

2023

FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

WINNER'S BOOK

2023

FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

A NOTE

The American Advertising Federation Fort Worth Club congratulates the 13 professional and 22 student winners of the 2023 American Advertising Awards.

This year, AAF Fort Worth collected 327 submissions in total, including 264 professional entries from 27 different agencies/companies and 63 student entries.

The Board expresses its gratitude for the sponsors of the 2023 awards show (see pages 4-6) and to this year's judges, Silver Cuellar III, John McCafferty, and Evan Peter.

To learn more about the competition, visit the [AAF Fort Worth website](#).

AMERICAN
ADVERTISING
AWARDS

THANK YOU TO OUR SPONSORS



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

AMERICAN
ADVERTISING
AWARDS

BAR SPONSOR

Printed
THREADS

GALLERY SPONSOR

B

BALCOM AGENCY

ENTERTAINMENT SPONSOR

FARLOWMEDIA

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AMERICAN
ADVERTISING
AWARDS

GOLD SPONSOR

Spectrum 
REACH®

SILVER SPONSORS

rh Robert Half®

Jackson Walker



AMERICAN
ADVERTISING
AWARDS

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AMERICAN
ADVERTISING
AWARDS

IN-KIND SPONSORS

Backlot.
STUDIO · WORKSPACE

x rōbeegrāffix



pugnacious

AMERICAN
ADVERTISING
AWARDS

PROFESSIONAL WINNERS



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

BEST OF SHOW

N8 VISUALS INC.
KIMBELL STORIES

FOR KIMBELL ART MUSEUM

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – INTERNET COMMERCIAL
CAMPAIGN



AMERICAN
ADVERTISING
AWARDS

CREDITS: N8 Visuals Inc., Production Company | Nick Utter, Director of Photography | Editor | Katherine Polenz, Head of Marketing and Public Relations - Kimbell Art Museum | Emily Henderson, Digital Content Coordinator - Kimbell Art Museum

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

BEST OF TRADITIONAL

SCHAEFER ADVERTISING CO. SEASON TITLE ILLUSTRATIONS

FOR TEXAS BALLET THEATER

CATEGORY: VISUAL – ILLUSTRATION –
SERIES

AMERICAN
ADVERTISING
AWARDS

TEXAS BALLET THEATER: SEASON TITLE ILLUSTRATION



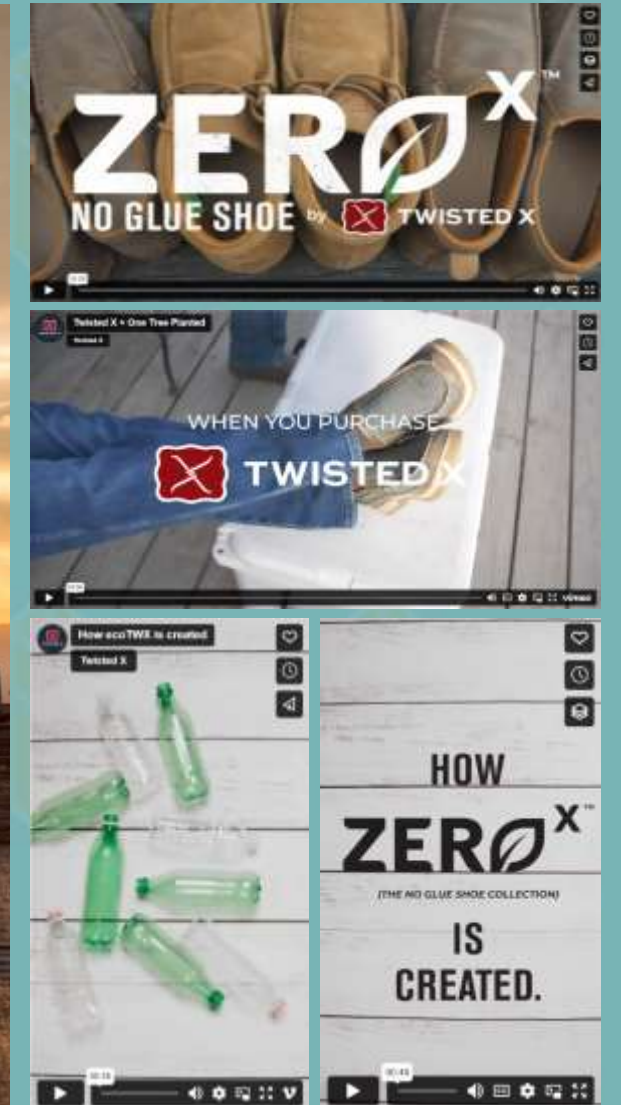
CREDITS: Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Jackie Medling, Production Manager | Ali Haney, Group Director | Lauren Losack, Account Manager | Kat Goodloe, Illustrator

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

BEST OF INTERACTIVE
TWISTED X
GLOBAL BRANDS
TWISTED X: LOVE OF THE LAND
FOR TWISTED X

CATEGORY: CORPORATE SOCIAL
RESPONSIBILITY ONLINE/INTERACTIVE
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Kristy Rosica, Sustainability Strategist | Brianna Tucker, Marketing Coordinator / Photographer | Clayton Smith, Director of Marketing

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

BEST OF VIDEO

HOEGGER COMMUNICATIONS BEYOND LOVING

FOR 5 CONTINENTS EDITIONS

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – WEBISODE(S) – SINGLE
WEBISODE

AMERICAN
ADVERTISING
AWARDS

CREDITS: Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Erica Sawyer, Producer | Andrew Bell, Graphic Design | Eric Crosslin, Motion Graphics | Abelio Petrik, Director of Photography | Luther Cantelope III, Jr., Sound Design



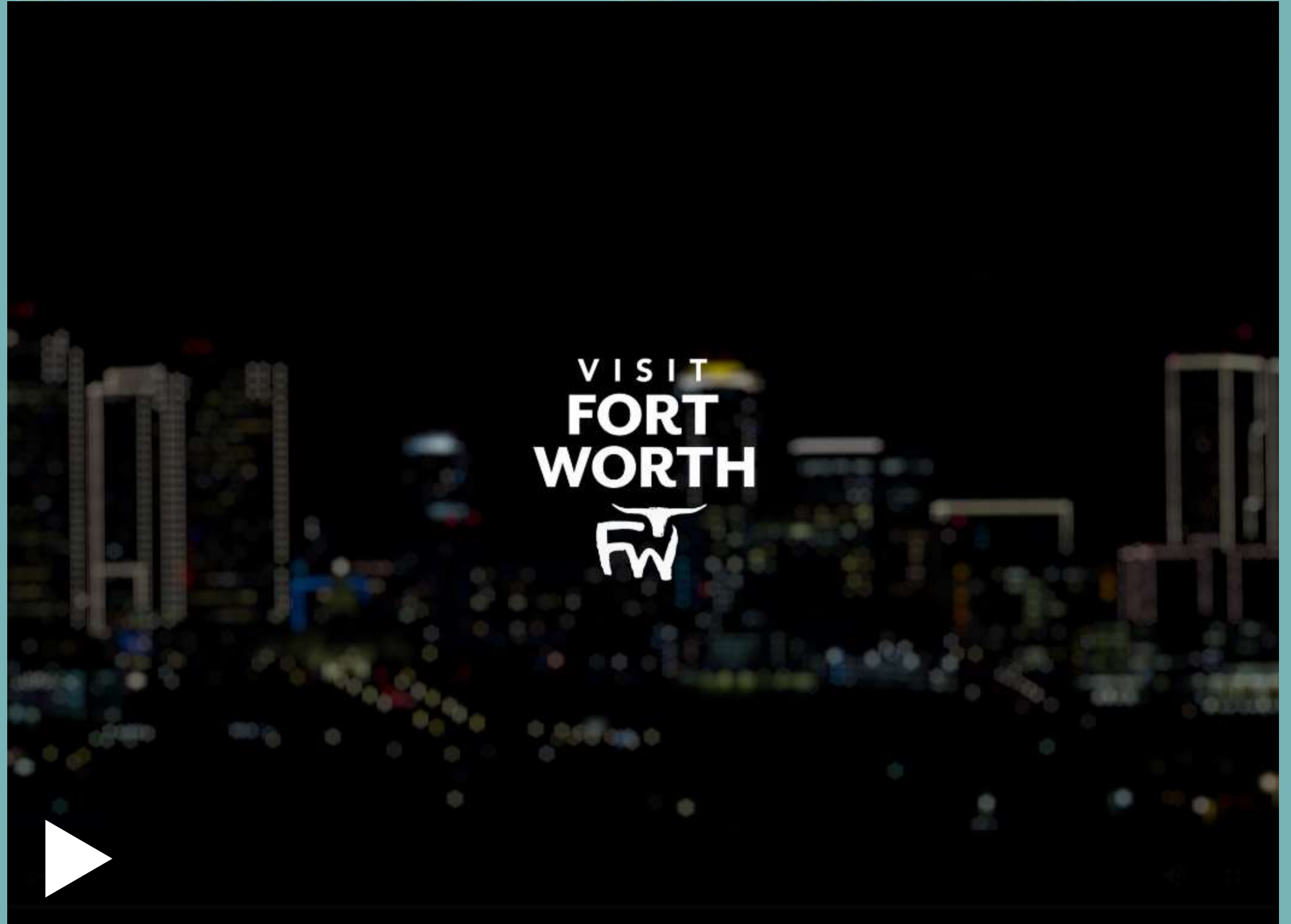
2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

