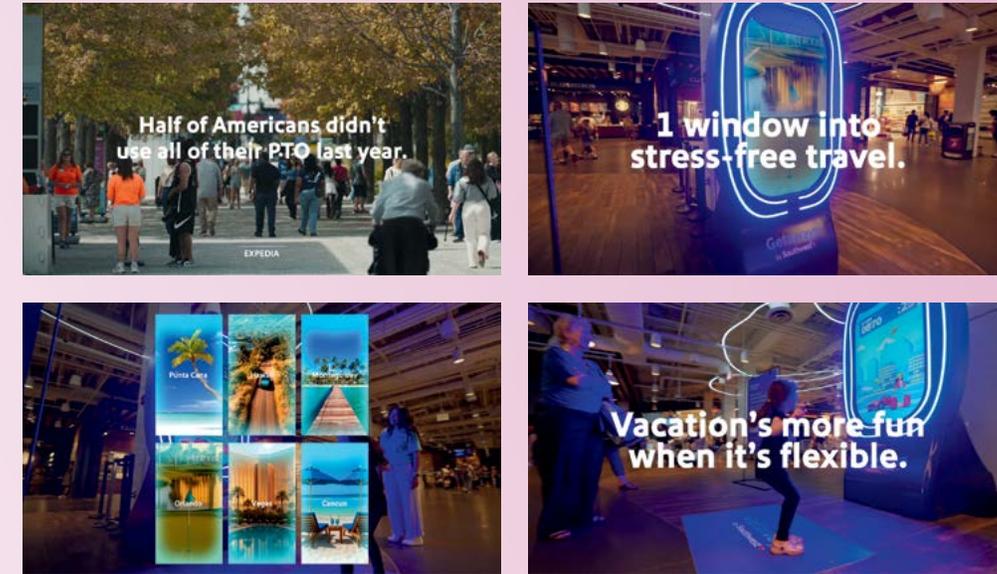
Client
Sports Illustrated

Title
Sports Illustrated - SI TV

Category
Integrated Brand Identity
Campaign

Recipient
The Infinite Agency

Client
Sports Illustrated



Title
Southwest Airlines Paradise
Portals

Category
Games

Recipient
The Infinite Agency

Client
Southwest Airlines

PROFESSIONAL AWARDS | SILVER

Title
Dutch Bros - Remix The Day

Category
Internet Commercial

Recipient
The Infinite Agency

Client
Dutch Bros



Title
Crash Champions - It's Your Baby

Category
Social Media, Single Execution

Recipient
The Infinite Agency

Client
Crash Champions

Title
Dutch Bros - Remix The Day

Category
Internet Commercial Campaign

Recipient
The Infinite Agency

Client
Dutch Bros



Title
PCCC Power Full Kids Site

Category
Consumer Website

Recipient
Groove Jones

Client
President's Choice Children's Charity

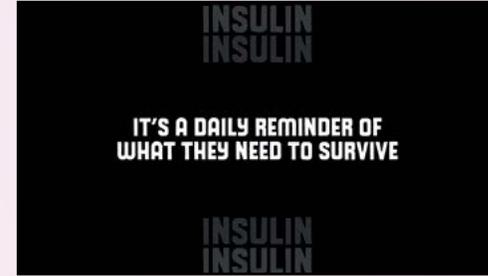
PROFESSIONAL AWARDS | SILVER

Title
Insulin-Free Song

Category
Online/Interactive Campaign

Recipient
BeautifulBeast

Client
Avocados From Mexico



Title
Into the Wild Campaign

Category
Art Direction – Campaign

Recipient
Saatchi & Saatchi

Client
Toyota Motor North America

Title
Into the Wild Campaign

Category
Internet Commercial Campaign

Recipient
Saatchi & Saatchi

Client
Toyota Motor North America



Title
Toyotathon Season!

Category
Branded Content & Entertainment Campaign

Recipient
Saatchi & Saatchi

Client
Toyota Motor North America

PROFESSIONAL AWARDS | SILVER

Title
Red Kettle Kickoff
with Post Malone

Category
Regional / National
Television Commercial

Recipient
LERMA/ Advertising

Client
The Salvation Army

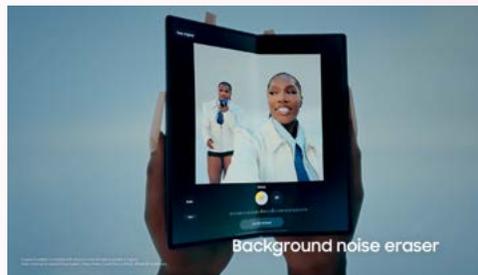


Title
Samsung Galaxy Z Fold7
Launch

Category
Integrated Advertising
Campaign - Regional /
National - Consumer

Recipient
Cheil USA

Client
Samsung Electronics America



Title
Samsung Olympics
G Force Coach

Category
The Graveyard

Recipient
Cheil USA

Client
Samsung Electronics
America



Title
Samsung Galaxy
Experience Space

Category
Event

Recipient
Cheil USA

Client
Samsung Electronics
America



Title
NECOA Launch
Event

Category
Event

Recipient
Cheil USA

Client
NECOA

Professional Awards
GOLD



PROFESSIONAL AWARDS | GOLD

Title
Come Out and Play

Category
Film / Video / Sound
Branded Content,
More Than :60

Recipient
TMA

Client
Six Flags Entertainment
Corporation



Title
Ass-Kickin' with Fat Rosie's

Category
The Dallas Foodie

Recipient
The Agency Hack

Client
Fat Rosie's Taco
& Tequila Bar / Más Mex

Title
Mom's Heart Radio Campaign

Category
Mom's Heart Radio Campaign

Recipient
BeautifulBeast

Client
Argentine Heart Foundation
/ Fundación Cardiológica
Argentina



Title
Hidden Seams

Category
Hidden Seams

Recipient
Haggar / 1820 Productions

Client
Haggar Clothing Co.

PROFESSIONAL AWARDS | GOLD

Title

Sharks with Hair

Category

Internet Commercial Campaign

Recipient

TRG

Client

SportClips



Title

Meditating Poster

Category

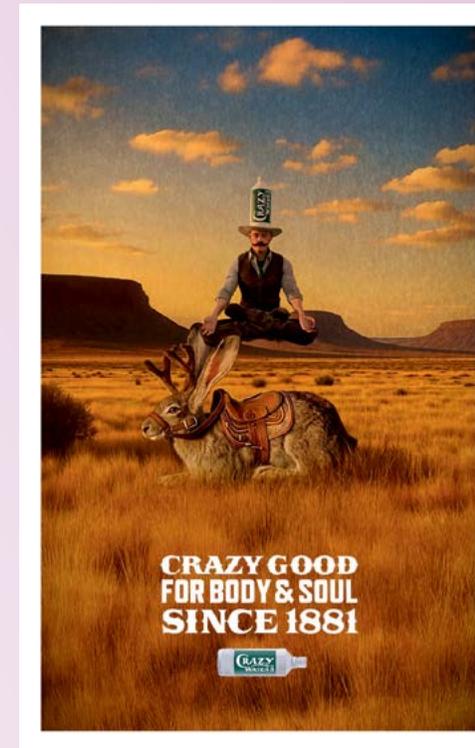
Poster

Recipient

TRG

Client

Crazy Water



Title

Mr. and Mrs. Blizzard Activation

Category

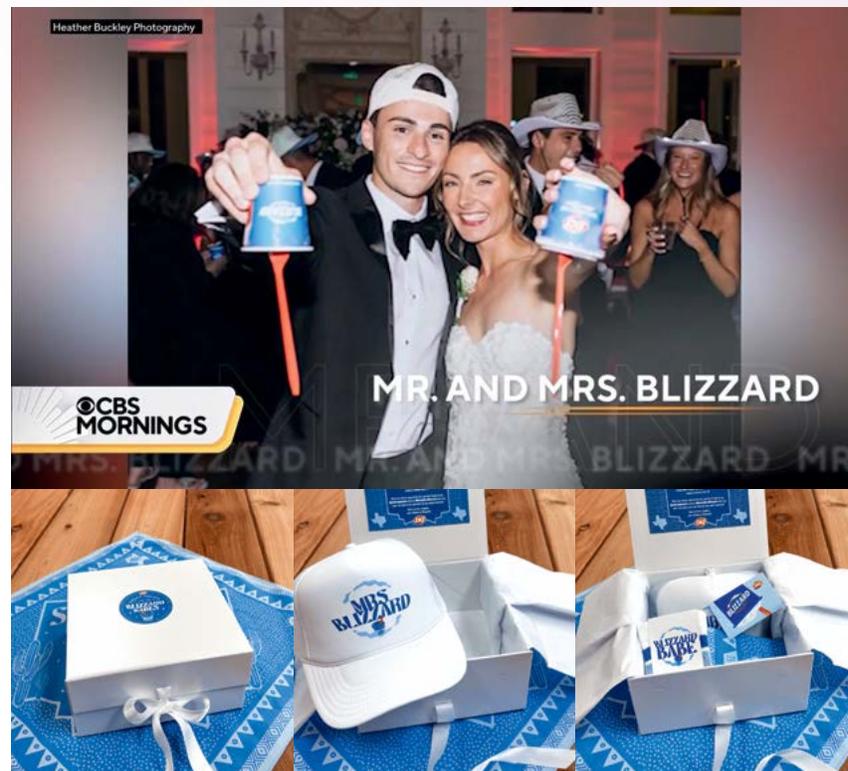
Social Media, Campaign

Recipient

The LOOMIS Agency

Client

Texas Dairy Queen Operator's Council



Title

QUGE-tips by Q-tips

Category

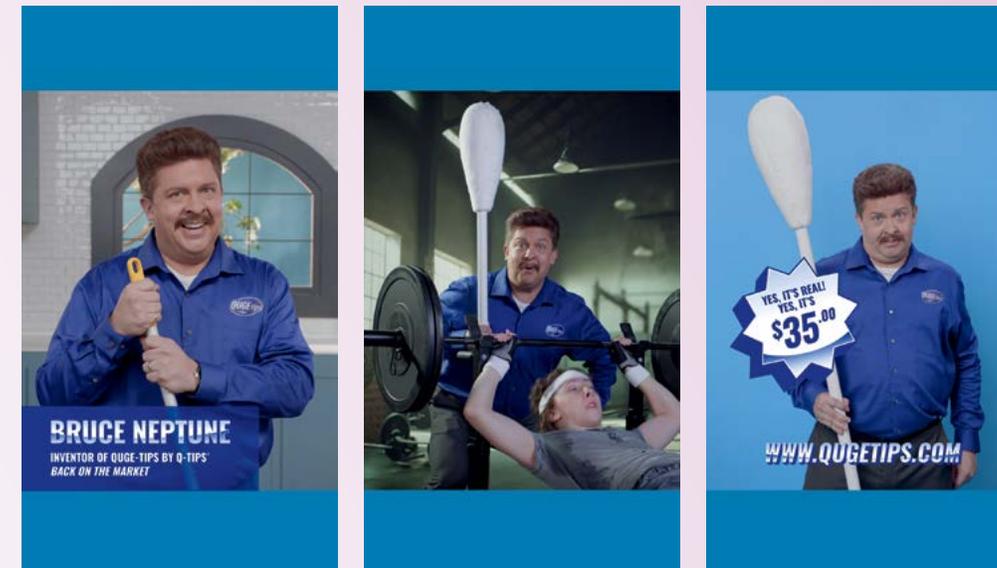
Regional / National Television Commercial Campaign

Recipient

The Board of Directors

Client

Q-tips



PROFESSIONAL AWARDS | GOLD

Title

Dear Mom

Category

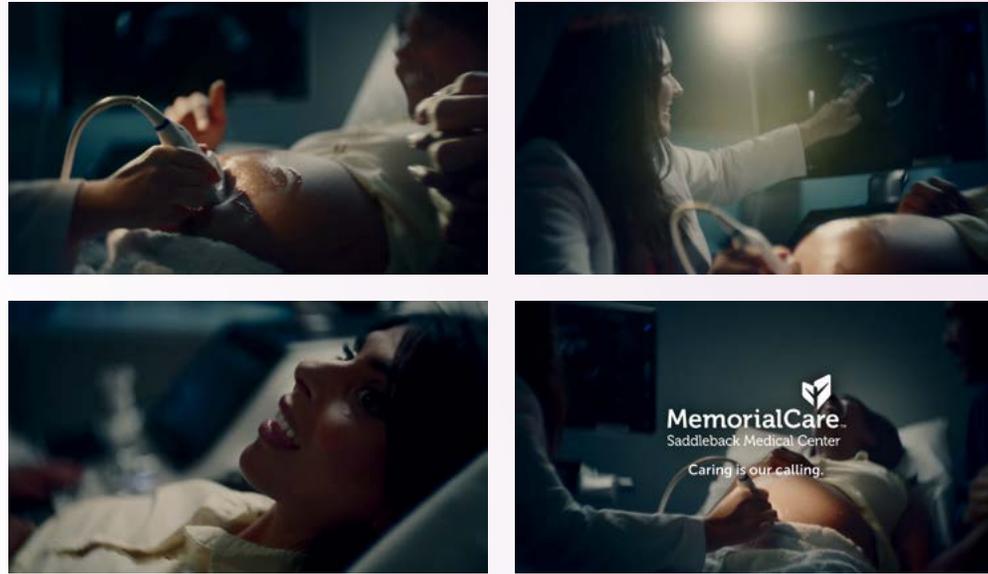
Regional / National Television
Commercial Campaign

Recipient

TRG

Client

MemorialCare



Title

Take A Closer Look

Category

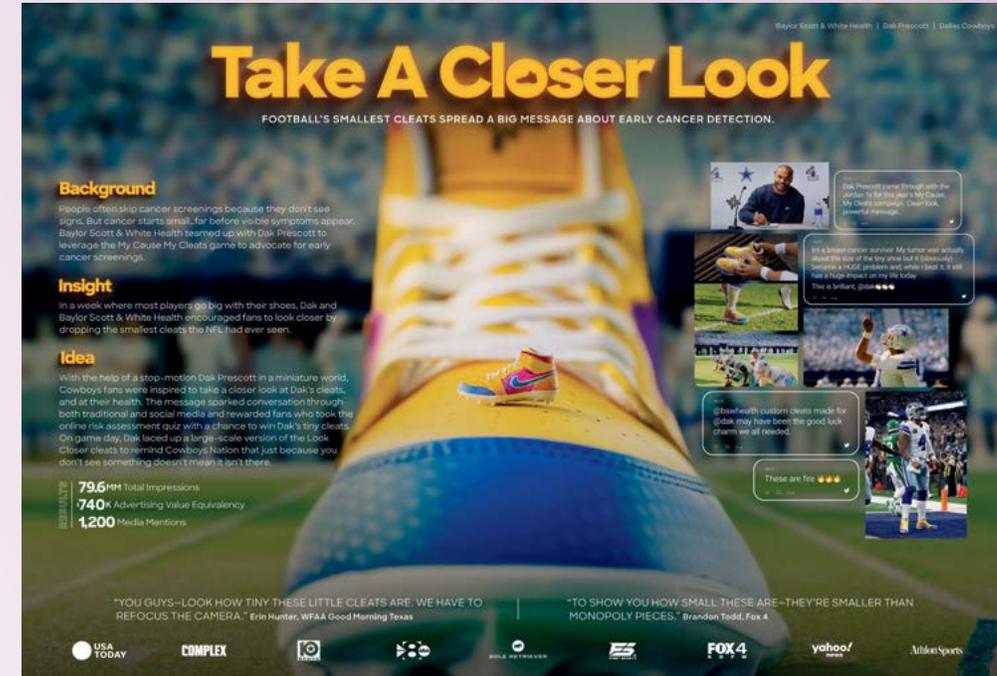
Integrated Media Public
Service Campaign