SPECIAL JUDGES AWARD:
FUNKYTOWN

N8 VISUALS INC.
VISIT FORT WORTH –
THINGS TO DO

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SPECIAL JUDGES AWARD:
BEST OF NEVER RAN

TOKI'S MAMA
JAPANESE AKITAINU CLUB
OF USA

AMERICAN
ADVERTISING
AWARDS



SALES & MARKETING



AMERICAN
ADVERTISING
AWARDS

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D
TWISTED X
GLOBAL BRANDS
BLACK STAR: CATALOG

FOR BLACK STAR
CATEGORY: CATALOG

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Brianna Tucker, Marketing Coordinator / Photographer | Clayton Smith, Director of Marketing | Kehana Krumme, Lifestyle Photographer | Rich Morris, President, One Country | Alex Bohn, Project Manager, One Country | Kym Rodda, Product Photographer



Every boot has a story.

Created for those with the cowboy spirit, the Black Star boots collection is an elevated take on a timeless classic. Crafted by blending luxurious leathers, intricate stitching, and unparalleled comfort technology, our collection of traditional cowboy boots honors western heritage and those who have stepped before us.



**Designed in Texas.
Crafted in Mexico.**

Since its inception, Black Star has been producing high-quality western boots in Mexico. With Mexico's longstanding history of artistry, skilled craftsmen with decades of experience construct our boots with knowledge that spans generations. This collection honors long standing production techniques with premium materials and classic silhouettes.

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

ROBEEGRAFFIX
ADVERTISING
DESIGN, LLC
LEMON & CO SPIKED
LEMONADE

FOR WESTERN SON DISTILLERY

CATEGORY: PACKAGING CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Gina McEuen, Designer/Creative Director | Roby McEuen, Type Design | Erin King, Client



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

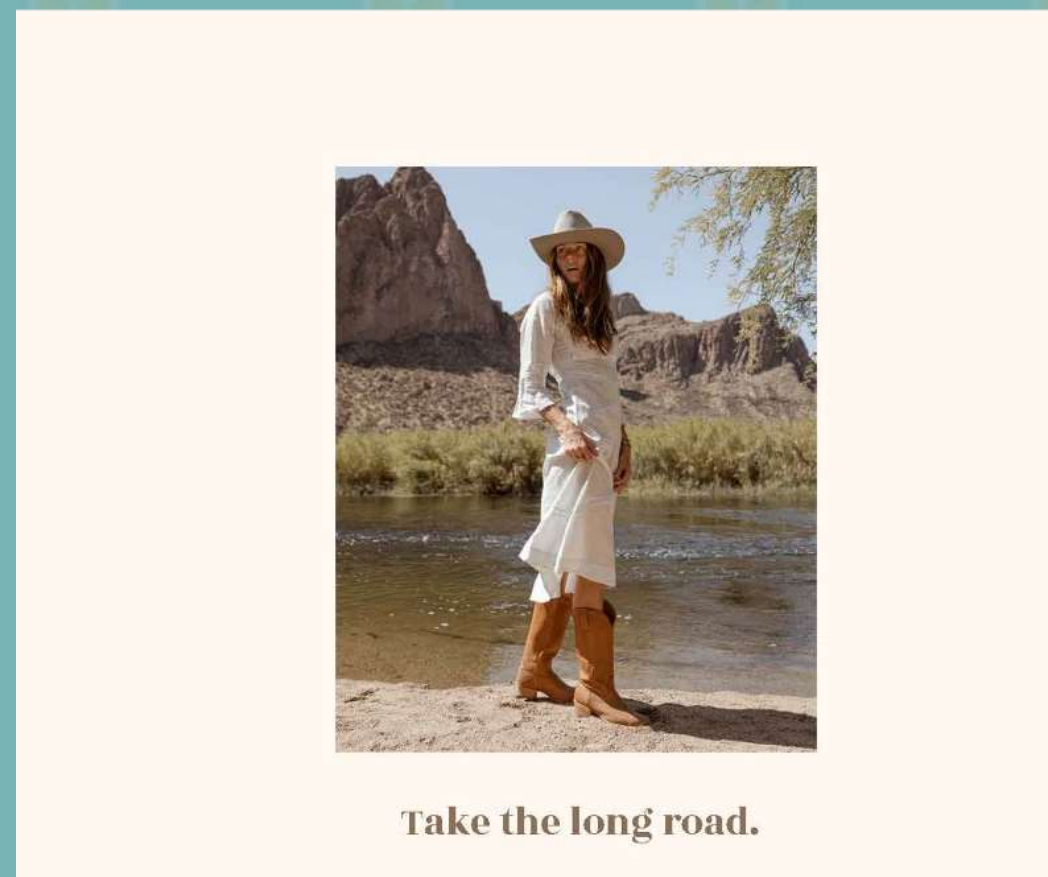
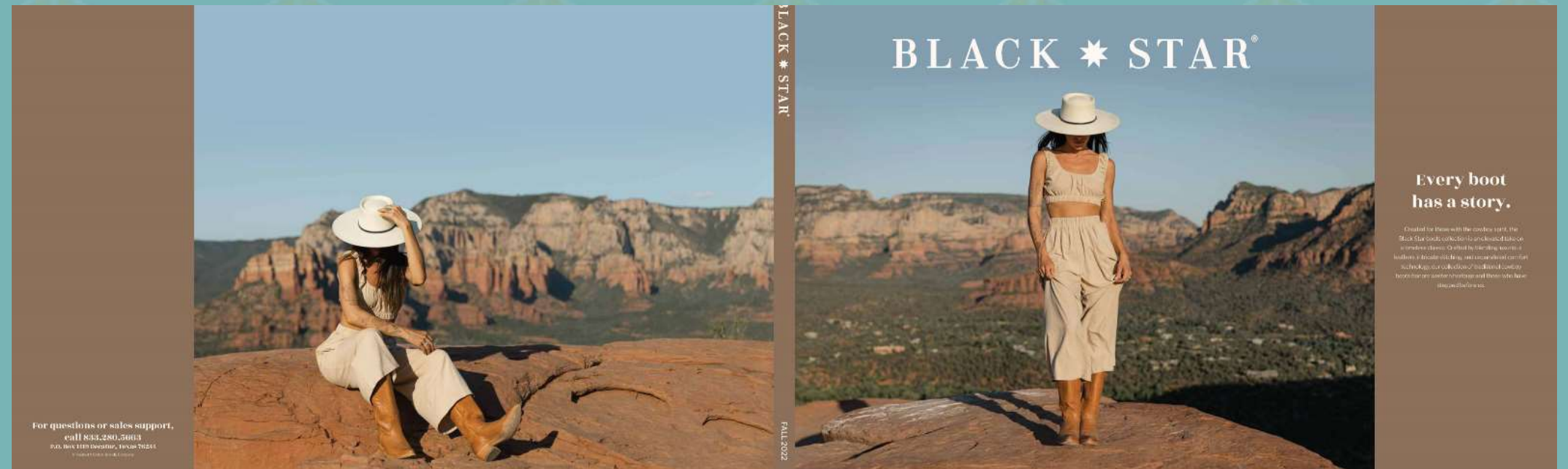
TWISTED X
GLOBAL BRANDS
BLACK STAR: LOOKBOOK

FOR BLACK STAR

CATEGORY: BOOK DESIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Shanna Rossi, Graphic Designer | Taylor Torcellini, Creative Director | Brianna Tucker, Marketing Coordinator / Photographer | Kehana Krumme, Lifestyle Photographer



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

TWISTED X
GLOBAL BRANDS

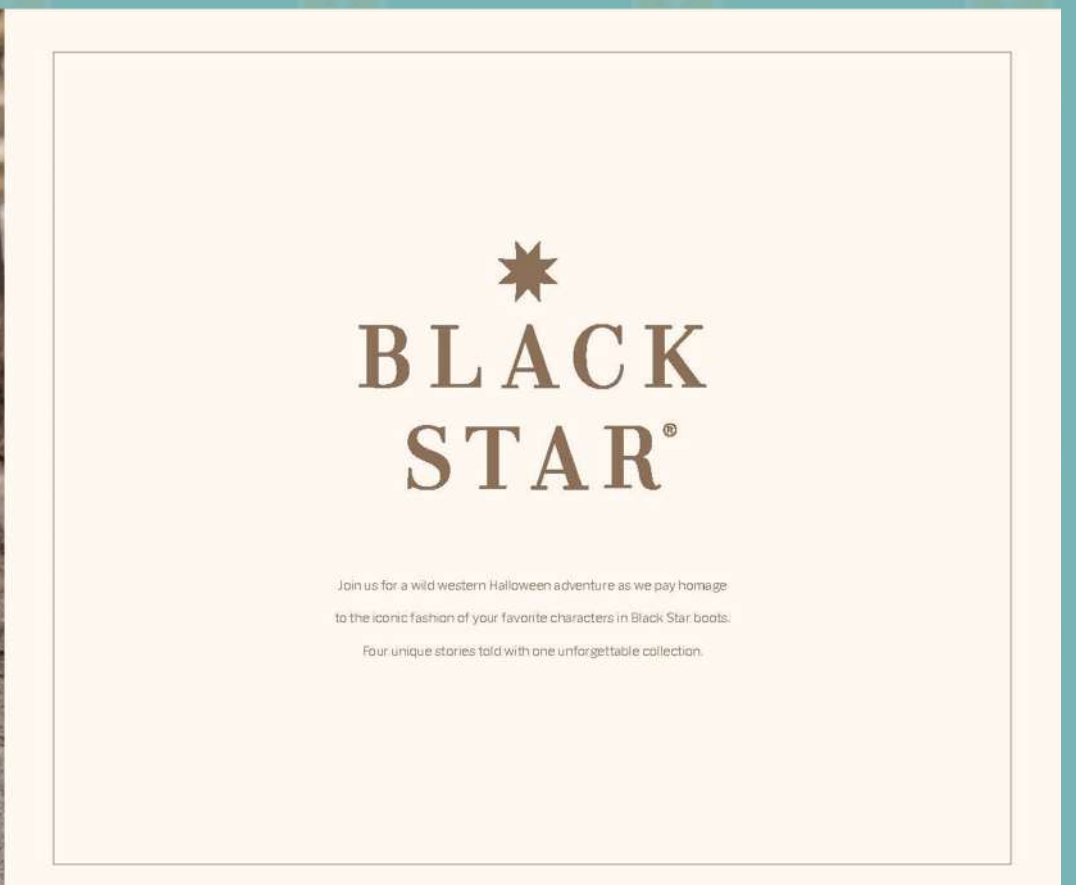
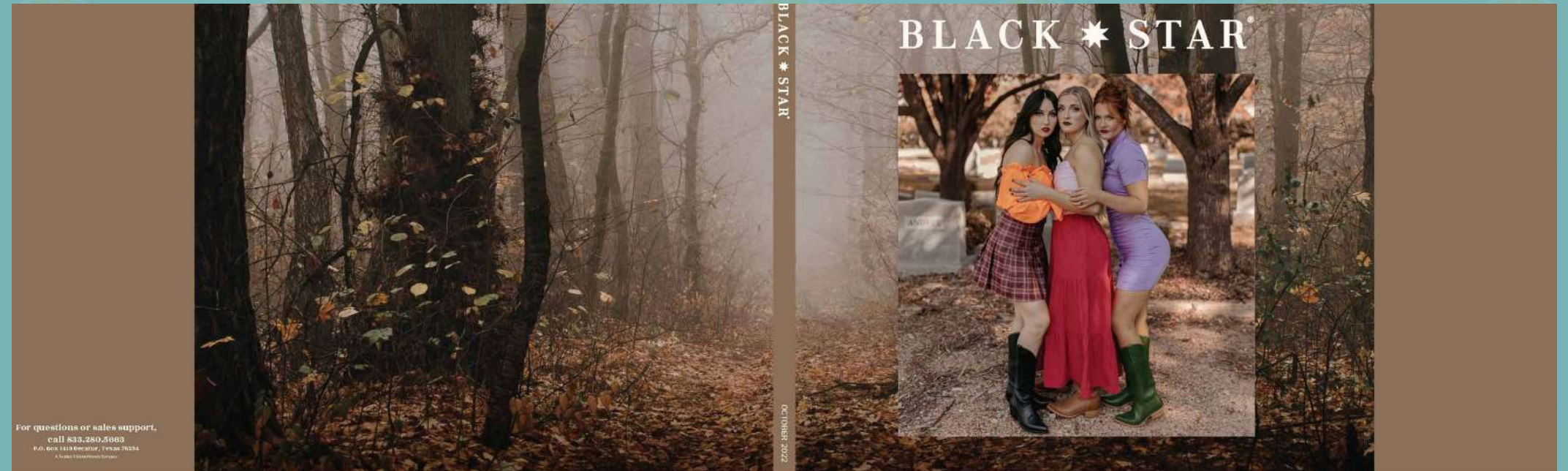
BLACK STAR: HALLOWEEN
LOOKBOOK

FOR BLACK STAR

CATEGORY: BOOK DESIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Shanna Rossi, Graphic Designer | Taylor Torcellini, Creative Director | Brianna Tucker, Photographer



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

SCHAEFER
ADVERTISING CO.