Recipient

Baylor Scott & White Health
and Wolfman Creative

Client

Baylor Scott & White Health



Title

Take A Closer Look

Category

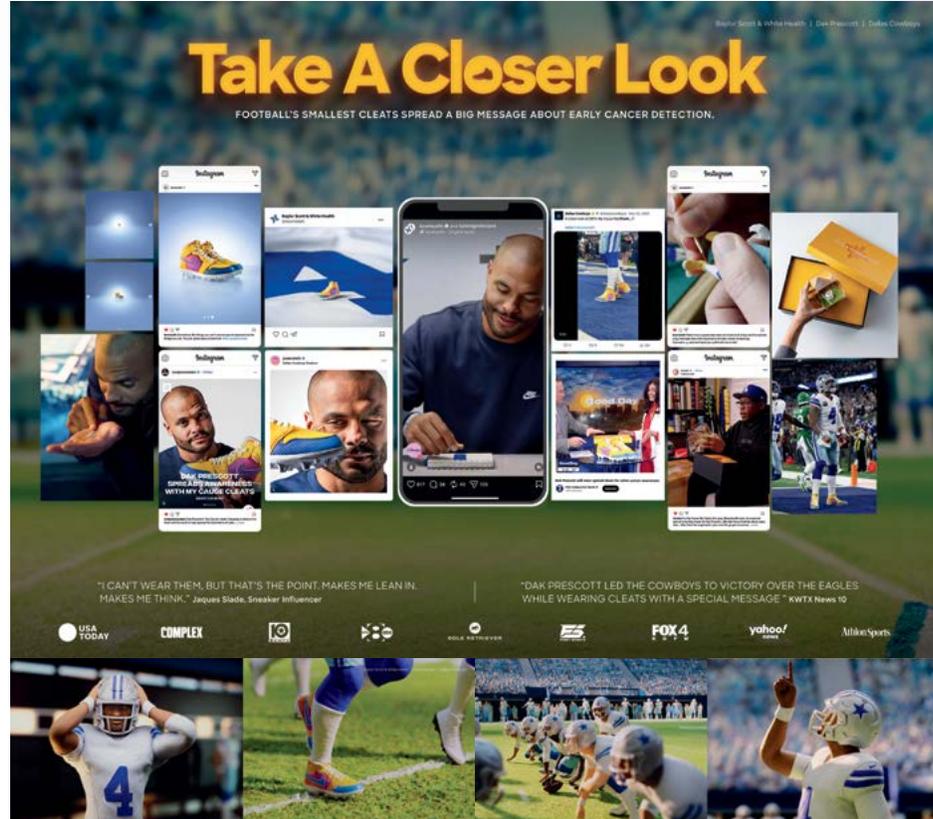
Integrated Media Public
Service Campaign

Recipient

Baylor Scott & White Health
and Wolfman Creative

Client

Baylor Scott & White Health



Title

Buffalo Soldier
William Reese

Category

Photography,
Black & White

Recipient

Wrangler Design

Client

Frontier Texas

PROFESSIONAL AWARDS | GOLD

Title
Frontier Texas 25

Category
Printed Annual Report

Recipient
Wrangler Design

Client
Frontier Texas

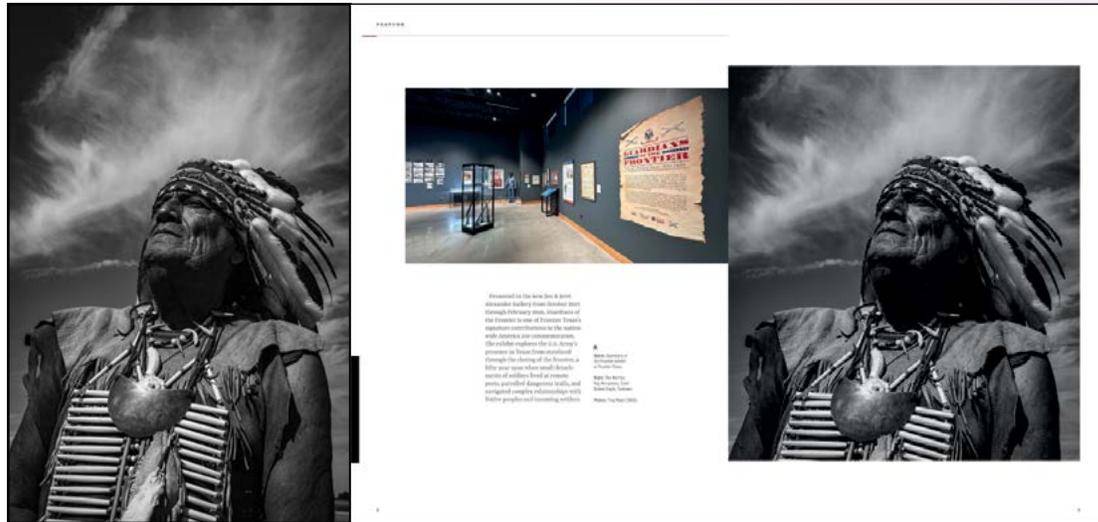


Title
Ray Hernandez
Chief Broken Eagle

Category
Photography,
Black & White

Recipient
Wrangler Design

Client
Frontier Texas



Title
Meditation Video

Category
Internet Commercial

Recipient
TRG

Client
Crazy Water



Title
Meditation Video

Category
Innovative Use of Interactive
/ Technology

Recipient
TRG

Client
Crazy Water

PROFESSIONAL AWARDS | GOLD

Title
Coming Together

Category
Animation, Special Effects
or Motion Graphics

Recipient
TRG

Client
Southeastern Conference

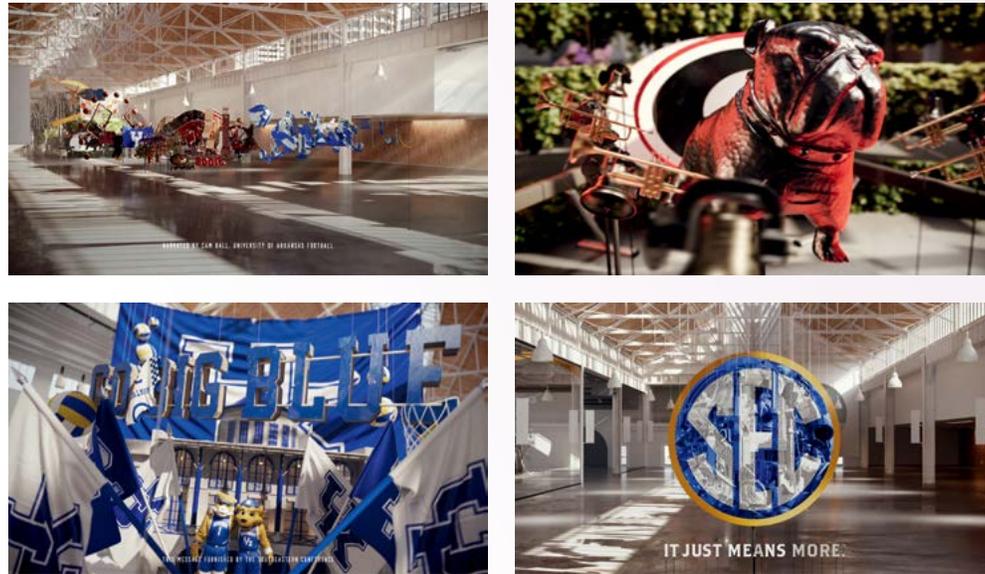


Title
Coming Together

Category
Art Direction – Single

Recipient
TRG

Client
Southeastern Conference



Title
2025 Crazy Water
Campaign

Category
Integrated Advertising
Campaign - Local -
Consumer

Recipient
TRG

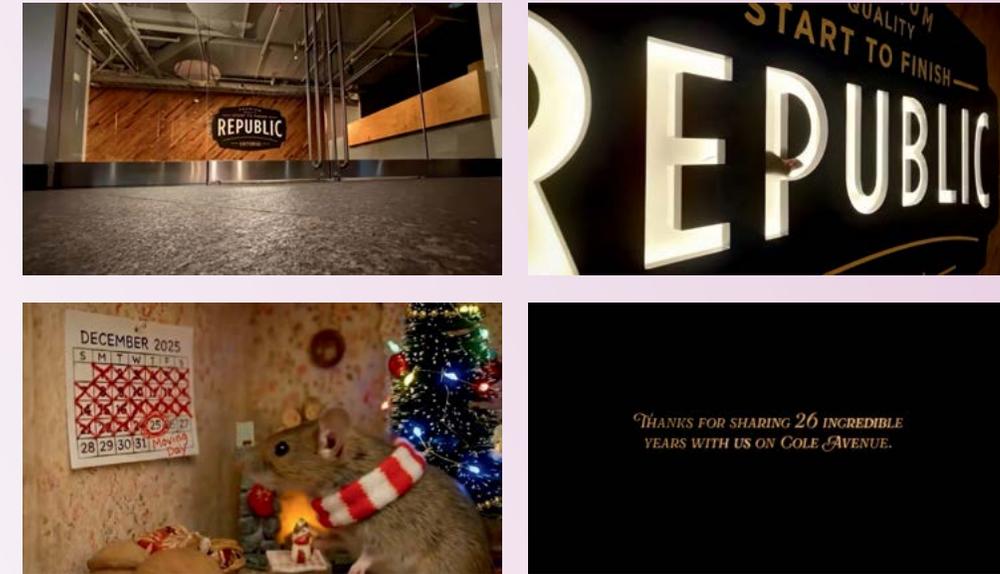
Client
Crazy Water

Title
Moving Day

Category
Innovative Use of Interactive
/ Technology

Recipient
TRG

Client
Republic



Recipient
Republic

Client
Republic

PROFESSIONAL AWARDS | GOLD

Title

Moving Day

Category

The Dallas Holly

Recipient

Republic

Client

Republic



Title

This is Home

Category

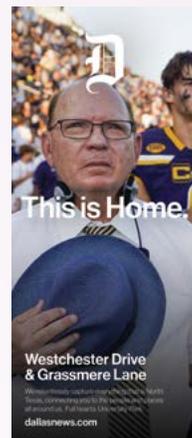
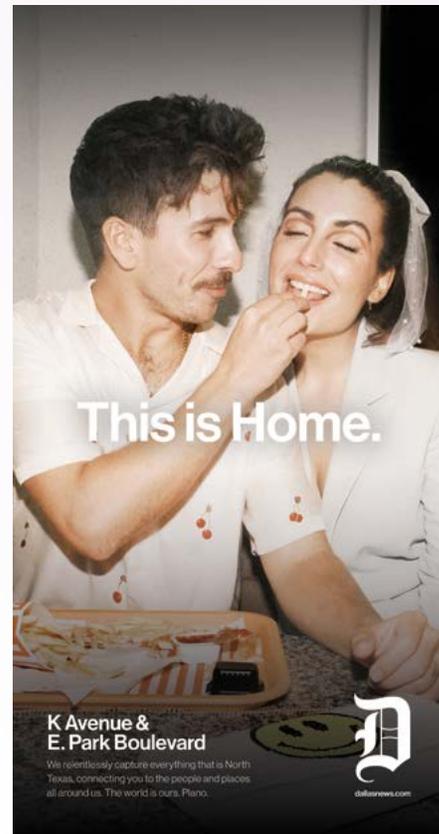
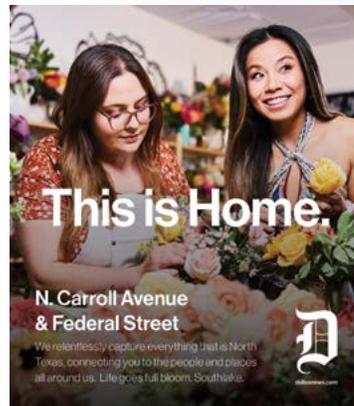
Newspaper Advertising Campaign

Recipient

<https://mediumgiant.co/>

Client

The Dallas Morning News



Title

Quge-tips

Category

Social Media, Campaign

Recipient

3Headed Monster

Client

Elida Beauty



Title

Quge-tips

Category

Online / Interactive Campaign

Recipient

3Headed Monster

Client

Elida Beauty

PROFESSIONAL AWARDS | GOLD

Title

RD One Bourbon

Category

Campaign

Recipient

Poke The Bear

Client

RD 1 Distillery



Title

See's: Break Out the Good Stuff

Category

Internet Commercial Campaign

Recipient

Poke The Bear

Client

See's Candies

Title

Go Bowling

Category

Regional / National Television Commercial Campaign

Recipient

Poke The Bear

Client

Go Bowling



Title

Holiday Pie Box & AR Card

Category

The Dallas Holly

Recipient

Tegan Digital

Client

Tegan Digital

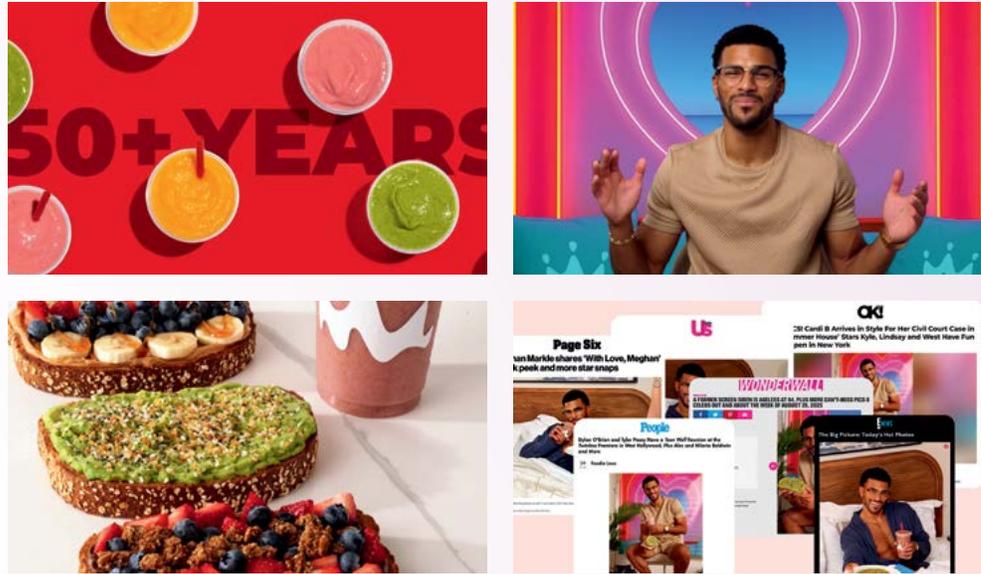
PROFESSIONAL AWARDS | GOLD

Title
Smoothie King -
Jeremiah Brown

Category
Social Media, Campaign

Recipient
The Infinite Agency

Client
Smoothie King



Title
Uncensor Your Health

Category
Social Media, Campaign

Recipient
Saatchi & Saatchi

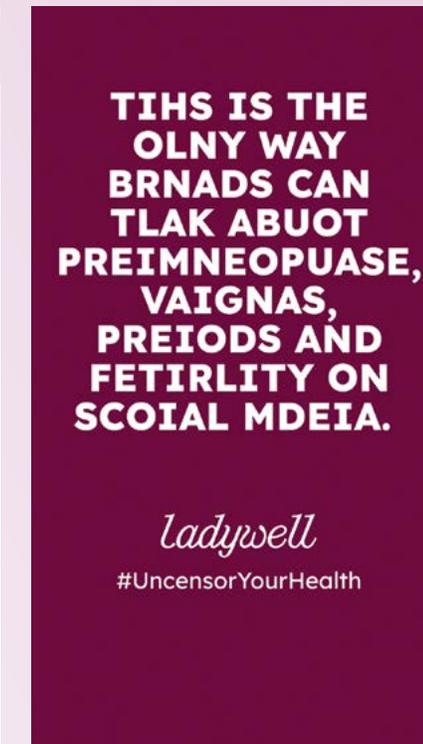
Client
Get Ladywell LLC

Title
Zoo To Do 2025:
Nocturne Invitation

Category
Card, Invitation or
Announcement

Recipient
Dallas Zoo

Client
Dallas Zoo



Title
Uncensor Your Health

Category
Campaign

Recipient
Saatchi & Saatchi

Client
Get Ladywell LLC

PROFESSIONAL AWARDS | GOLD

Title
Uncensor Your Health

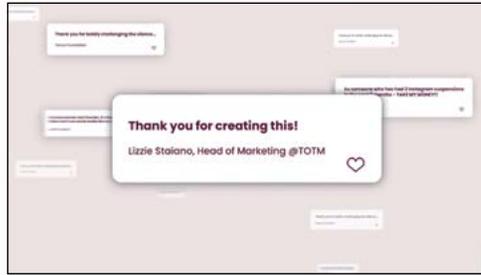
Category
Internet Commercial

Recipient
Saatchi & Saatchi

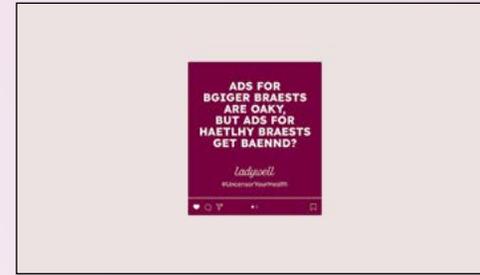
Client
Get Ladywell LLC

So Ladywell, a women's supplement brand, had a seemingly impossible problem.