ZOO BALL: THE WILD ONES
INVITATION

FOR FORT WORTH ZOO

CATEGORY: SPECIAL EVENT MATERIAL

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Maren Gibbs, Director of Production Services | Ken Schaefer, President/CEO | Ali Haney, Group Director | Amber Arnold, Senior Copywriter | Big Box Little Box, Printer



PRINT ADVERTISING



AMERICAN
ADVERTISING
AWARDS

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

TWISTED X
GLOBAL BRANDS
BLACK STAR: PRINT CAMPAIGN

FOR BLACK STAR

CATEGORY: MAGAZINE ADVERTISING
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Brianna Tucker, Marketing Coordinator / Photographer | Kehana Krumme, Lifestyle Photographer



OUT-OF-HOME & AMBIENT MEDIA



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SILVER

SCHAEFER
ADVERTISING CO.
SEASON POSTER CAMPAIGN

FOR TEXAS BALLET THEATER

CATEGORY: OUT-OF-HOME CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, Associate Creative Director | Margot Ringler, Senior Designer | Jackie Medling, Production Manager | Ali Haney, Group Director | Lauren Losack, Account Manager | Amber Arnold, Senior Copywriter | Steven Visneau, Photographer | Kat Goodloe, Illustrator



ONLINE/INTERACTIVE



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

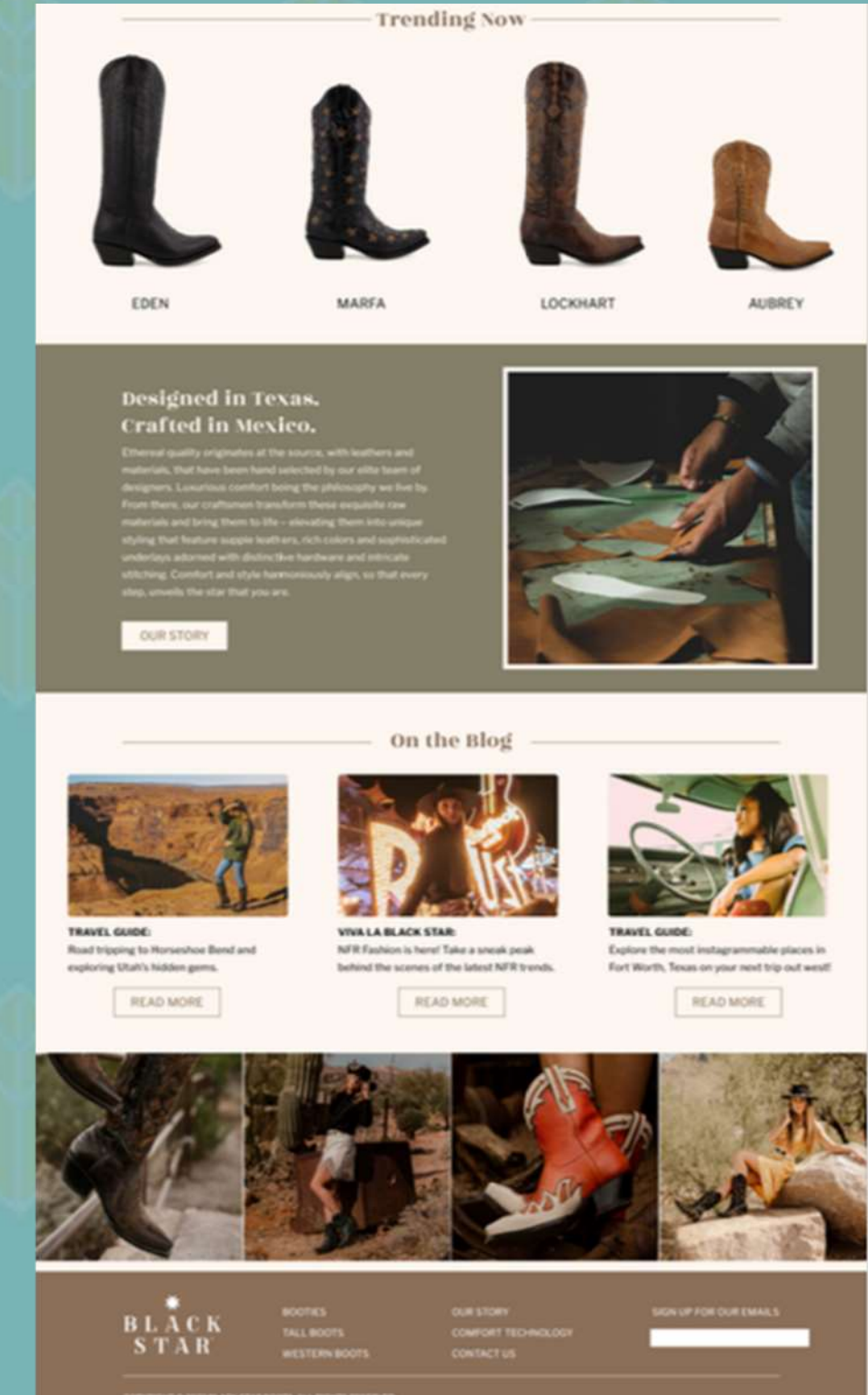
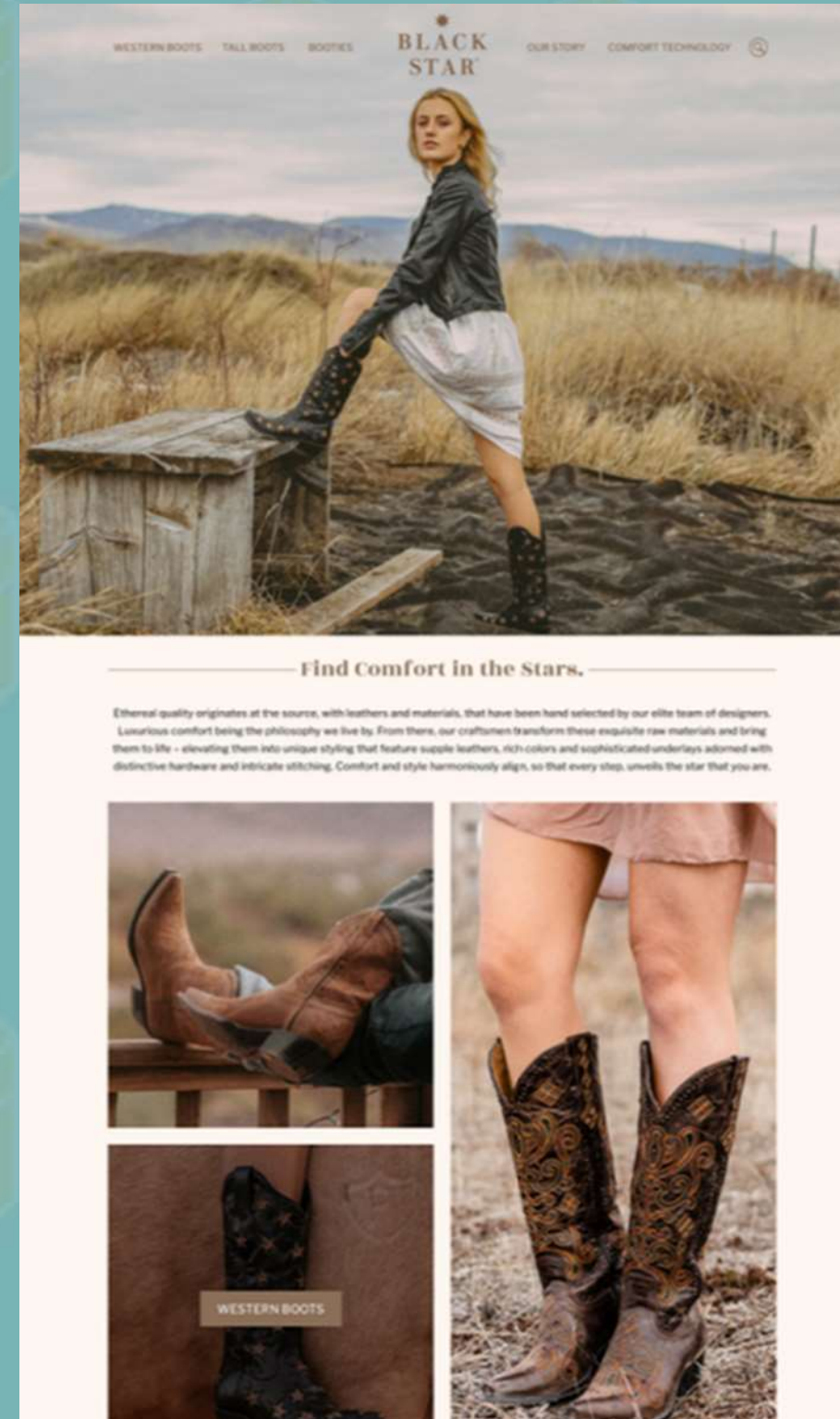
G O L D
TWISTED X
GLOBAL BRANDS
BLACK STAR: WEBSITE

FOR BLACK STAR

CATEGORY: WEBSITES – CONSUMER

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director | Brianna Tucker, Marketing Coordinator / Photographer | Clayton Smith, Director of Marketing | Rich Morris, President, One Country | Alex Bohn, Project Manager, One Country | Evan Mijares, Chief Technology Officer, One Country | Kym Rodda, Product Photographer, One Country | Kehana Krumme, Lifestyle Photographer



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SILVER

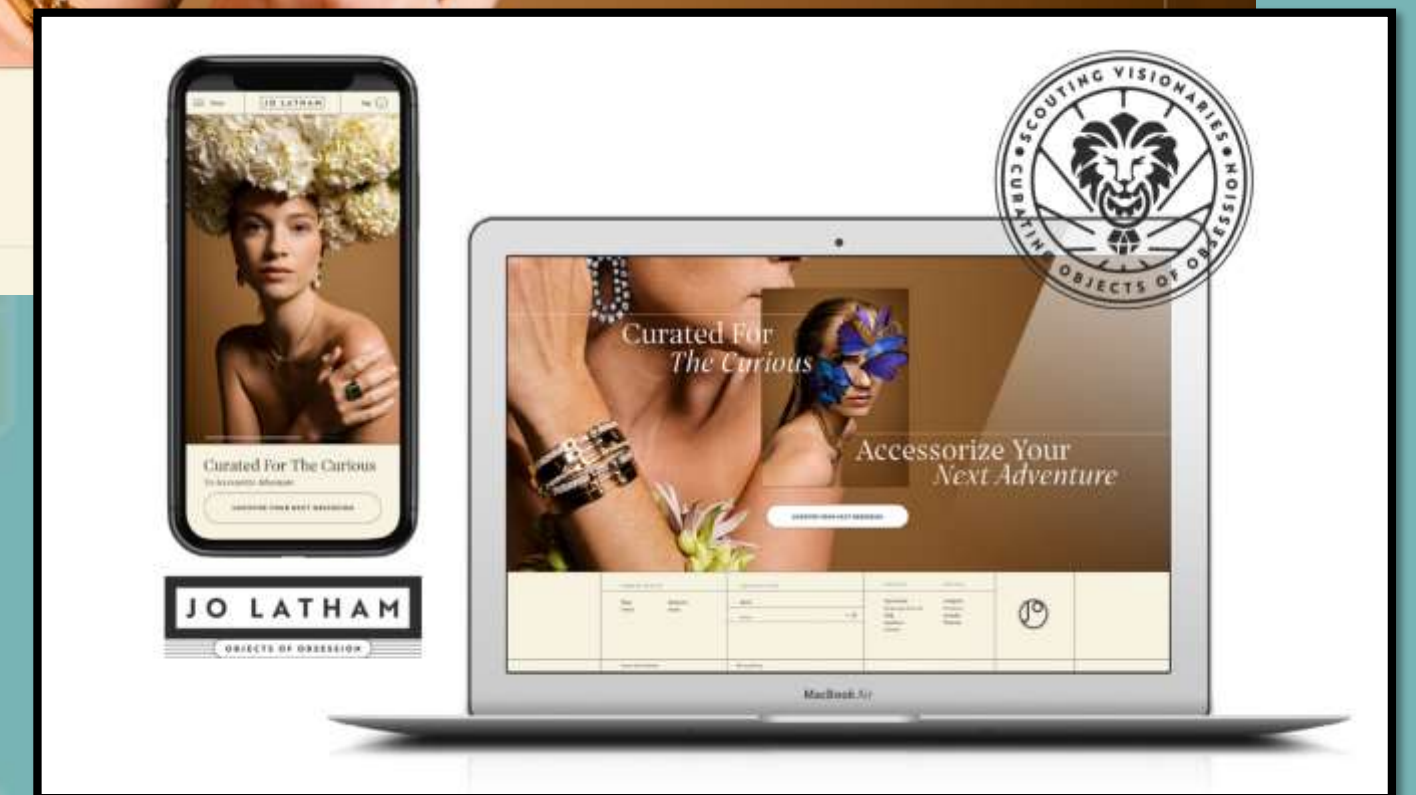
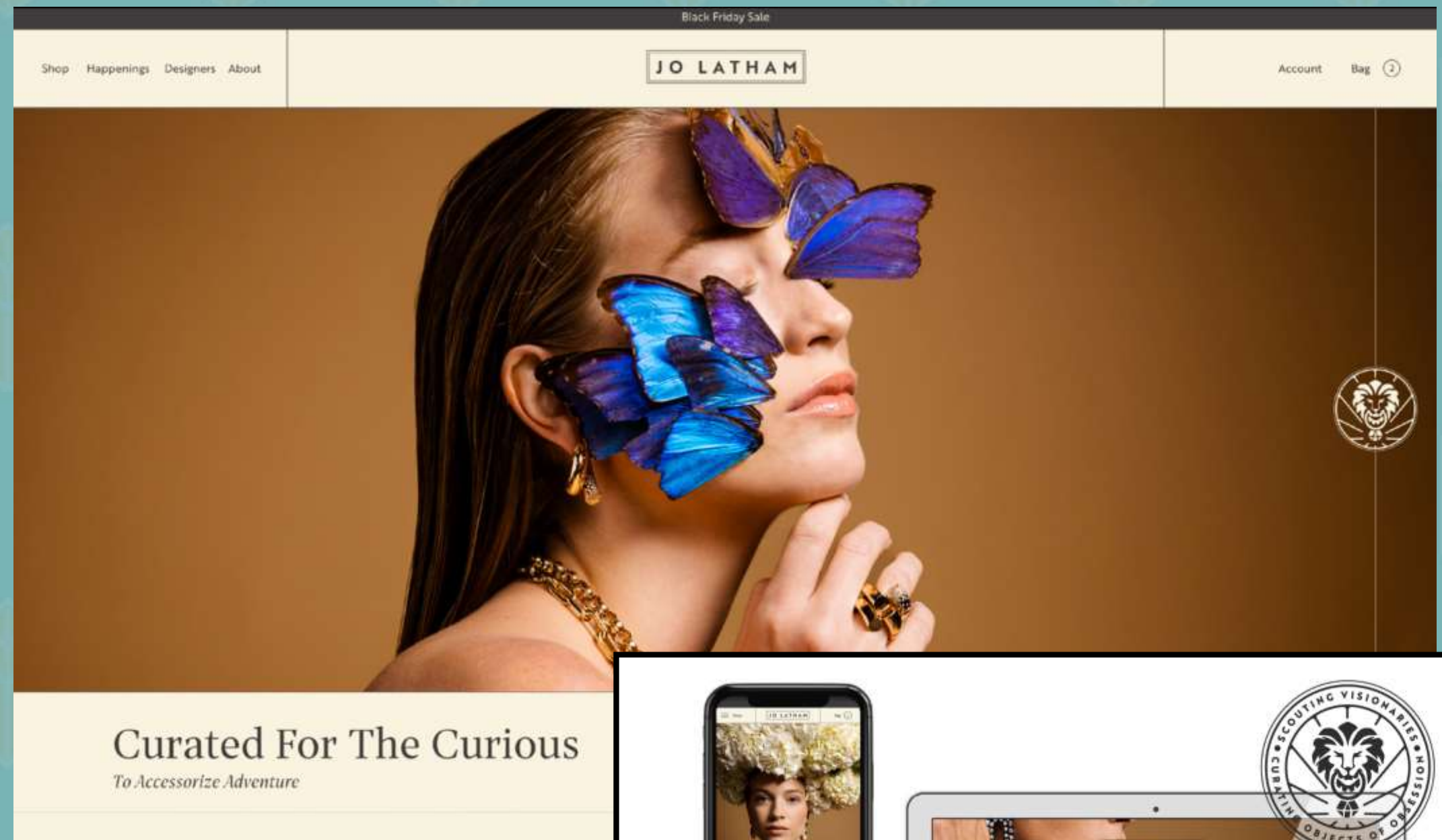
GENERAL PUBLIC
BRANDING CO.
JO LATHAM WEBSITE

FOR JO LATHAM

CATEGORY: WEBSITES – CONSUMER

AMERICAN
ADVERTISING
AWARDS

CREDITS: Team General Public Branding Co.