A campaign to help women-led businesses bypass big tech censorship.



Because it isn't healthcare if half the population isn't getting care.



#UncensorYourHealth

Title
Uncensor Your Health

Category
Creative Element(s) Single

Recipient
Saatchi & Saatchi

Client
Get Ladywell LLC

Title
Uncensor Your Health

Category
Copywriting

Recipient
Saatchi & Saatchi

Client
Get Ladywell LLC

MNEOPUASE,
PREIODS,
HROMNOES
AND BRAESTS
ARE NOT
DRITY WRODS.

ladywell
#UncensorYourHealth

FETIRLITY IS
FALGGED LKIE
PONROGRPHAY.

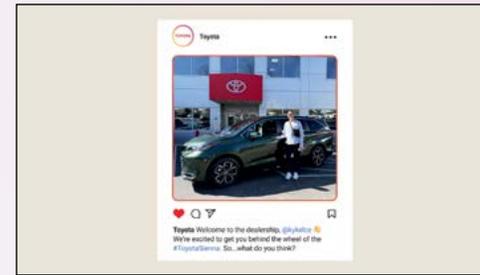
ladywell
#UncensorYourHealth

ADS FOR BGIGER
BRAESTS ARE
OAKY, BUT ADS
FOR HAETLHY
BRAESTS GET
BAENND?

ladywell
#UncensorYourHealth



the **unofficial sponsor** of the
Minivan Mom Club



+1.29M
Impressions

\$5M
Earned Media Value

+58000
Clicks

Title
Minivan Mom Club

Category
Branded Content &
Entertainment -
Non-Broadcast

Recipient
Saatchi & Saatchi

Client
Toyota Motor North America

PROFESSIONAL AWARDS | GOLD

Cross-Platform

Title

LEGO "Play Is Your Superpower"

Category

Out-of-Home Campaign

Recipient

Groove Jones

Client

LEGO Systems, Inc.



Title

Official Thon Song (feat. Sisqó)

Category

Branded Content & Entertainment for Online/Interactive

Recipient

Saatchi & Saatchi

Client

Toyota Motor North America



Title

Into the Wild

Category

Regional/National Television Commercial

Recipient

Saatchi & Saatchi

Client

Toyota Motor North America



Title

Greatness

Category

Regional/National Television Commercial

Recipient

LERMA/ Advertising

Client

Come Near



PROFESSIONAL AWARDS | GOLD

Title
Paradox of Discontent

Category
Branded Content & Entertainment Campaign

Recipient
LERMA/ Advertising

Client
Come Near

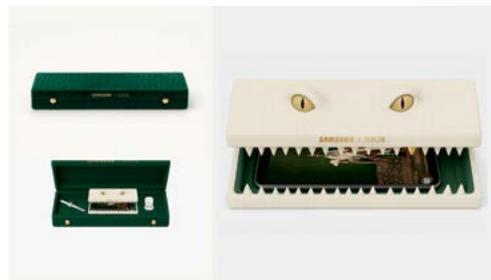


Title
Galaxy S25 Edge DoeChii
Unboxing Kit

Category
The Graveyard

Recipient
Cheil USA

Client
Samsung Electronics America



Title
Samsung Museum
Activation CGI Work

Category
Animation, Special Effects or Motion Graphics

Recipient
Cheil USA

Client
Samsung Electronics America



Title
Samsung Museum
Activation CGI Work

Category
Computer Generated Imagery (CGI)

Recipient
Cheil USA

Client
Samsung Electronics America



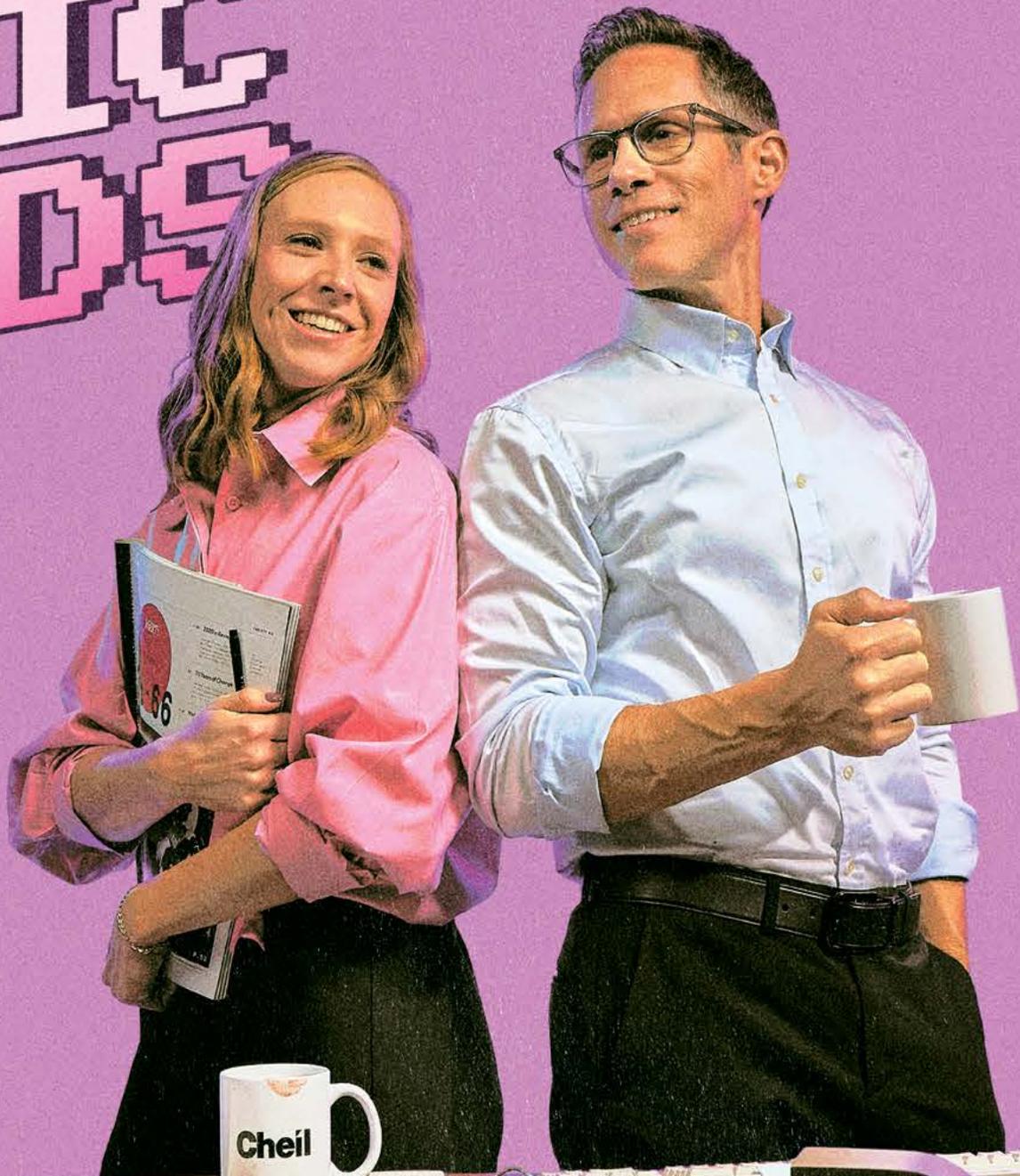
Title
2025 American
Advertising Awards

Category
Special Event Materials
(printed or digital)

Recipient
3Headed Monster

Client
American Advertising Federation - Dallas

MOSAIC AWARDS



MOSAIC AWARD

Title

Uncensor Your Health

Category

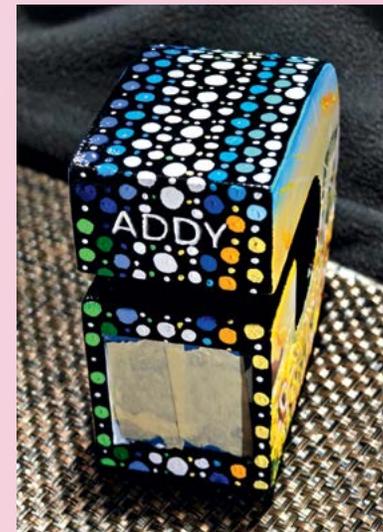
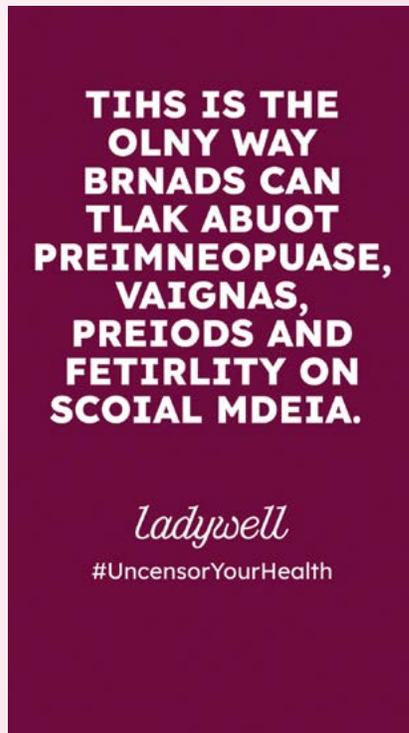
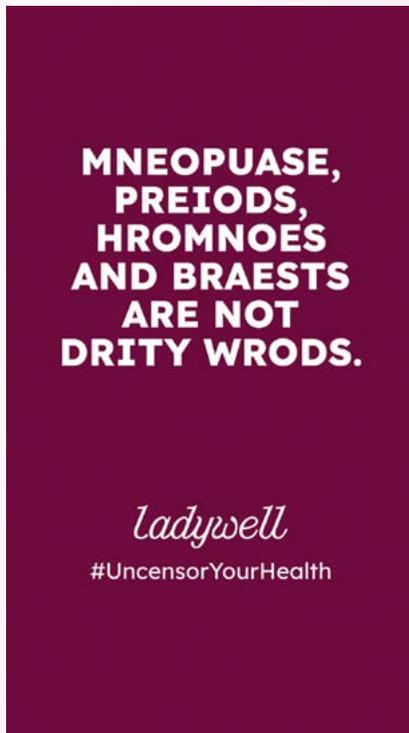
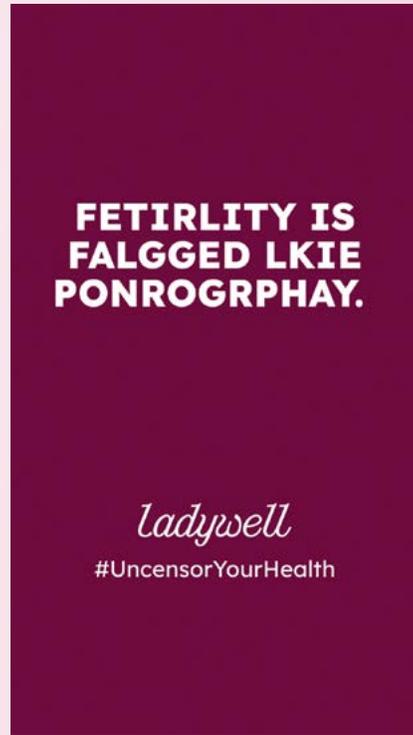
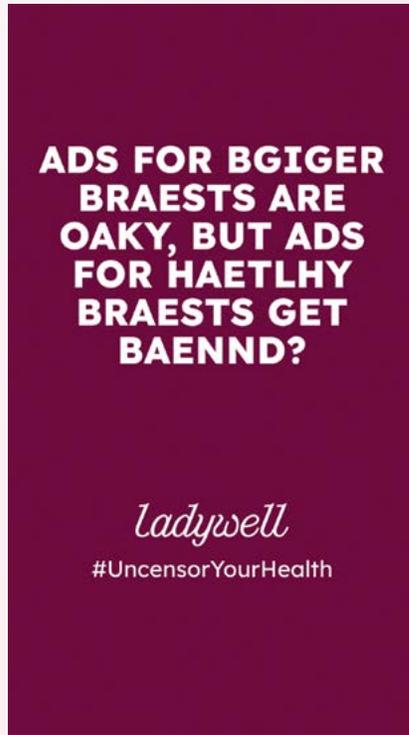
Copywriting

Recipient

Saatchi & Saatchi

Client

Get Ladywell LLC



2026 Mosaic Award Artist

Chloe Trent

BEST in
SHOW



BEST IN SHOW

Title

Break Out
the Good Stuff

Category

Campaign

Recipient

Poke The Bear

Client

See's Candies



CREDITS



Most clients don't leave because you did bad work. They leave because something small, quiet, and completely preventable went sideways around day eleven. "How to Keep a Client More Than Ten Days" is a practical, no-nonsense guide to everything that happens after the contract is signed—when expectations blur, communication slips, and enthusiasm quietly evaporates.

This book skips the flimsy motivation and dives straight into the real-world habits that actually keep clients around: setting boundaries without sounding defensive, communicating progress without overexplaining, and handling a week before it turns into resentment. You'll learn why "just checking in" can be a sure sign of trouble, how to survive the dreaded "project wobble," and what clients really mean when they say "No rush."

Written by a former client, writer, consultants, agencies, and more, this guide is equal parts strategy and survival manual. If you're tired of short engagements, awkward endings, and wondering why your client at work feels like a flake, this is the book you need to read today. It's not a miracle—it's just good advice. Past day ten.

HOW TO KEEP A CLIENT MORE THAN TEN DAYS

A PRACTICAL GUIDE
HOW TO KEEP A CLIENT MORE THAN TEN DAYS

aaf dallas

The Storytellers BEHIND THE PAGES

CREDITS

STUDENT

Silver Awards

Sales & Marketing – Sales Promotion

Title: Community Coffee Packaging
Category: Packaging
Award: Silver ADDY Award
Educational Institution: East Texas A&M University
Credits: Abby Harris, Designer

Title: Due West Motel Packaging
Category: Packaging
Award: Silver ADDY Award
Educational Institution: East Texas A&M University
Credits: Kiley McDougall, Designer

Title: Sake Bottle
Category: Packaging
Award: Silver ADDY Award
Educational Institution: East Texas A&M University
Credits: Je'Wel Jones, Designer

Sales & Marketing – Collateral Material

Title: Overthinker Business Cards
Category: Stationery Package - Single or Multiple pieces
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Rachel Rodgers, Illustrator

Title: Warlocks
Category: Stationery Package - Single or Multiple pieces
Award: Silver ADDY Award
Educational Institution: University of Texas at Arlington
Credits: Rachel Schneider, Graphic Designer

Title: Type & Seek Exhibition
Category: Special Event Materials (invitations, announcements, cards, etc.)

Award: Silver ADDY Award
Educational Institution: University of Texas at Arlington
Credits: Veronica Girgis

Title: World War II Limited Edition Boxset
Category: Cover / Editorial Spread or Feature - Series
Award: Silver ADDY Award
Educational Institution: University of Texas at Arlington
Credits: Jorja De Guzman, Graphic Designer

Print Advertising – Magazine Advertising

Title: Doc Martens Shoes
Category: Campaign
Award: Silver ADDY Award
Educational Institution: University of North Texas
Credits: Quincie Whitmire, Art Director / Collagist / Copywriter

Title: Warby Parker You Campaign
Category: Campaign
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Kristine Ahmadi, Art Director / Aileen Sanchez, Copywriter

Title: Social Media Campaign (MAMA)
Category: Campaign
Award: Silver ADDY Award
Educational Institution: Baylor University
Credits: Ella Sparks

Out-of-Home & Ambient Media

Title: The Real Real
Category: Campaign
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Olivia Atherton, Lily James

Title: Purell Outdoor Campaign

Category: Campaign
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Rachel Rodgers, Art Director / Estella Call, Copywriter

Title: UGG Campaign
Category: Campaign
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Samantha Penny, Copywriter / Knox Miller, Art Director

Film, Video, & Sound – Television Advertising

Title: Minor League Baseball
Category: Single
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Lucy Kieffer, AD / CW / Kaya Lee, AD / CW

Cross Platform – Integrated Campaigns

Title: Carter BloodCare / Out for Blood
Category: Consumer Campaign
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Rachel Rodgers, Lily James

Title: The Museum of Modern Art / FMoMA
Category: Consumer Campaign
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Sage Esaili, Keely Lei

Elements Of Advertising – Visual

Title: Outdoor Element
Category: Logo Design
Award: Silver ADDY Award
Educational Institution: Baylor University

Credits: CJ Kaltwasser, Graphic Designer

Title: Stare Loungewear Logo
Category: Logo Design
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Jordan Naivar, Designer

Title: Bicycle Safety PSA Campaign
Category: Typeface Design
Award: Silver ADDY Award
Educational Institution: East Texas A&M University
Credits: Emily Harthcock, Art Director / Designer

Elements of Advertising – Art Direction

Title: Deathwish Coffee / Dangerously Strong
Category: Campaign
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Alexandra Lopez, Estella Call

STUDENT

Gold Awards

Sales & Marketing – Collateral Material

Title: 2026 Reno Rodeo Welcome Kit
Category: Special Event Materials (invitations, announcements, cards, etc.)
Award: Gold ADDY Award
Educational Institution: University of Texas at Arlington
Credits: Sofia Bohn, Graphic Designer

Title: WIRED: How Social Media Divides Us
Category: Cover / Editorial Spread or Feature - Series
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Ethan Jones, Art Director / Designer

Sales & Marketing – Direct Marketing

Title: Vampire Punch
Category: Direct Marketing
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Rachel Rodgers, Illustrator

Print Advertising – Magazine Advertising

Title: Hot Sauce Zine
Category: Single (Full Page or Less)
Award: Gold ADDY Award
Educational Institution: East Texas A&M University
Credits: Hannah Kim

Title: Alaskan and Hawaiian Airlines Co-op
Category: Campaign
Award: Gold ADDY Award
Educational Institution: University of North Texas
Credits: Christina Pearson, Art Director

Title: The Cost of Bleeding
Category: Campaign
Award: Gold ADDY Award
Educational Institution: Baylor University
Credits: Lily Asher, Graphic Designer

Title: Love at First Drop
Category: Campaign
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Bernadette Cruz, Art Director / Caroline Corcoran, Copywriter

Title: Angry Orchard Campaign
Category: Campaign
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Jordan Naivar, Art Director / Designer, Estella Call, Copywriter

Out-of-Home & Ambient Media

Title: Chew on that.
Category: Campaign
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Aviana Churchill, Art Director / Carrington Miller

Title: Drain Weasel / Hair Clog Tool
Category: Campaign
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Kristine Ahmadi, Estella Call

Title: Angry Orchard Campaign
Category: Campaign
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Jordan Naivar, Art Director / Designer, Estella Call, Copywriter

Online / Interactive – Apps

Title: WOW: Hair Forecast Weather App
Category: App (Mobile or Web-Based)
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Lucy Kieffer, Art Director / Aileen Sanchez, Copywriter

Film, Video, & Sound – Television Advertising

Title: Funyuns: Unapologetically Tempting
Category: Single
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Caroline Corcoran, Copywriter / Kailyn Sawhny, Art Director

Cross Platform – Integrated Campaigns

Title: Tastefully Indulgent

CREDITS

Category: Consumer Campaign
Award: Gold ADDY Award
Educational Institution: University of North Texas
Credits: Jiwon Yang, Copywriter
Scott Dow, Art Director, Wesley Dean, Art Director

Title: Deathwish Coffee / Dangerously Strong
Category: Consumer Campaign
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Alexandra Lopez, Estella Call

Title: Letterboxd / Find Your Fandom
Category: Consumer Campaign
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Da'Shon Bright, Nicole Sustaita-Felici, Gabriella Spear

Title: Quantum Creamery Branding
Category: Single
Award: Gold ADDY Award
Educational Institution: University of Texas at Arlington
Credits: Louis Benavidez, Graphic Designer

Elements of Advertising – Copywriting

Title: The Associated Press
Category: Copywriting
Award: Silver ADDY Award
Educational Institution: Southern Methodist University
Credits: Gabriella Spear, AD / CW

Title: Letterboxd / Find Your Fandom
Category: Copywriting
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Da'Shon Bright, Nicole Sustaita-Felici, Gabriella Spear

Title: Olly Gummy Vitamins / Chew On That
Category: Copywriting

Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Aviana Churchill, Carrington Miller

Elements of Advertising – Visual

Title: Drain Weasel Logo Redesign
Category: Logo Design
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Kristine Ahmadi, Designer
Estella Call, Designer

Elements of Advertising – Art Direction

Title: Public Storage / Address the Elephant
Category: Campaign
Award: Gold ADDY Award
Educational Institution: Southern Methodist University
Credits: Joseph Lane, AD / CW

PROFESSIONAL

Silver Awards

Sales & Marketing

Title: Quge-tips
Category: Single Unit
Award: Silver ADDY Award
Recipient: 3Headed Monster
Client: Elida Beauty
Credits: Shon Rathbone, Chief Creative Officer
Pete Voehringer, Creative Director
Kevin Walsh, Creative Director
Lamar Phillips, Senior Copywriter
Jake Watson, Associate Design Director

Title: Texture ID Package Redesign
Category: Campaign
Award: Silver ADDY Award
Recipient: Fortunato
Client: Sally Beauty

Credits: Rodrigo Maycotte, Creative Director
Chris Carreker, Partner
Paul Nelson, Executive Producer
Koleen Kruse, Sr. Designer

Title: Susan G Komen
Category: Point of Purchase Campaign
Award: Silver ADDY Award
Recipient: Augustine Agency
Client: Avocados from Mexico
Credits: Debbie Augustine-Nelson, Founder / Chief Executive Creative Director
Kalie Whitsett, Chief Operating Officer
Michael Mezzanotte, Executive Creative Director
Samantha Maloney, Group Creative Director
Alan Eskew, Vice President, Creative and Strategy
Kevin Nelson, Vice President, Creative
Diana Bonilla, Senior Art Director
Rosemary Trinh, Senior Graphic Designer
Stacia Jacobson, Senior Copywriter
Marlene Navarro, Account Director
Emily Fick, Account Director
Todd Palisi, Creative Director

Title: OMIC Defending Ophthalmology Report
Category: Printed Annual Report
Award: Silver ADDY Award
Recipient: Spire Agency
Client: Ophthalmic Mutual Insurance Company
Credits: Kimberly Tyner, Chief Creative Officer
Jason James, Creative Director
Lexi Palmer, Designer
Alex Flores, Senior Designer
Katie Olivier, Account Director
Luke Bryant, Account Supervisor
Blanks Printing & Imaging Inc., Print Production

Title: Payne Mitchell Ramsey Rollaway DM
Category: Single Unit
Award: Silver ADDY Award
Recipient: masonbaronet
Client: Payne Mitchell Ramsey Law Group
Credits: Holly Mason, President / ECD

Kristin Baxter, Creative Director
Siena Marek, Designer
Emily Zazado, Account Director
Abby Almeida, Account Director

Title: Lease Analytics Decoder DM
Category: Single Unit
Award: Silver ADDY Award
Recipient: masonbaronet
Client: Lease Analytics
Credits: Holly Mason, President / ECD
Kristin Baxter, Creative Director
Emily Zazado, Account Director
Abby Almeida, Account Director

Title: AA Runway to Leadership Intern Program
Category: Campaign
Award: Silver ADDY Award
Recipient: Recreation Dallas
Client: American Airlines
Credits: Tyler Kitchens, Creative Director
Josh Barto, Creative Director
Ollie Katz, Art Director
Claire Dart, Senior Art Director

Print Advertising

Title: "Define Your Season" Print Campaign
Category: Campaign
Award: Silver ADDY Award
Recipient: O&H Brand Design
Client: Wyffels Hybrids
Credits: Stephen Hurley, Senior Designer
Brian McAdams, Creative Director
Brian Owens, Executive Creative Director
Claire Metzger, Account Director
Casey Heim, Production

Out-of-Home & Ambient Media

Title: Viva Vans Warped Tour
Category: Guerrilla Marketing
Award: Silver ADDY Award
Recipient: Tom Schally
Client: Live Nation Entertainment
Credits:

Tom Schally, Copywriter
Triston Seay, Presentation Designer

Title: Samsung x Google Gemini Museum
Category: Multiple Installations
Award: Silver ADDY Award
Recipient: Cheil USA
Client: Samsung Electronics America
Credits: Collin Simpson, Account Director
Lindsay Choi, Account Supervisor
Cody Daniels, Group Creative Director
Will Riggs, Creative Director
Emily Rose Romano, Creative Director
Kendall Madden, Associate Creative Director
Walter Parenton, Art Director
Spencer Lowe, CG Artist
Jemi Oh, Copywriter
Jessie Trespeses, Copywriter
Keith Hernandez, Producer
Ashley Sugarman, Experiential Producer

Title: Love with no B.S.
Category: Single Event
Award: Silver ADDY Award
Recipient: BeautifulBeast
Client: Match Group
Credits: Flor Leibaschoff, Chief Creative Officer
Mariano Diaz, Art Director
Diego Duprat, Executive Creative Director
Victoria Acosta, Account Supervisor
Matias Sada, Executive Producer
Thiago Magnini, Copywriter
Roberto Sneider, Executive Producer, La Banda Films
Julia Estacolchic, Director Of Brand
Affinity, Match Group
DJ Hardy, Director of Public Relations, Arxna
Aldo Quevedo, CEO

Title: NECOA Launch Event
Category: Single Event
Award: Silver ADDY Award
Recipient: Cheil USA
Client: NECOA
Credits: Sara Bohne, Account Director
Emily Garverick, Account Executive

Title: Samsung Galaxy Experience Space

Category: Single Event
Award: Silver ADDY Award
Recipient: Cheil USA
Client: Samsung Electronics America
Credits: Kyla Baxter, Senior Account Director
Brittany Hammond, Account Director
Belle Bollant, Strategy Director
Namsoo Lee, Senior Producer
Megan Telford, Producer
Keith Hernandez, Producer
James Fry, Senior Producer
Simpson Sim, Producer
Leo Tark, Associate Producer
Sean Chang, Head of Business Experience
Michelle Son, Executive Producer

Title: Samsung x Google Gemini Museum
Category: Multiple Events
Award: Silver ADDY Award
Recipient: Cheil USA
Client: Samsung Electronics America
Credits: Collin Simpson, Account Director
Lindsay Choi, Account Supervisor
Cody Daniels, Group Creative Director
Will Riggs, Creative Director
Emily Rose Romano, Creative Director
Kendall Madden, Associate Creative Director
Walter Parenton, Art Director
Spencer Lowe, CG Artist
Jemi Oh, Copywriter
Jessie Trespeses, Copywriter
Keith Hernandez, Producer
Ashley Sugarman, Experiential Producer

Title: Farewell to New York Event Poster
Category: Single Unit
Award: Silver ADDY Award
Recipient: Fortunato
Client: PGA of America
Credits: Rodrigo Maycotte, Creative Director
Chris Carreker, Partner

Title: Texan Way
Category: Multiple Boards
Award: Silver ADDY Award
Recipient: TRG
Client: Texans Credit Union
Credits: Terence Reynolds, Chief Creative Officer

CREDITS

Arthur Stewart, Art Director
Chad Berry, Writers
Kathleen Pendergast, TRG Studios,
Integrated Senior Producer
Rose Russell, Designer

Title: Samsung Galaxy DOOH
Category: Animated / Video Boards
Award: Silver ADDY Award
Recipient: Cheil USA
Client: Samsung Electronics America
Credits:

Alec Petit, Account Director
Marci Sink, Account Supervisor
Arielle Castro, Account Supervisor
Nehan Farhat, Account Executive
Eric Mayse, Executive Creative Director

Online / Interactive

Title: Second Rodeo
Category: Consumer
Award: Silver ADDY Award
Recipient: Illuminere
Client: Second Rodeo Brewing
Credits:

Malory Larson, Associate Creative
Director
David Sanchez, Copywriter
Courtney Cooper, Account Manager
Matt Machado, Development Lead
Britain Green, Senior Developer

Title: SHM Website
Category: Consumer
Award: Silver ADDY Award
Recipient: The Matchbox Studio
Client: SHM Architects
Credits:

Mark Travis, Digital Design Director
Zach Hale, Creative Director
Kai DeWitt, UX / UI Designer
Cosme Olivas, Web Developer
Silvia Skinner, Brand Designer
Tony Carranza, Brand Designer
Kayla Koski, Account Manager

Title: Downtown Dallas Website
Category: Consumer
Award: Silver ADDY Award
Recipient: The Matchbox Studio
Client: Downtown Dallas, Inc.
Credits:

Zach Hale, Creative Director
Mark Travis, Digital Design Director
Kai DeWitt, UX / UI Designer
Cosme Olivas, Web Developer
Brandon Gunderson, UX / UI Designer
Morgan Richter, Account Manager

Title: PCCC Power Full Kids Site
Category: Consumer
Award: Silver ADDY Award
Recipient: Groove Jones
Client: President's Choice
Children's Charity
Credits:

Karim Youssef, Creative Director
Laura Vigliotti, Producer
Dan Ferguson, Strategy
Wade Hunter, Lead Developer
Bip Shrestha, Lead Artist
Gary Banks, Executive Producer

Title: Minivan Mom Club
Category: Single Execution
Award: Silver ADDY Award
Recipient: Saatchi & Saatchi
Client: Toyota Motor North America
Credits:

Elaine Cox, Chief Creative Officer
Annie Elliott, Creative Director
Elmar van der Watt, Senior Art Director
Consiglia Iovine, Art Director
Krystal Rountree, Copywriter
Alexis Johnson, Copywriter
Doğan Dattilo, Head of Production
Pamela Parsons, Director of Content
Production
Al Reid, Managing Director
Mark Turner, Chief Strategy Officer
Matt Hardesty, Group Director, Product
Information
Tom Scott, Executive Communications
Director, Media

Title: Crash Champions - It's Your Baby
Category: Single Execution
Award: Silver ADDY Award
Recipient: The Infinite Agency
Client: Crash Champions
Credits:
Jonathan Ogle, Founder / Principal
Tim McCarthy, ECD
Val de Fex Conway, Brand Director
Alan McCoy, Creative Director

Danny McDonald, ACD
Eusra Hussain, Sr. Art Director
Joel Austin, Copywriter
Lauren Dixon, Sr. Social Media Manager
Weekend Video, Production Company

Title: Take Back the Day
Category: Campaign
Award: Silver ADDY Award
Recipient: Baylor Scott & White Health
and Wolfman Creative
Client: Baylor Scott & White Health
Credits:

Ben Day, Baylor Scott & White
Health, Director of Creative & Brand
Management
Shawn Staley, Baylor Scott & White
Health, Brand Manager, Creative Director
Jermy Hughes, Baylor Scott & White
Health, Design Director
Karen Bay, Baylor Scott & White Health,
Brand Manager, Production
Brian Dederling, Wolfman Creative,
Creative Director
Ashleigh Adams, Wolfman Creative,
Creative Director
Cortney Fly, Wolfman Creative,
Senior Account Director
Lucy Galloway, Wolfman Creative,
Account Executive
Jaime Roderer, Wolfman Creative,
Agency Producer
Eli Green, Suneeva Production, Director
Robert Perry, Suneeva Production,
Executive Producer
Geoff Cornish, Suneeva Production,
Executive Producer

Title: Schwab Comics on Reddit
Category: Campaign
Award: Silver ADDY Award
Recipient: TRG
Client: Charles Schwab
Credits:

Mike Malone, Creative Director
Jack Westerholt, Creative Director
Brian Nadurak, Creative Director
Cassie Kite, Art Director
Lesly Pyle, Writer
Kathleen Pendergast, TRG Studios,
Integrated Senior Producer
Hartley Lin, Illustrator & Designer

Title: Listen To Your Body
Social Campaign
Category: Campaign
Award: Silver ADDY Award
Recipient: Slingshot Advertising
Client: IDLife
Credits:
Bennett Holloway Smith, Group Creative
Director
Steven DeWitt, Creative Director
Ricky Bobb, Animator

Title: Mango Mixer
Category: Mobile & Web-Based Apps
Award: Silver ADDY Award
Recipient: Augustine Agency
Client: National Mango Board
Credits:
Debbie Augustine-Nelson, Founder / Chief
Executive Creative Director
Kalie Whitsett, Chief Operating Officer
Michael Mezzanotte, Executive Creative
Director
Shawn Grant, Vice President, Technology
& Innovation
Toni Romero, Dev Ops Manager
Chris Rainey, Group Creative Director
Alan Eskew, Vice President, Creative and
Strategy
Kevin Nelson, Vice President, Creative
Todd Connelley, Creative Director &
Copywriter
Sydnee Prince, Vice President of Digital
Rosemary Trinh, Senior Graphic Designer
Holly Roberts, Senior Account Director

Title: adidas x UEFA WEURO 2025!
Category: Games, Tools & Utilities
Award: Silver ADDY Award
Recipient: Polycount
Client: Adidas
Credits:
Maryna Semioshyna, Creative Director
Brian Fannin, Chief Operating Officer

Title: Southwest Airlines Paradise Portals
Category: Games, Tools & Utilities
Award: Silver ADDY Award
Recipient: The Infinite Agency
Client: Southwest Airlines
Credits:
Jonathan Ogle, Founder / Principal
Ky Lewis, ECD

Caleb Alba, CD
Laura Fidelman, Brand Director
Kelsey Vaeth, Strategy Director
Nicole Adams, Sr. Copywriter
Giorgi Woolford, Sr. Art Director
Hannah Lewis, Sr. Art Director
Emma Wilkie, Jr. Designer
Megan Weadon, Experiential Director
Groove Jones, Fabrication

Film, Video, & Sound

Title: Birth
Category: Single Spot :30 or less
Award: Silver ADDY Award
Recipient: TRG
Client: MemorialCare
Credits:
Terence Reynolds, Chief Creative Officer
Arthur Stewart, Art Director
Chad Berry, Writer
David Rucker, TRG Studios, Executive
Producer
Little Minx, Los Angeles, CA,
Production Company
Jan Scott, Producer
Augusto De Fraga, Director
Andre Szankowski, Cinematographer
Steve Gandolfi, Editor
Kaito, Photographer

Title: Congratulations
Category: Single Spot :30 or less
Award: Silver ADDY Award
Recipient: TRG
Client: MemorialCare
Credits:
Terence Reynolds, Chief Creative Officer
Arthur Stewart, Art Director
Chad Berry, Writer
David Rucker, TRG Studios,
Executive Producer
Little Minx, Los Angeles, CA, Production
Company
Jan Scott, Producer
Augusto De Fraga, Director
Andre Szankowski, Cinematographer
Steve Gandolfi, Editor
Kaito, Photographer

Title: Coming Together
Category: Single Spot – Up to 2:00
Award: Silver ADDY Award

Recipient: TRG
Client: Southeastern Conference
Credits:
Tim Tone, Creative Director
Clint Carter, Creative Director
Jack Westerholt, Creative Director
Sam Langford, Art Director
Cassie Greenwald, TRG Studios,
Senior Producer
Lynn Louria, TRG Studios,
Director of Production
Bodega Studio, Production Company
Clint Goldman, Producer
Nicole Labbe, Producer
IAMSTATIC, Director
Jody Nazzaro, SuperExploder,
Sound Designer
Meredith Nazarro, SuperExploder,
Executive Producer

Title: "Make Some Noise" TV Spot
Category: Single Spot – Up to 2:00
Award: Silver ADDY Award
Recipient: O&H Brand Design
Client: Wyffels Hybrids
Credits:
Brian McAdams, Creative Director
Brian Owens, Executive Creative Director
Claire Metzger, Account Director
Editorial Board, Video Production
Lan Freedman, The Board of Directors,
Director

Title: Red Kettle Kickoff with Post Malone
Category: Single Spot – Up to 2:00
Award: Silver ADDY Award
Recipient: LERMA/ Advertising
Client: The Salvation Army
Credits:
Cassidy Wren, Principal, Brand Leadership,
LERMA/
Dale Brannon, National Community
Relations & Development Secretary,
The Salvation Army
Bill Cochran, Executive Creative Director,
LERMA/
Amanda Jackson, Creative Director,
LERMA/
Molly Murer Chee-Awai, Account Director,
Brand Leadership, LERMA/
Meryn Kennedy, Account Executive,
Brand Leadership, LERMA/

CREDITS

Title: Your Blizzard Song Campaign
Category: Campaign
Award: Silver ADDY Award
Recipient: The LOOMIS Agency
Client: Texas Dairy Queen Operator's Council
Credits:
Tina Tackett, Executive Creative Director, LOOMIS
Jim Green, Group Creative Director, LOOMIS
Cecily Worthy, Creative Director, LOOMIS
Lou Romanus, CEO, Texas Dairy Queen Operator's Council
Brian Bain, Director, Tempt Films
Jake Springfield, Director of Photography, Tempt Films
Cindy Fertitta, Executive Producer, Tempt Films
Chelsea Sevadjian, Producer, LOOMIS
Andy Green, Editor
Billy Theriot, Music Producer
Chelsea Ratliff, Group Account Director
Jenna Oliver, Account Director

Title: Take Back the Day
Category: Campaign
Award: Silver ADDY Award
Recipient: Baylor Scott & White Health and Wolfman Creative
Client: Baylor Scott & White Health
Credits:
Ben Day, Baylor Scott & White Health, Director of Creative & Brand Management
Shawn Staley, Baylor Scott & White Health, Brand Manager, Creative Director
Jermev Hughes, Baylor Scott & White Health, Design Director
Karen Bay, Baylor Scott & White Health, Brand Manager, Production
Brian Dederer, Wolfman Creative, Creative Director
Ashleigh Adams, Wolfman Creative, Creative Director
Cortney Fly, Wolfman Creative, Senior Account Director
Lucy Galloway, Wolfman Creative, Account Executive
Jaime Roderer, Wolfman Creative, Agency Producer
Eli Green, Suneeva Production, Director
Robert Perry, Suneeva Production,

Executive Producer
Geoff Cornish, Suneeva Production, Executive Producer
Title: Tips from the Tool Shaq
Category: Campaign
Award: Silver ADDY Award
Recipient: LERMA/ Advertising
Client: The Home Depot
Credits:
Pedro Lerma, Founder & CEO, LERMA/
Alex Campo, Executive Creative Director, LERMA/
Jorge Rosales, Creative Director, LERMA/
Arturo Lee, Creative Director, LERMA/
Maria Diaz, Art Director, LERMA/
Jen Taylor, Principal, Brand Leadership, LERMA/
Lindsey Jaimes, Account Director, Brand Leadership, LERMA/
Josie Peterson, Account Executive, Brand Leadership, LERMA/
Jacqueline Beiro, Producer
Sarah Allen, Executive Brand Strategy Director, LERMA/
Sara Sax, Director, Business Affairs, LERMA/

Title: Quge-tips
Category: Single Spot – Any Length
Award: Silver ADDY Award
Recipient: 3Headed Monster
Client: Elida Beauty
Credits:
Shon Rathbone, Chief Creative Officer
Pete Voehringer, Creative Director
Kevin Walsh, Creative Director
Lamar Phillips, Senior Copywriter
Jake Watson, Associate Design Director
Bruna Saavedra, Group Account Director
Matt Faris, Head of Production
Chad Lane, Senior Producer
Adam Little, Director
Brandon Tapp, Executive Producer
Michelle Isbell, Post Producer
Dean Pelton, Editor

Title: Turntable
Category: Single Spot – Any Length
Award: Silver ADDY Award
Recipient: TRG
Client: Crazy Water
Credits:

Jim Baldwin, Creative Director
Jack Westerholt, Creative Director
Terence Reynolds, Chief Creative Officer
Jack Westerholt, Writer
TRG Studios, Production Company
Paul Nelson, Head of TRG Studios
Lisa Wisenbaker, Production Manager
Jim Baldwin, Director & Art Director
Fredrik Broden, Cinematographer
Dave Louria, Editor
Sam Arnold Music, Music

Title: Dutch Bros - Remix The Day
Category: Single Spot – Any Length
Award: Silver ADDY Award
Recipient: The Infinite Agency
Client: Dutch Bros
Credits:
Jonathan Ogle, Founder / Principal
Ky Lewis, ECD
Caleb Alba, CD
Daniella Vick, Sr. Brand Manager
Jordan Spencer, CD
Hannah Lewis, Sr. Art Director
Kelsey Vaeth, Strategy Director
John Suits, Director & Director of Photography, Natural Selection
Nicole Flores, Producer
Jaime Roderer, Producer

Title: Take Back the Day
Category: Campaign
Award: Silver ADDY Award
Recipient: Baylor Scott & White Health and Wolfman Creative
Client: Baylor Scott & White Health
Credits:
Ben Day, Baylor Scott & White Health, Director of Creative & Brand Management
Shawn Staley, Baylor Scott & White Health, Brand Manager, Creative Director
Jermev Hughes, Baylor Scott & White Health, Design Director
Karen Bay, Baylor Scott & White Health, Brand Manager, Production
Brian Dederer, Wolfman Creative, Creative Director
Ashleigh Adams, Wolfman Creative, Creative Director
Cortney Fly, Wolfman Creative, Senior Account Director
Lucy Galloway, Wolfman Creative,

Account Executive
Jaime Roderer, Wolfman Creative, Agency Producer
Eli Green, Suneeva Production, Director
Robert Perry, Suneeva Production, Executive Producer
Geoff Cornish, Suneeva Production, Executive Producer

Title: Dutch Bros - Remix The Day
Category: Campaign
Award: Silver ADDY Award
Recipient: The Infinite Agency
Client: Dutch Bros
Credits:
Jonathan Ogle, Founder / Principal
Ky Lewis, ECD
Caleb Alba, CD
Daniella Vick, Sr. Brand Manager
Jordan Spencer, CD
Hannah Lewis, Sr. Art Director
Kelsey Vaeth, Strategy Director
John Suits, Director & Director of Photography, Natural Selection
Nicole Flores, Producer
Jaime Roderer, Producer

Title: Into the Wild Campaign
Category: Campaign
Award: Silver ADDY Award
Recipient: Saatchi & Saatchi
Client: Toyota Motor North America
Credits:
Jason Schragger, Chief Creative Officer
Elaine Cox, Executive Creative Director
Chip McDonald, Creative Director
Jeremy Carson, Creative Director
Matt Kern, ACD Art Director
Nicholas Vukasovich, Senior Copywriter
Denzell Newsome, Art Director
Jenna Peck, Copywriter
Doğan Dattilo, Head of Production
Pamela Parsons, Director of Content Production
Aileen Baliat, Senior Producer
Katarina Tomaszewicz, Content Producer

Title: Toyotathon Season!
Category: Branded Content & Entertainment Campaign
Award: Silver ADDY Award
Recipient: Saatchi & Saatchi
Client: Toyota Motor North America

Credits:
Elaine Cox, Chief Creative Officer
Paul Oberlin, Creative Director
Trevor Walker, Senior Digital Art Director
Nate Nguyen, Copywriter
Doğan Dattilo, Head of Production
Pamela Parsons, Director of Content Production
Jennifer Vogtmann, Executive Content Producer
Camden Marco, Content Producer, Broadcast Production
Paula Adams, Agency Communications Director
Al Reid, Managing Director
Erica Baker, Management Director
Bryan DeSena, Senior Client Partner, Client Management

Cross Platform

Title: TollTag - "Cut Your Bill in Half"
Category: Consumer Campaign-Local
Award: Silver ADDY Award
Recipient: Flywheel
Client: NTTA
Credits:
Adia Chaney, Copywriter
Maria Ruvalcaba, Sr. Art Director
Steven Altuna, Associate Creative Director
Jeff Richey, Group Creative Director
David Motter, Executive Creative Director
Taylor Wheeler, Account Director
Lauren Marchant, Group Account Director
Hallie Patton, Account Executive
Tamber Johnson, Producer

Title: "Run River Run" Campaign
Category: Consumer Campaign-Local
Award: Silver ADDY Award
Recipient: Fortunato
Client: Dallas Trinity FC
Credits:
Rodrigo Maycotte, Creative Director
Chris Carreker, Partner
Joey Googe, Copywriter
Lucho Sanchez, Art Director / Designer
Alyx Wynn, VP of Marketing
Robert Milam, Director
Andrés Moreno, Production Creative Director

Title: Mom's Heart
Category: Consumer Campaign-Local
Award: Silver ADDY Award
Recipient: BeautifulBeast
Client: Argentine Heart Foundation / Fundación Cardiológica Argentina
Credits:
Flor Leibaschoff, Chief Creative Officer
Diego Duprat, Exec. Creative Director
Mariano Díaz, Art Director
Thiago Magnini, Copywriter
Victoria Acosta, Account Supervisor
Matías Sada, Executive Producer
Ana Gambacini, Director of PR
Victor Macias, Exec. Producer, Deaf Mule
Gio Locatelli, Senior Sound Engineer, Deaf Mule

Title: Primanti Bros - 1.866.SAD.WINGS
Category: Consumer Campaign-Regional / National
Award: Silver ADDY Award
Recipient: The Infinite Agency
Client: Primanti Bros
Credits:
Jonathan Ogle, Founder
Tim McCarthy, ECD
Alan McCoy, CD
Danny McDonald, ACD
Niko Pappas, Strategy Director
Aryeh Kruger, Media Director
Eusra Hussain, Sr. art Director
Andrew Guzman, Brand Manager
Lauren Malouf, Project Management Director
Omar Gonzalez, Content Creator
Bradley Thurman, Sr. Editor
Escape Visuals, Production company

Title: Samsung Galaxy Z Fold7 Launch
Category: Consumer Campaign-Regional / National
Award: Silver ADDY Award
Recipient: Cheil USA
Client: Samsung Electronics America
Credits:
Kevin Anding, Senior Account Director
Stephanie Williams, Executive Account Director
Eric Mayse, Executive Creative Director
Hailey Hinz, Senior Account Director
Savannah Black, Account Supervisor

CREDITS

Title: Sports Illustrated - SI TV
Category: Local or Regional / National
Award: Silver ADDY Award
Recipient: The Infinite Agency
Client: Sports Illustrated
Credits:

Jonathan Ogle, Founder / Principal
Ky Lewis, ECD
Val de Fex Conway, Brand Director
Caleb Alba, CD
Jordan Spencer, CD
Niko Pappas, Sr. Brand Strategist
Hayden Hoyt, Brand Manager
Price Davenport, Art Director
Antonio Enriquez, Show Specialist
Erica Farmer, Show Specialist