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

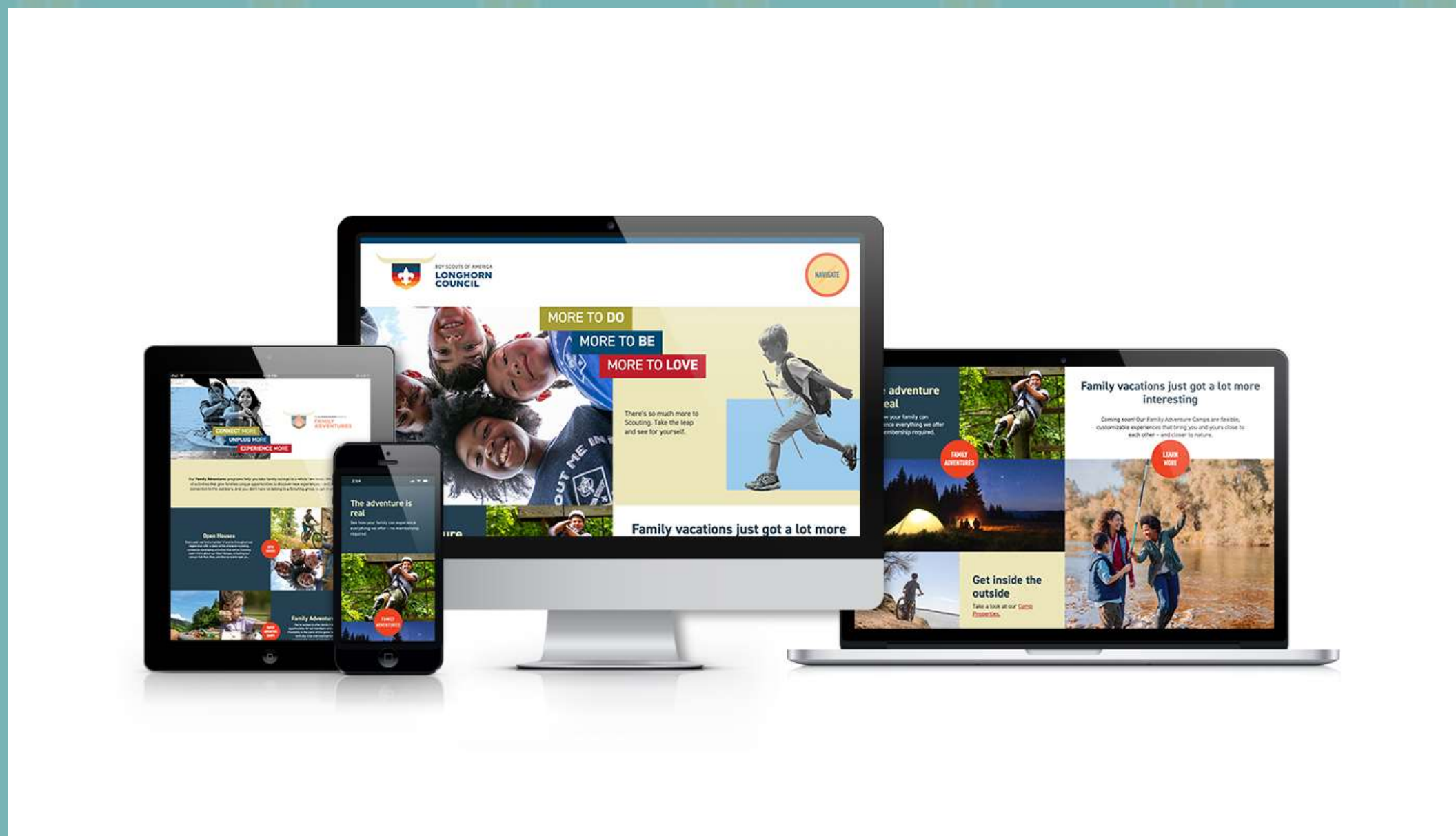
HONORABLE MENTION

BALCOM AGENCY

LONGHORNCOUNCIL.ORG
WEBSITE

FOR LONGHORN COUNCIL, BOY SCOUTS
OF AMERICA

CATEGORY: WEBSITES – CONSUMER



AMERICAN
ADVERTISING
AWARDS

CREDITS: Brian Blankenship, Designer/Interactive Creative Director | Kyle Suva, Senior Interactive Developer | Amira Nickerson, Interactive Developer | Lauren Bice, Junior Interactive Developer | Jamie Fisher, Associate Creative Director | Chase Correll, Copywriter | Carol Glover, Principal/Creative Services | Kathryn Hankinson, Account Director | Ashley Freer, Principal/Group Director | Kasie Mallory, Program Director

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION
WARREN DOUGLAS
ADVERTISING
SECURELY WEBSITE

FOR SECURELY
CATEGORY: WEBSITES – CONSUMER

AMERICAN
ADVERTISING
AWARDS

CREDITS: Courtney Thompson, Senior Graphic Designer | Paul Davis, Design Director | Randall Hooker, Creative Director | Joel Pratt, Web Developer | Selena Alvarenga, Digital Project Manager



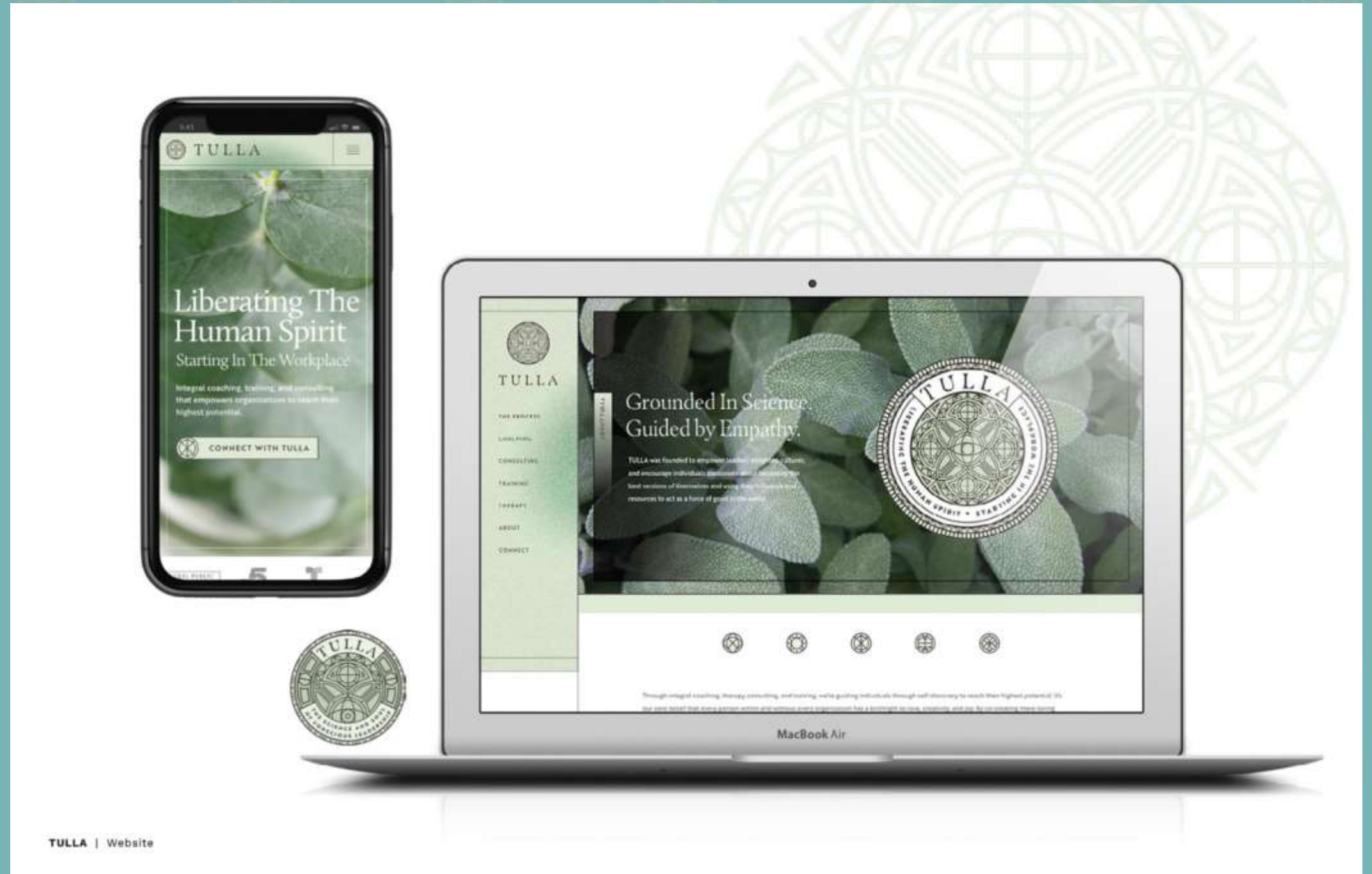
2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