Title: Insulin-Free Song
Category: Online / Interactive Campaign
Award: Silver ADDY Award
Recipient: BeautifulBeast
Client: Avocados From Mexico
Credits:

Flor Leibaschoff, Chief Creative Officer
Carolina Arias, Copywriter
Eddy Marquez, Art Director
Renata Focerrada, Account Executive
Matias Sada, Executive Producer
Carlos Maya, Executive Producer, Music Supervisor, Mixto Entertainment
Alvaro Luque, President & CEO, Avocados From Mexico
Jovanny Martínez, Director Of Brand Marketing and Media, Avocados From Mexico
Ana Ambrosi, Sr. Director of Corporate Communications, Sustainability and PR, Avocados From Mexico
Maria Delgado, Brand Marketing Manager, Avocados From Mexico
Gisela Saenz, Sr. Director Of Marketing & Innovation, Avocados From Mexico
Andres Moreno, Visual Supervisor, Latina Studio

Elements of Advertising

Title: Viva Vans Warped Tour
Category: Copywriting
Award: Silver ADDY Award
Recipient: Tom Schally
Client: Live Nation Entertainment
Credits:

Tom Schally, Copywriter
Triston Seay, Presentation Designer

Title: Anacacho - Coffee & Cantina
Category: Logo Design
Award: Silver ADDY Award
Recipient: The Shop
Client: Crescent Hotels
Credits:

Carter Martin, Senior Designer
Matt Sitser, Account Director
Dustin Taylor, Creative Director
David Soames, Creative Director

Title: Wild Pleasures
Category: Illustration - Series
Award: Silver ADDY Award
Recipient: BeautifulBeast
Client: Baris Frozen Treats
Credits:
Flor Leibaschoff, Chief Creative Officer
Diego Duprat, Executive Creative Director
Mariano Diaz, Art Director
Thiago Magnini, Copywriter
Victoria Acosta, Account Supervisor
Matias Sada, Executive Producer
Luca Molinari, Co-Founder, Baris
Francesca Cattarossi, Director of Marketing, Baris

Title: Loved by Texas
Category: Illustration - Series
Award: Silver ADDY Award
Recipient: Baylor Scott & White Health and Wolfman Creative
Client: Baylor Scott & White Health
Credits:
Ben Day, Baylor Scott & White Health, Director of Creative & Brand Management
Amanda Martin, Baylor Scott & White Health, Brand Manager, Creative Director
Karen Bay, Baylor Scott & White Health, Brand Manager, Production
Brian Dederling, Wolfman Creative, Creative Director
Ashleigh Adams, Wolfman Creative, Creative Director
April Steinbach, Wolfman Creative, Creative Director
Kelly Begley, Wolfman Creative, Senior Art Director
Cortney Fly, Wolfman Creative, Senior

Account Director
Lucy Galloway, Wolfman Creative, Account Executive
Deena Fayette, Wolfman Creative, Agency Producer
Laurene Boglio, Illustrator
Kat Irannejad, Artist Representative

Title: Sports Illustrated - SI TV
Category: Art Direction—Campaign
Award: Silver ADDY Award
Recipient: The Infinite Agency
Client: Sports Illustrated
Credits:
Jonathan Ogle, Founder / Principal
Ky Lewis, ECD
Caleb Alba, Creative Director
Price Davenport, Art Director

Title: Into the Wild campaign
Category: Art Direction—Campaign
Award: Silver ADDY Award
Recipient: Saatchi & Saatchi
Client: Toyota Motor North America
Credits:
Jason Schragger, Chief Creative Officer
Elaine Cox, Executive Creative Director
Chip McDonald, Creative Director
Jeremy Carson, Creative Director
Matt Kern, ACD Art Director
Nicholas Vukasovich , Senior Copywriter
Denzell Newsome , Art Director
Jenna Peck, Copywriter
Doğan Dattilo , Head of Production
Pamela Parsons, Director of Content Production
Aileen Baliaf, Senior Producer
Katarina Tomaszewicz, Content Producer

Title: On A Mission to Heal
Category: Animation, Special Effects or Motion Graphics
Award: Silver ADDY Award
Recipient: TRG
Client: TotalCare
Credits:
Andy Coulston, Creative Director
Dustin Ballard, Creative Director
Andy Coulston, Art Director
Dustin Ballard, Writer
Cassie Greenwald, TRG Studios, Senior Producer
Artbox, Production Company

Martijn Thijssen, Producer
Noah Young, Producer
Job Roggeveen, Audio Engineer
JJM (Job, Joris & Marieke), Animator
Terence Reynolds, Creative Chief Officer

Title: Take A Closer Look
Category: Animation, Special Effects or Motion Graphics
Award: Silver ADDY Award
Recipient: Baylor Scott & White Health and Wolfman Creative
Client: Baylor Scott & White Health
Credits:

Ben Day, Baylor Scott & White Health, Director, Creative and Brand Management
Rebecca Reid, Baylor Scott & White Health, Brand Manager, Creative Director
Lee Hunter, Baylor Scott & White Health, Brand Manager, Associate Creative Director
Megan Doss, Baylor Scott & White Health, Brand Manager, Producer
Kristn Owens, Baylor Scott & White Health, Director of Consumer Marketing: Brand Strategy, Planning and Systems
Robin Kraase, Baylor Scott & White Health, System sponsorship Manager, Brand Strategy & Planning
Brian Dederling, Wolfman Creative, Creative Director
Ashleigh Adams, Wolfman Creative, Creative Director
Andres de la Casa-Heurtas, Wolfman Creative, Freelance Designer
Lucy Galloway, Wolfman Creative, Account Executive
Chelle McDonald - Wolfman Creative, Agency Producer
Anthony Farquhar-Smith and Gerald Ding, Not To Scale Production , Co-Directors

Title: Big Hospital
Category: Animation, Special Effects or Motion Graphics
Award: Silver ADDY Award
Recipient: TRG
Client: TotalCare
Credits:
Andy Coulston, Creative Director
Dustin Ballard, Creative Director

Andy Coulston, Art Director
Dustin Ballard, Writer
Cassie Greenwald, TRG Studios, Senior Producer
Artbox, Production Company
Martijn Thijssen, Producer
Noah Young, Producer
Job Roggeveen, Audio Engineer
JJM (Job, Joris & Marieke), Animator
Terence Reynolds, Creative Chief Officer

Title: Take A Closer Look
Category: Animation, Special Effects or Motion Graphics
Award: Silver ADDY Award
Recipient: TRG
Client: TotalCare
Credits:
Andy Coulston, Creative Director
Dustin Ballard, Creative Director
Andy Coulston, Art Director
Dustin Ballard, Writer
Cassie Greenwald, TRG Studios, Senior Producer
Artbox, Production Company
Martijn Thijssen, Producer
Noah Young, Producer
Job Roggeveen, Audio Engineer
JJM (Job, Joris & Marieke), Animator
Terence Reynolds, Creative Chief Officer

Title: Goya "For Real Moments"
Category: Video Editing
Award: Silver ADDY Award
Recipient: Republic
Client: Goya
Credits:

Andy McGee, Senior Editor
Kim Estrada, Senior Post-Producer
John Costello, Executive Producer
Valentina Sulbaran, Group Creative Director
Dario Campos, Creative Director
David Chavez, Senior Copy Writer
Jenny Gervacio, Account Director
Luis Cano, Account Executive
Abe Garcia, Chief Creative Officer
Hector Hernandez, Senior Art Director
Carlos Garcia, Senior Art Director

Title: Dale Petroskey Legacy Film Trailer
Category: Video Editing
Award: Silver ADDY Award

Recipient: DHD Films
Client: Dale Petroskey
Credits:
Evan Denton, Editor
Madi Holland, Motion Graphic Designer
Shezad Manjee, Creative Director

Title: Uncensor Your Health
Category: Innovative Use of Interactive / Technology
Award: Silver ADDY Award
Recipient: Saatchi & Saatchi
Client: Get Ladywell LLC
Credits:
Elaine Cox, Chief Creative Officer
Chris Pierantozzi, Executive Creative Director
Ryan Jacobs, Executive Creative Director, Design
Annie Elliot, Creative Director
Logan Miller, Creative Director, Platform
Fritz Paguio, ACD Art Director
Elmar van der Watt, Senior Art Director
Krystal Rountree, Copywriter
Doğan Dattilo , Head of Production
Pamela Parsons, Director of Content Production
Alexandra Herstik, Producer
Gennifer Pflug, Producer

Corporate Social Responsibility

Title: The National Medal of Honor Museum
Category: Corporate Social Responsibility Non-Broadcast Audio / Visual
Award: Silver ADDY Award
Recipient: DHD Films
Client: National Medal of Honor Museum
Credits:
Sam Schachter, Producer
Travis Johnson, Producer
Diego Noriega, Director of Photography
Scott Jordan, First Assistant Camera
Evan Denton, Editor
Peter Johnson, Editor
Madi Holland, Motion Graphic Designer
Nadia Cortez, Art Director
Shezad Manjee, Creative Director

Public Service

CREDITS

Title: Take A Closer Look

Category: Single Unit—Any Size

Award: Silver ADDY Award

Recipient: Baylor Scott & White Health and Wolfman Creative

Client: Baylor Scott & White Health

Credits:

Ben Day, Baylor Scott & White Health, Director, Creative and Brand Management
Rebecca Reid, Baylor Scott & White Health, Brand Manager, Creative Director
Lee Hunter, Baylor Scott & White Health, Brand Manager, Associate Creative Director
Megan Doss, Baylor Scott & White Health, Brand Manager, Producer

Kristn Owens, Baylor Scott & White Health, Director of Consumer Marketing: Brand Strategy, Planning and Systems
Robin Kraase, Baylor Scott & White Health, System sponsorship Manager, Brand Strategy & Planning
Brian Dederling, Wolfman Creative, Creative Director
Ashleigh Adams, Wolfman Creative, Creative Director
Andres de la Casa-Heurtas, Wolfman Creative, Freelance Designer
Lucy Galloway, Wolfman Creative, Account Executive
Chelle McDonald - Wolfman Creative, Agency Producer
Anthony Farquhar-Smith and Gerald Ding, Not To Scale Production, Co-Directors

Title: Pride Museum of Texas

Category: Public Service Online / Interactive

Award: Silver ADDY Award

Recipient: TRG

Client: Pride Museum of Texas

Credits:

Jimmy Baldwin, Creative Director
Jack Westerholt, Creative Director
Jimmy Baldwin, Art Director
Cole Porter, Writer
Lesly Pyle, Writer
Lynn Louria, Director of Production / Producer
Paul Nelson, Head of TRG Studios /

Producer

Jimmy Baldwin, Director

Robert Howell, Cinematographer

Lance Landford, Senior Motion & Media Artist / Editor

Title: Water Is Basic: Vision 2030

Category: Public Service Online Film, Video & Sound

Award: Silver ADDY Award

Recipient: DHD Films

Client: Water Is Basic

Credits:

Evan Denton, Producer
Madi Holland, Animator
Shezad Manjee, Creative Director
Collin Quick, Account Director
Steve Roese, Founder, Water Is Basic

Title: Take A Closer Look

Category: Single Unit

Award: Silver ADDY Award

Recipient: Baylor Scott & White Health and Wolfman Creative

Client: Baylor Scott & White Health

Credits:

Ben Day, Baylor Scott & White Health, Director, Creative and Brand Management
Rebecca Reid, Baylor Scott & White Health, Brand Manager, Creative Director
Lee Hunter, Baylor Scott & White Health, Brand Manager, Associate Creative Director
Megan Doss, Baylor Scott & White Health, Brand Manager, Producer
Kristn Owens, Baylor Scott & White Health, Director of Consumer Marketing: Brand Strategy, Planning and Systems
Robin Kraase, Baylor Scott & White Health, System sponsorship Manager, Brand Strategy & Planning
Brian Dederling, Wolfman Creative, Creative Director
Ashleigh Adams, Wolfman Creative, Creative Director
Andres de la Casa-Heurtas, Wolfman Creative, Freelance Designer
Lucy Galloway, Wolfman Creative, Account Executive
Chelle McDonald - Wolfman Creative, Agency Producer
Anthony Farquhar-Smith and Gerald

Ding, Not To Scale Production ,

Co-Directors

Advertising / Media Industry Self-Promotion

Title: Monster Mash

Category: Brand Elements

Award: Silver ADDY Award

Recipient: 3Headed Monster

Client: 3Headed Monster

Credits:

Shon Rathbone, Chief Creative Officer
Cody Mescal, Graphic Designer
Jake Sazon, Art Director
Jake Watson, Associate Design Director

Title: “Designer on a Recliner” Card

Category: Special Event Materials (printed or digital)

Award: Silver ADDY Award

Recipient: O&H Brand Design

Client: O&H Brand Design

Credits:

Brian McAdams, Creative Director
Stephen Hurley, Photographer

Title: Moving Day

Category: Advertising Industry

Self-Promotion Film, Video & Sound

Award: Silver ADDY Award

Recipient: Republic

Client: Republic

Credits:

Keith James, Creative Director
Jake Kluge of KlugeFon, Sound Design / Mix
Nick Mueth, VFX / Cleanup
Jackson Armstrong, Graphics Design
Amy Aitken, Design Producer
Carrie Callaway, Post Producer
Steven Happel, Assistant Editor

Title: Dallas Mavericks: Pegasus City

Category: The Best of Corporate

Creative

Award: Silver ADDY Award

Recipient: See Pictures Production

Client: Dallas Mavericks

Credits:

Alicia Conner, Producer, See Pictures Production

Nick Utter, Director / DP / Editor,

Content Shift Media

Alison Panasik, VP Brand Identity, Dallas Mavs

Todd Brashear, VP Creative Marketing, Dallas Mavs

Allison Lewis, Director Brand Identity,

Dallas Mavs

Title: Tiff’s Treats - April Fools

Category: The Dallas Foodie

Award: Silver ADDY Award

Recipient: The Shop

Client: Tiff’s Treats Cookie Delivery

Credits:

Madeline O’Mary, Senior Designer
Dustin Taylor, Creative Director
Lauren Jilek, Account Manager
Tyler Dozier, Mr. Media
Jordyn Lax, Social Media Content Creator

Title: Fat Rosie’s Kick-Ass New Branding

Category: The Extreme Makeover Award

Award: Silver ADDY Award

Recipient: The Agency Hack

Client: Fat Rosie’s Taco & Tequila Bar /

Más Mex

Credits:

Ken Womack, Partner / Art Director / Editor
Mike Stopper, Partner / Strategist / Writer
Chase Hall, Photographer
Mike Merg, Illustrator
Emily Emmett, Voice Over Talent

Title: Texture ID Package Redesign

Category: The Extreme Makeover Award

Award: Silver ADDY Award

Recipient: Fortunato

Client: Sally Beauty

Credits:

Rodrigo Maycotte, Creative Director
Chris Carreker, Partner
Paul Nelson, Executive Producer
Koleen Kruse, Sr. Designer

Title: Samsung Olympics G Force Coach

Category: The Graveyard

Award: Silver ADDY Award

Recipient: Cheil USA

Client: Samsung Electronics America

Credits:

Cody Daniels, Executive Creative Director

Kendall Madden, Associate Creative

Director

Savannah Lazo, Senior CG Artist

PROFESSIONAL Gold Awards

Sales & Marketing

Title: Frontier Texas 25

Category: Printed Annual Report

Award: Gold ADDY Award

Recipient: Wrangler Design

Client: Frontier Texas

Credits:

Troy Myatt, Designer, Photographer
Jeff Salmon, Executive Director

Title: Zoo To Do 2025: Nocturne Invitation

Category: Card, Invitation, Announcement - Single Unit

Award: Gold ADDY Award

Recipient: Dallas Zoo

Client: Dallas Zoo

Credits:

Sean Fowler, Graphic Designer
Kristi Cooper, Graphic Designer

Print Advertising

Title: RD One Bourbon

Category: Campaign

Award: Gold ADDY Award

Recipient: Poke The Bear

Client: RD 1 Distillery

Credits:

Todd Tucker, Co-Founder / Art Director
Bill Milkereit, Co-Founder / Copywriter
Hayley Tarazewich, Director of Client Services
Elizabeth Cornelius, Sales and Marketing at RD1 Spirits

Title: This is Home

Category: Campaign

Award: Gold ADDY Award

Recipient: <https://mediumgiant.co/>

Client: The Dallas Morning News

Credits:

Smiley N. Pool, Coach Randy Allen
Thomas Welch, Cowboys Fans on Couch
Southern Sky, Flower Shop
Danielle Fork, Robert Wilonsky Returns to The Dallas Morning News
Lauren Apel, Whataburger Couple

Out-of-Home & Ambient Media

Title: Meditating Poster

Category: Poster - Single Unit

Award: Gold ADDY Award

Recipient: TRG

Client: Crazy Water

Credits:

Jim Baldwin, Creative Director
Jack Westerholt, Creative Director
Terence Reynolds, Chief Creative Officer
Jack Westerholt, Writer
TRG Studios, Production Company
Jim Baldwin, Art Director
Gabrielle Steagall, Illustrator
Steven Rice, Illustrator

Title: LEGO “Play Is Your Superpower”

Category: Out-of-Home Campaign

Award: Gold ADDY Award

Recipient: Groove Jones

Client: LEGO Systems, Inc.

Credits:

Dale Carman, Creative Director
Dan Ferguson, Executive Producer

Online / Interactive

Title: Mr & Mrs Blizzard Activation

Category: Campaign

Award: Gold ADDY Award

Recipient: The LOOMIS Agency

Client: Texas Dairy Queen

Operator’s Council

Credits:

Tina Tackett, Executive Creative Director, LOOMIS
Jim Green, Group Account Director, LOOMIS
Cecily Worthy, Creative Director, LOOMIS
Meghan Jones, Sr Art Director, LOOMIS
Lou Romanus, CEO, Texas Dairy Queen
Operator’s Council
Chelsea Ratliff, Group Account Director,

CREDITS

LOOMIS
Jenna Oliver, Account Director, LOOMIS
Cynthia Gonzales, Account Executive
Carolyn Alvey, Aardvark Communications
Mary Jane Coker, Aardvark Communications
Alise Platt, promo4good
Heather Buckley, Photographer

Title: Quge-tips
Category: Campaign
Award: Gold ADDY Award
Recipient: 3Headed Monster
Client: Elida Beauty

Credits:
Shon Rathbone, Chief Creative Officer
Pete Voehringer, Creative Director
Kevin Walsh, Creative Director
Lamar Phillips, Senior Copywriter
Jake Watson, Associate Design Director
Bruna Saavedra, Group Account Director
Matt Faris, Head of Production
Chad Lane, Senior Producer
Adam Littke, Director
Brandon Tapp, Executive Producer
Michelle Isbell, Line Producer
Dean Pelton, Editor

Title: Smoothie King - Jeremiah Brown
Category: Campaign
Award: Gold ADDY Award
Recipient: The Infinite Agency
Client: Smoothie King
Credits:
Jonathan Ogle , Founder / Principal
Megan White, CD
Amanda Paredes, Brand Director
Reilly Brown, Brand Manager
Courtney Thompson , Sr. Art Director
Nathan Kvamme, Copywriter
Lauren Dixon, Social Media Manager
Omar Gonzalez, Director of Photography
Casar Ramos-Ortiz, Content Creator

Title: Uncensor Your Health
Category: Campaign
Award: Gold ADDY Award
Recipient: Saatchi & Saatchi
Client: Get Ladywell LLC
Credits:
Elaine Cox, Chief Creative Officer
Chris Pierantozzi,
Executive Creative Director

Ryan Jacobs, Executive Creative Director,
Design
Annie Elliot, Creative Director
Logan Miller, Creative Director, Platform
Fritz Paguio, ACD Art Director
Elmar van der Watt, Senior Art Director
Krystal Rountree, Copywriter
Doğan Dattilo , Head of Production
Pamela Parsons,
Director of Content Production
Alexandra Herstik, Producer
Gennifer Pflug, Producer

Title: Uncensor Your Health
Category: Campaign
Award: Gold ADDY Award
Recipient: Saatchi & Saatchi
Client: Get Ladywell LLC
Credits:
Elaine Cox, Chief Creative Officer
Chris Pierantozzi,
Executive Creative Director
Ryan Jacobs, Executive Creative Director,
Design
Annie Elliot, Creative Director
Logan Miller, Creative Director, Platform
Fritz Paguio, ACD Art Director
Elmar van der Watt, Senior Art Director
Krystal Rountree, Copywriter
Doğan Dattilo , Head of Production
Pamela Parsons,
Director of Content Production
Alexandra Herstik, Producer
Gennifer Pflug, Producer

Title: Official Thon Song (feat. Sisqó)
Category: Branded Content &
Entertainment for Online / Interactive
Award: Gold ADDY Award
Recipient: Saatchi & Saatchi
Client: Toyota Motor North America
Credits:
Elaine Cox, Chief Creative Officer
Paul Oberlin, Creative Director
Trevor Walker, Senior Digital Art Director
Nate Nguyen, Copywriter
Doğan Dattilo, Head of Production
Pamela Parsons, Director of Content
Production
Jennifer Vogtmann, Executive Content
Producer
Camden Marco, Content Producer,
Broadcast Production

Paula Adams, Agency Communications
Director
Al Reid , Managing Director
Erica Baker, Management Director
Bryan DeSena, Senior Client Partner,
Client Management

Film, Video, & Sound

Title: Mom's Heart Radio Campaign
Category: Campaign
Award: Gold ADDY Award
Recipient: BeautifulBeast
Client: Argentine Heart Foundation /
Fundación Cardiológica Argentina
Credits:
Flor Leibaschoff, Chief Creative Officer
Diego Duprat, Exec. Creative Director
Mariano Díaz, Art Director
Thiago Magnini, Copywriter
Victoria Acosta, Account Supervisor
Matías Sada, Executive Producer
Ana Gambacini, Director of PR
Victor Macías, Exec. Producer, Deaf Mule
Gio Locatelli, Senior Sound Engineer,
Deaf Mule

Title: Dear Mom
Category: Campaign
Award: Gold ADDY Award
Recipient: TRG
Client: MemorialCare
Credits:
Terence Reynolds, Cheif Creative Officer
Arthur Stewart, Art Director
Chad Berry, Writer
David Rucker, TRG Studios,
Executive Producer
Little Minx, Los Angeles, CA,
Production Company
Jan Scott, Producer
Augusto De Fraga, Director
Andre Szankowski, Cinematographer
Steve Gandolfi, Editor
Kaito, Photographer

Title: Into the Wild
Category: Single Spot – Up to 2:00
Award: Gold ADDY Award
Recipient: Saatchi & Saatchi
Client: Toyota Motor North America
Credits:
Jason Schragger, Chief Creative Officer

Elaine Cox, Executive Creative Director
Chip McDonald, Creative Director
Jeremy Carson, Creative Director
Matt Kern, ACD Art Director
Nicholas Vukasovich , Senior Copywriter
Denzell Newsome , Art Director
Jenna Peck, Copywriter
Doğan Dattilo , Head of Production
Pamela Parsons,
Director of Content Production
Aileen Baliat, Senior Producer
Katarina Tomaszewicz, Content Producer

Title: Greatness
Category: Single Spot – Up to 2:00
Award: Gold ADDY Award
Recipient: LERMA/ Advertising
Client: Come Near
Credits:
Jon Lee, Principal / Chief Client Officer,
LERMA/
Simon Armour, Chief Creative Officer,
Come Near
David Moring, Executive Creative
Director, LERMA/
Ryan Beals, Creative Director, LERMA/
Feleceia Wilson, Executive Brand Strategy
Director, LERMA/
Nicole Cavin, Sr. Director, Brand
Leadership, LERMA/
Sara Kern, Director, Brand Leadership,
LERMA/
Deja Sanders, Director, Brand Strategy,
LERMA/
Sara Sax, Director, Business Affairs
Katie Miller, Account Supervisor, Brand
Leadership, LERMA/
Rachel McDonough, Account Supervisor,
Brand Leadership, LERMA/
Pedro Lerma, Founder & CEO, LERMA/

Title: QUGE-tips by Q-tips
Category: Campaign
Award: Gold ADDY Award
Recipient: The Board of Directors
Client: Q-tips
Credits:
Adam Littke, Director
The Board of Directors, Production
Company and Studio

Title: Go Bowling
Category: Campaign

Award: Gold ADDY Award
Recipient: Poke The Bear
Client: Go Bowling
Credits:
Bill Milkereit, Co-Founder / Copywriter -
Poke The Bear
Todd Tucker, Co-Founder / Art Director -
Poke The Bear
Hayley Tarazewich, Director of Client
Services, Poke The Bear
Andy Mahr, Director
Ashton Rodgers, Director
James Rayburn, Editor
Deedle LaCour, Editor
Tony Wann, EFX
Catherine Thomas, Online Artist
Allen Robbins, Online Artist
Jennifer Brannon, Executive Producer
Alyson Griffith, Executive Producer

Title: Meditation Video
Category: Single Spot – Any Length
Award: Gold ADDY Award
Recipient: TRG
Client: Crazy Water
Credits:
Jim Baldwin, Creative Director
Jack Westerholt, Creative Director
Terence Reynolds, Chief Creative Officer
Jack Westerholt, Writer
Jim Baldwin, Art Director
Gabrielle Steagall, Illustrator
Steven Rice, Illustrator
TRG Studios, Production Company
Click Here Labs, Production Company
Paul Nelson, Head of TRG Studios
Lisa Wisenbaker, Production Manager
Krissey Lam, Producer

Title: Uncensor Your Health
Category: Single Spot – Any Length
Award: Gold ADDY Award
Recipient: Saatchi & Saatchi
Client: Get Ladywell LLC
Credits:
Elaine Cox, Chief Creative Officer
Chris Pierantozzi,
Executive Creative Director
Ryan Jacobs, Executive Creative Director,
Design
Annie Elliot, Creative Director
Logan Miller, Creative Director, Platform
Fritz Paguio, ACD Art Director

Elmar van der Watt, Senior Art Director
Krystal Rountree, Copywriter
Doğan Dattilo , Head of Production
Pamela Parsons,
Director of Content Production
Alexandra Herstik, Producer
Gennifer Pflug, Producer

Title: Sharks with Hair
Category: Campaign
Award: Gold ADDY Award
Recipient: TRG
Client: SportClips
Credits:
Arthur Stewart, Creative Director
Andy Coulston, Creative Director
Dustin Ballard, Creative Director
Arthur Stewart, Art Director
Andy Coulston, Art Director
Dustin Ballard, Writer
TRG Studios, Production Company
Lynn Louria, TRG Studios,
Director of Production
Jayson Limmer, Editor
Lance Landford, TRG Studios,
Senior Motion & Media Artist
Terence Reynolds, Chief Creative Officer

Title: See's: Break Out the Good Stuff
Category: Campaign
Award: Gold ADDY Award
Recipient: Poke The Bear
Client: See's Candies
Credits:
Leslie Horenstein, SVP / CMO,
See's Candies
Meghan Erickson, Marketing Director,
See's Candies
Angela Farara, Senior Director,
Creative Services / Brand, See's Candies
JP Bevins, Photographer / Videographer,
See's Candies
Bill Milkereit, Co-Founder / Copywriter,
Poke The Bear
Todd Tucker, Co-Founder / Art Director,
Poke The Bear
Hayley Tarazewich, Director of Client
Services, Poke The Bear
Kathleen Torres, Agency Producer
Jorn Threlfall, Director
Jennifer Brannon, Post Producer
Deedle Lacour, Editor
James Rayburn, Editor

CREDITS

Title: Come Out and Play
Category: Single entry – more than :60
Award: Gold ADDY Award
Recipient: TMA
Client: Six Flags Entertainment Corporation
Credits:
Harris Wilkinson, Co-Director; CCO, TMA
Kevin Kleber, ECD, TMA
Emma Quinn, GCD, TMA
Mike Castelot, CD, TMA
Christi Dupree, Sr. Art Director, TMA
Ashley Dent, SVP Account, TMA
Caroline Crews, Account Director, TMA
Liz Lopez, Sr. Account Executive, TMA
Kylie Reed, Account Executive, TMA
Leigh Mergehenn, Executive Producer, Omnicom Production
Stephanie Murdoch, Sr. Producer, Omnicom Production
Natural Selection, Production Company

Title: Minivan Mom Club
Category: Branded Content & Entertainment – Non-Broadcast
Award: Gold ADDY Award
Recipient: Saatchi & Saatchi
Client: Toyota Motor North America
Credits:
Elaine Cox, Chief Creative Officer
Annie Elliott, Creative Director
Elmar van der Watt, Senior Art Director
Consiglia Iovine, Art Director
Krystal Rountree, Copywriter
Alexis Johnson, Copywriter
Doğan Dattilo, Head of Production
Pamela Parsons, Director of Content Production
Al Reid, Managing Director
Mark Turner, Chief Strategy Officer
Matt Hardesty, Group Director, Product Information
Tom Scott, Executive Communications Director, Media

Title: Paradox of Discontent
Category: Branded Content & Entertainment Campaign
Award: Gold ADDY Award
Recipient: LERMA/ Advertising
Client: Come Near

Credits:
Jon Lee, Principal / Chief Client Officer, LERMA/
Simon Armour, Chief Creative Officer, Come Near
David Moring, Executive Creative Director, LERMA/
Ryan Beals, Creative Director, LERMA/
Feleceia Wilson, Executive Brand Strategy Director, LERMA/
Nicole Cavin, Sr. Director, Brand Leadership, LERMA/
Sara Kern, Director, Brand Leadership, LERMA/
Kelly Piland, Principal, Brand Strategy, LERMA/
Ashlyn Doucet, Sr. Brand Strategist
Katie Miller, Account Supervisor, Brand Leadership, LERMA/
Rachel McDonough, Account Supervisor, Brand Leadership, LERMA/
Pedro Lerma, Founder & CEO, LERMA/

Cross Platform

Title: 2025 Crazy Water Campaign
Category: Consumer Campaign-Local
Award: Gold ADDY Award
Recipient: TRG
Client: Crazy Water
Credits:
Jim Baldwin, Creative Director
Jack Westerholt, Creative Director
Terence Reynolds, Chief Creative Officer
Jack Westerholt, Writer
Jim Baldwin, Art Director
Gabrielle Steagall, Illustrator & Animator
Steven Rice, Illustrator & Animator
TRG Studios, Production Company
Click Here Labs, Production Company
Paul Nelson, Head of TRG Studios
Lisa Wisenbaker, Production Manager
Fredrik Broden, Cinematographer

Title: Quge-tips
Category: Online / Interactive Campaign
Award: Gold ADDY Award
Recipient: 3Headed Monster
Client: Elida Beauty
Credits:
Shon Rathbone, Chief Creative Officer
Pete Voehringer, Creative Director
Kevin Walsh, Creative Director

Lamar Phillips, Senior Copywriter
Jake Watson, Associate Design Director
Bruna Saavedra, Group Account Director
Matt Faris, Head of Production
Chad Lane, Senior Producer
Adam Littke, Director
Brandon Tapp, Executive Producer
Michelle Isbell, Post Producer
Dean Pelton, Editor

Elements of Advertising

Title: Uncensor Your Health
Category: Copywriting
Award: Gold ADDY Award
Recipient: Saatchi & Saatchi
Client: Get Ladywell LLC
Credits:
Elaine Cox, Chief Creative Officer
Chris Pierantozzi, Executive Creative Director
Ryan Jacobs, Executive Creative Director, Design
Annie Elliot, Creative Director
Logan Miller, Creative Director, Platform
Fritz Paguio, ACD Art Director
Elmar van der Watt, Senior Art Director
Krystal Rountree, Copywriter
Doğan Dattilo, Head of Production
Pamela Parsons, Director of Content Production
Alexandra Herstik, Producer
Gennifer Pflug, Producer