GENERAL PUBLIC
BRANDING CO.
TULLA WEBSITE

FOR TULLA

CATEGORY: WEBSITES – B-TO-B



AMERICAN
ADVERTISING
AWARDS

CREDITS: Team General Public Branding Co.

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SILVER
SCHAEFER
ADVERTISING CO.
MIZ WEBSITE

FOR ALLIANCETEXAS MIZ

CATEGORY: WEBSITES – B-TO-B

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Margot Ringler, Senior Designer | Jackie Medling, Production Manager | Sara Hull, EVP, Account Strategy & Client Services | Katie Anderson, Account Manger | Bryn Townsend, Group Director, Digital | Brett Yanoski, Web Development Supervisor | David Kurth, Front End Developer | Amber Arnold, Senior Copywriter

ALLIANCETEXAS: MOBILITY INNOVATION ZONE - WEBSITE



WEBSITE: ALLIANCETEXASMIZ.COM

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R
SCHAEFER
ADVERTISING CO.
BENNETT PARTNERS WEBSITE

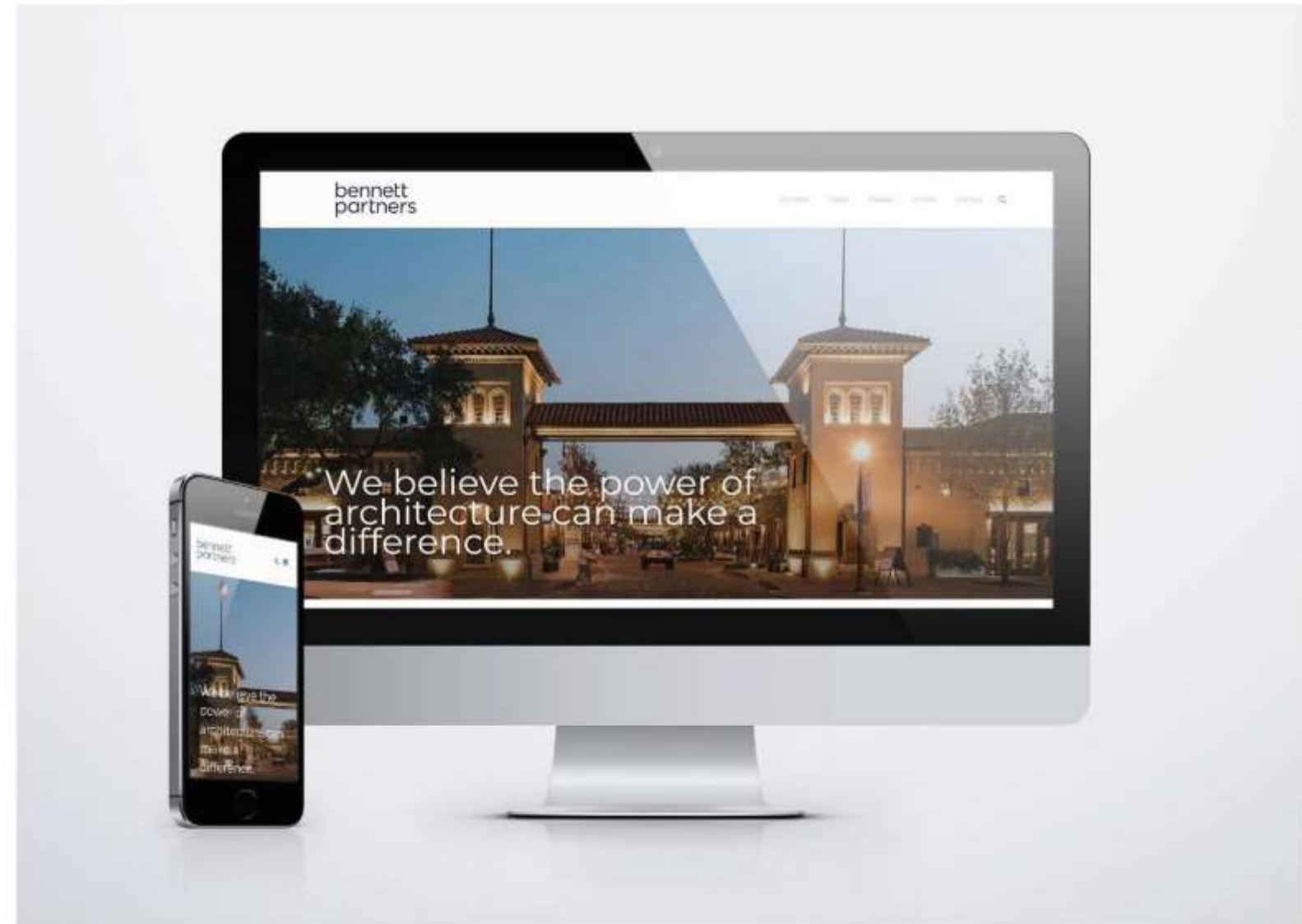
FOR BENNETT PARTNERS

CATEGORY: WEBSITES – B-TO-B

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Sara Hull, EVP, Account Strategy & Client Services | Katie Anderson, Account Manger | Bryn Townsend, Group Director, Digital | Brett Yanoski, Web Development Supervisor | David Kurth, Front End Developer | Amber Arnold, Senior Copywriter | Maren Gibbs, Director of Production Services

CLIENT NAME: BENNETT PARTNERS



Website

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SILVER

GENERAL PUBLIC
BRANDING CO.
RED PRODUCTIONS WEBSITE

FOR RED PRODUCTIONS

CATEGORY: WEBSITES – B-TO-B

AMERICAN
ADVERTISING
AWARDS

CREDITS: Team General Public Branding Co.