Title: Buffalo Soldier William Reese
Category: Black & White - Single
Award: Gold ADDY Award
Recipient: Wrangler Design
Client: Frontier Texas
Credits:
Troy Myatt, Design, Photography
Jeff Salmon, Executive Director

Title: Ray Hernandez Chief Broken Eagle
Category: Black & White - Single
Award: Gold ADDY Award
Recipient: Wrangler Design
Client: Frontier Texas
Credits:
Troy Myatt, Design, Photography
Jeff Salmon, Executive Director

Title: Coming Together

Category: Art Direction—Single
Award: Gold ADDY Award
Recipient: TRG
Client: Southeastern Conference
Credits:
Tim Tone, Creative Director
Clint Carter, Creative Director
Jack Westerholt, Creative Director
Sam Langford, Art Director
Cassie Greenwald, TRG Studios, Senior Producer
Lynn Louri, TRG Studios, Director of Production
Bodega Studio, Production Company
Clint Goldman, Producer
Nicole Labbe, Producer
IAMSTATIC, Director
Jody Nazzaro, SuperExploder, Sound Designer
Meredith Nazarro, SuperExploder, Executive Producer

Title: Coming Together
Category: Animation, Special Effects or Motion Graphics
Award: Gold ADDY Award
Recipient: TRG
Client: Southeastern Conference
Credits:
Tim Tone, Creative Director
Clint Carter, Creative Director
Jack Westerholt, Creative Director
Sam Langford, Art Director
Cassie Greenwald, TRG Studios, Senior Producer
Lynn Louri, TRG Studios, Director of Production
Bodega Studio, Production Company
Clint Goldman, Producer
Nicole Labbe, Producer
IAMSTATIC, Director
Jody Nazzaro, SuperExploder, Sound Designer
Meredith Nazarro, SuperExploder, Executive Producer

Title: Samsung Museum Activation
CGI Work
Category: Animation, Special Effects or Motion Graphics
Award: Gold ADDY Award
Recipient: Cheil USA
Client: Samsung Electronics America

Credits:
Collin Simpson, Account Director
Lindsay Choi, Account Supervisor
Cody Daniels, Executive Creative Director
Will Riggs, Creative Director
Emily Rose Romano, Creative Director
Kendall Madden, Associate Creative Director
Walter Parenton, Art Director
Savannah Lazo, Senior CG Artist
Spencer Lowe, CG Artist
Kin Kwan, CG Artist

Title: Samsung Museum Activation
CGI Work
Category: Computer Generated Imagery (CGI)
Award: Gold ADDY Award
Recipient: Cheil USA
Client: Samsung Electronics America
Credits:
Collin Simpson, Account Director
Lindsay Choi, Account Supervisor
Cody Daniels, Executive Creative Director
Will Riggs, Creative Director
Emily Rose Romano, Creative Director
Kendall Madden, Associate Creative Director
Walter Parenton, Art Director
Savannah Lazo, Senior CG Artist
Spencer Lowe, CG Artist
Kin Kwan, CG Artist

Title: Hidden Seams
Category: Video Editing
Award: Gold ADDY Award
Recipient: Hagggar / 1820 Productions
Client: Hagggar Clothing Co.
Credits:
Laban Martin, Sr. Director Creative Services - Hagggar
Jonathan Potter, SVP of Brand, Licensing & Creative Services - Hagggar
Rodrigo Agudelo, Sr. Graphic Designer - Hagggar
Korey Miller, Director
Sara Madsen Miller, Executive Producer
Katelyn McCracken, Sr. Producer
1820 Productions, Post Production

Title: Meditation Video
Category: Innovative Use of Interactive / Technology

Award: Gold ADDY Award
Recipient: TRG
Client: Crazy Water
Credits:
Jim Baldwin, Creative Director
Jack Westerholt, Creative Director
Terence Reynolds, Chief Creative Officer
Jack Westerholt, Writer
Jim Baldwin, Art Director
Gabrielle Steagall, Illustrator
Steven Rice, Illustrator
TRG Studios, Production Company
Click Here Labs, Production Company
Paul Nelson, Head of TRG Studios
Lisa Wisenbaker, Production Manager
Krissy Lam, Producer

Title: Moving Day
Category: Innovative Use of Interactive / Technology
Award: Gold ADDY Award
Recipient: Republic
Client: Republic
Credits:
Keith James, Creative Director
Jake Kluge of KlugeFon, Sound Design / Mix
Nick Mueth, VFX / Cleanup
Jackson Armstrong, Graphics Design
Amy Aitken, Design Producer
Carrie Callaway, Post Producer
Steven Happel, Assistant Editor

Title: Uncensor Your Health
Category: Creative Element(s) Single
Award: Gold ADDY Award
Recipient: Saatchi & Saatchi
Client: Get Ladywell LLC
Credits:
Elaine Cox, Chief Creative Officer
Chris Pierantozzi, Executive Creative Director
Ryan Jacobs, Executive Creative Director, Design
Annie Elliot, Creative Director
Logan Miller, Creative Director, Platform
Fritz Paguio, ACD Art Director
Elmar van der Watt, Senior Art Director
Krystal Rountree, Copywriter
Doğan Dattilo, Head of Production
Pamela Parsons, Director of Content Production
Alexandra Herstik, Producer

CREDITS

Gennifer Pflug, Producer

Public Service

Title: Take A Closer Look

Category: Public Service Online / Interactive Campaign

Award: Gold ADDY Award

Recipient: Baylor Scott & White Health and Wolfman Creative

Client: Baylor Scott & White Health

Credits:

Ben Day, Baylor Scott & White Health, Director, Creative and

Brand Management

Rebecca Reid, Baylor Scott & White

Health, Brand Manager, Creative Director

Lee Hunter, Baylor Scott & White Health,

Brand Manager, Associate Creative

Director

Megan Doss, Baylor Scott & White Health,

Brand Manager, Producer

Kristn Owens, Baylor Scott & White

Health, Director of Consumer Marketing:

Brand Strategy, Planning and Systems

Robin Kraase, Baylor Scott & White Health,

System sponsorship Manager,

Brand Strategy & Planning

Brian Dederling, Wolfman Creative,

Creative Director

Ashleigh Adams, Wolfman Creative,

Creative Director

Andres de la Casa-Heurtas, Wolfman

Creative, Freelance Designer

Lucy Galloway, Wolfman Creative,

Account Executive

Chelle McDonald - Wolfman Creative,

Agency Producer

Anthony Farquhar-Smith and Gerald

Ding, Not To Scale Production ,

Co-Directors

Title: Take A Closer Look

Category: Integrated Media Public Service Campaign

Award: Gold ADDY Award

Recipient: Baylor Scott & White Health and Wolfman Creative

Client: Baylor Scott & White Health

Credits:

Ben Day, Baylor Scott & White Health,

Director, Creative and

Brand Management

Rebecca Reid, Baylor Scott & White Health, Brand Manager, Creative Director

Lee Hunter, Baylor Scott & White Health, Brand Manager, Associate Creative Director

Megan Doss, Baylor Scott & White Health, Brand Manager, Producer

Kristn Owens, Baylor Scott & White Health, Director of Consumer Marketing:

Brand Strategy, Planning and Systems

Robin Kraase, Baylor Scott & White Health,

System sponsorship Manager,

Brand Strategy & Planning

Brian Dederling, Wolfman Creative,

Creative Director

Ashleigh Adams, Wolfman Creative,

Creative Director

Andres de la Casa-Heurtas,

Wolfman Creative, Freelance Designer

Lucy Galloway, Wolfman Creative,

Account Executive

Chelle McDonald - Wolfman Creative,

Agency Producer

Anthony Farquhar-Smith and Gerald

Ding, Not To Scale Production ,

Co-Directors

Advertising / Media Industry Self-Promotion

Title: 2025 American Advertising Awards

Category: Special Event Materials (printed or digital)

Award: Gold ADDY Award

Recipient: 3Headed Monster

Client: American Advertising Federation

- Dallas

Credits:

Shon Rathbone, Chief Creative Officer

Pete Voehringer, Creative Director

Kevin Walsh, Creative Director

Jake Watson, Associate Design Director

Cody Mescal, Graphic Designer

Nebraska White, Copywriter

Reid St. John, Senior Art Director

Title: Ass-Kickin' with Fat Rosie's

Category: The Dallas Foodie

Award: Gold ADDY Award

Recipient: The Agency Hack

Client: Fat Rosie's Taco &

Tequila Bar / Más Mex

Credits:

Ken Womack, Partner / Art Director /

Editor

Mike Stopper, Partner / Strategist / Writer

Chase Hall, Photographer

Mike Merg, Illustrator

Emily Emmett, Voice Over Talent

Title: Moving Day

Category: The Dallas Holly

Award: Gold ADDY Award

Recipient: Republic

Client: Republic

Credits:

Keith James, Creative Director

Jake Kluge of KlugeFon,

Sound Design / Mix

Nick Mueth, VFX / Cleanup

Jackson Armstrong, Graphics Design

Amy Aitken, Design Producer

Carrie Callaway, Post Producer

Steven Happel, Assistant Editor

Title: Holiday Pie Box & AR Card

Category: The Dallas Holly

Award: Gold ADDY Award

Recipient: Tegan Digital

Client: Tegan Digital

Credits: Tegan Digital

Title: Galaxy S25 Edge DoeChii

Unboxing Kit

Category: The Graveyard

Award: Gold ADDY Award

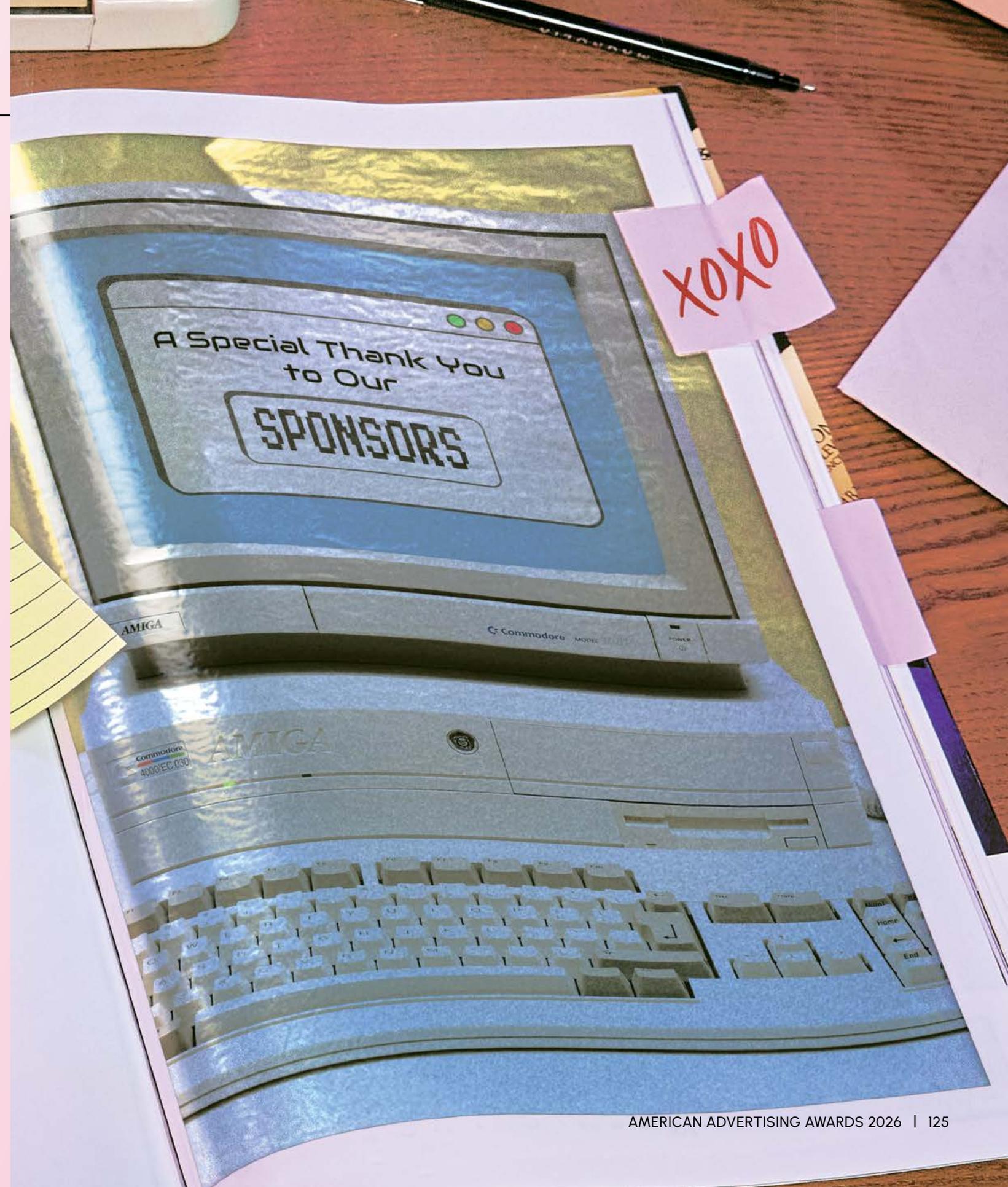
Recipient: Cheil USA

Client: Samsung Electronics America

Credits:

Eric Mayse, Executive Creative Director

Nasim Abadi, Art Director





Cheil

Born from the world's largest technology company

Our origin puts us at the forefront of innovation with the pacesetters of progress.
Where others wait for change, we define it.

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The graphic features the "ADVENTION 2026" logo in white and blue, with a map of Texas as a background. To the right is a photo of the AAF D10 executive team, four people in formal attire, standing in front of a backdrop with the American Advertising Awards logo. The text "AAF D10 executive team" is overlaid on the photo. The background is a gradient of blue and orange with decorative elements like dots and lines.

ADVENTION 2026

Right here in Dallas!

AAF D10 executive team

NSAC Competition april 8-10, 2026
student career fair | NSAC awards

Professional Conference april 9-11, 2026
NSAC winner presentations | conference reception
breakouts & main stage presentations
mosaic awards | next wave awards
D10 american advertising awards
governor's toast | evening of excellence



ADvent10n.com

aaf® district 10



Jules Davis
**Account Executive
of the Year**

Chris Lee
**Social Strategy
Director of the Year**

Thank you for keeping
us on the rails.

**AMERICAN
ADVERTISING
AWARDS**



Printed by



Coming to
8080 Park Lane
This Spring



www.TheRepublic.co



**For the first time all year, we were the client.
So we shot this ad in Hawaii.**

Congratulations to all of tonight's winners.

TRG

Beautiful Beast

Congratulations To All Award Winners

WORKBOOK

Where creative excellence takes center stage

workbook.com | workbookcreative.com

Image © Rachel Neville

DH
FILMS

**POWERED
BY STORYTELLERS.**

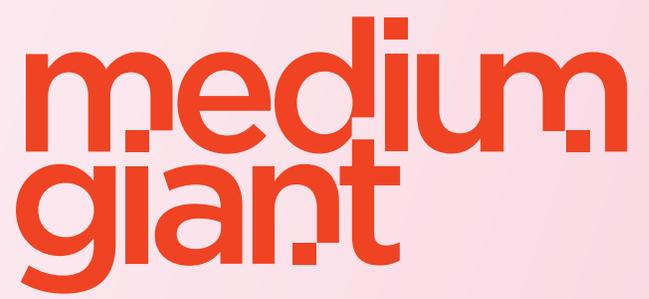
DHDFILMS.COM

BRAVO!

CONGRATULATIONS TO THE 2026 ADDY WINNERS!

The Dallas Producers Association is building the North Texas production workforce to create blockbuster films, bingeable series, engaging documentaries and commercials. We help our members grow in their creative management and technical skills through promotion, education, advocacy and networking. We are proud to support the American Advertising Federation of Dallas and applaud your creative spirit and excellence in the art of advertising.

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Thank you!





Design by Cheil, 2026 AAA Creative Agency Partner

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