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SILVER
SCHAEFER
ADVERTISING CO.
THE NEW ZOO: MICROSITE
FOR FORT WORTH ZOO
CATEGORY: WEBSITES – MICROSITES

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Jackie Medling, Production Manager | Ken Schaefer, President/CEO | Ali Haney, Group Director | Amber Arnold, Senior Copywriter | Becca Johnson, Group Supervisor Digital | Brett Yanoski, Web Development Supervisor | David Kurth, Front-end Developer | Nick Toombs, Media Supervisor

FORT WORTH ZOO: THE NEW ZOO MICROSITE



Website - thenewzoo.org

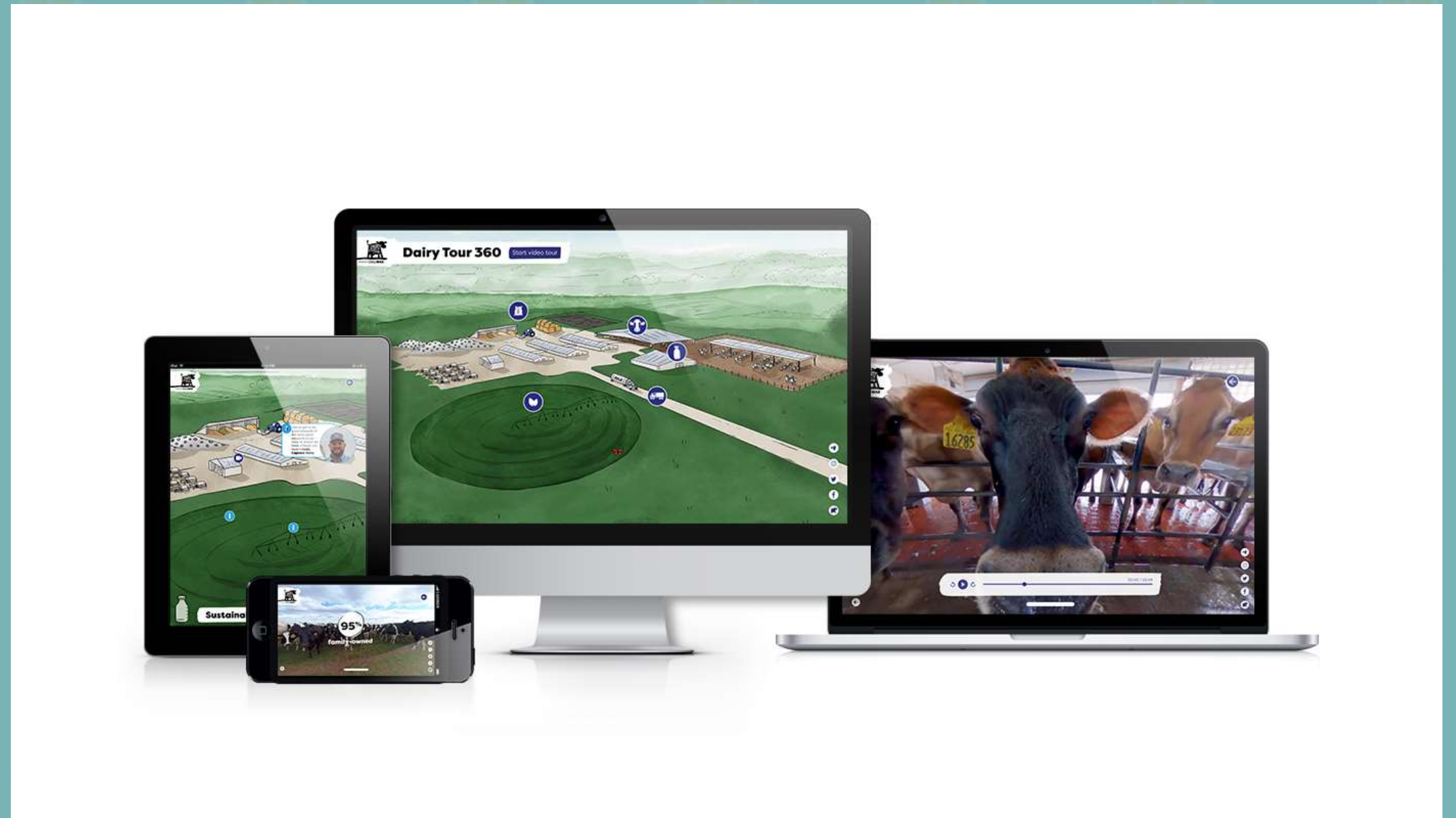
2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

BALCOM AGENCY
DAIRYTOUR360.COM

FOR DAIRY MAX

CATEGORY: WEBSITES – MICROSITES



AMERICAN
ADVERTISING
AWARDS

CREDITS: Brian Blankenship, Interactive Creative Director | Holly Aguilar, Design Director | Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Carol Glover, Principal/Creative Services | Ashley Freer, Principal/Group Director | Richie Escovedo, Program Director | Subvrsive, Development

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SILVER

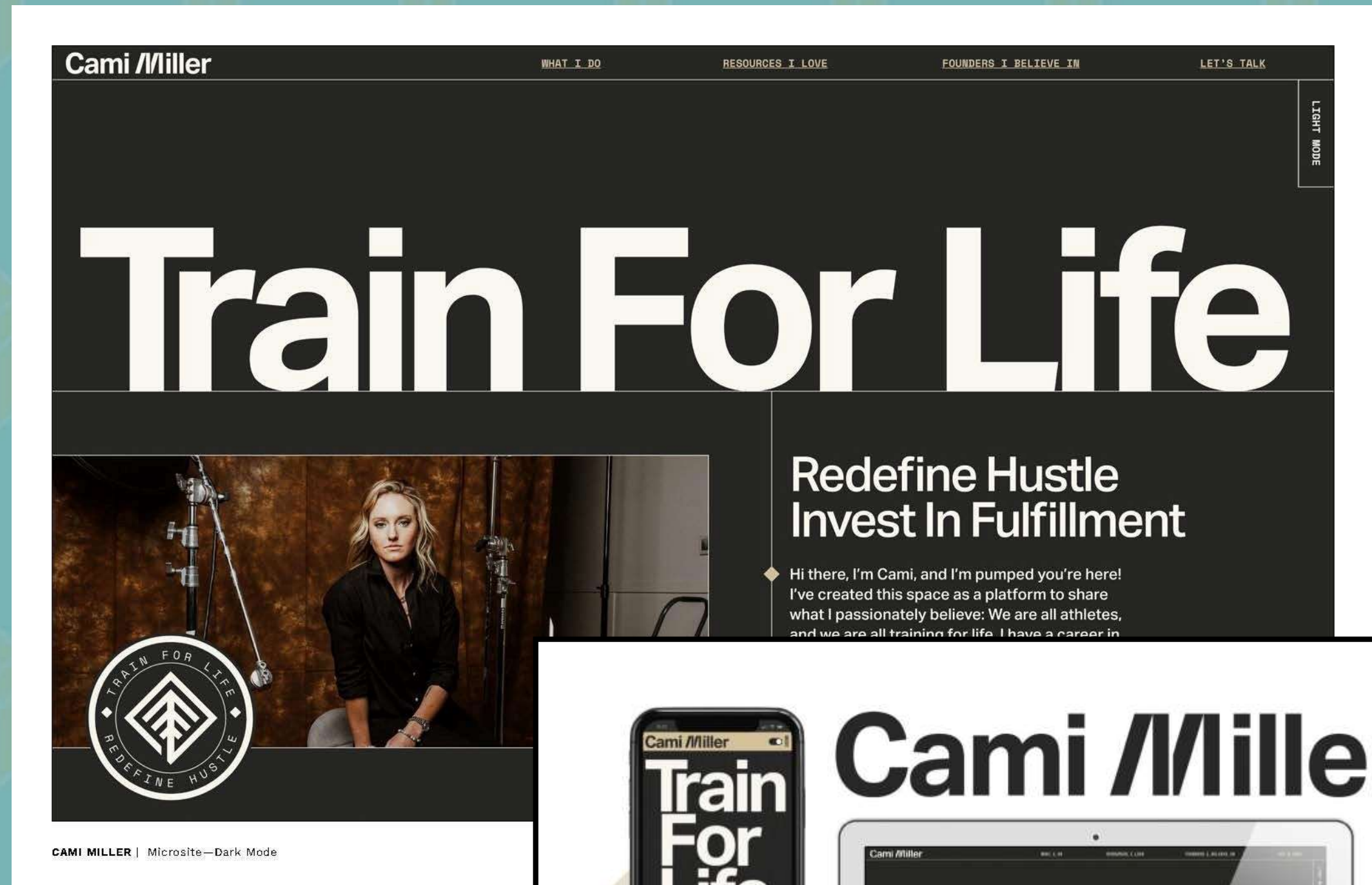
GENERAL PUBLIC
BRANDING CO.
CAMI MILLER MICROSITE

FOR CAMI MILLER

CATEGORY: WEBSITES – MICROSITES

AMERICAN
ADVERTISING
AWARDS

CREDITS: Team General Public Branding Co.



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

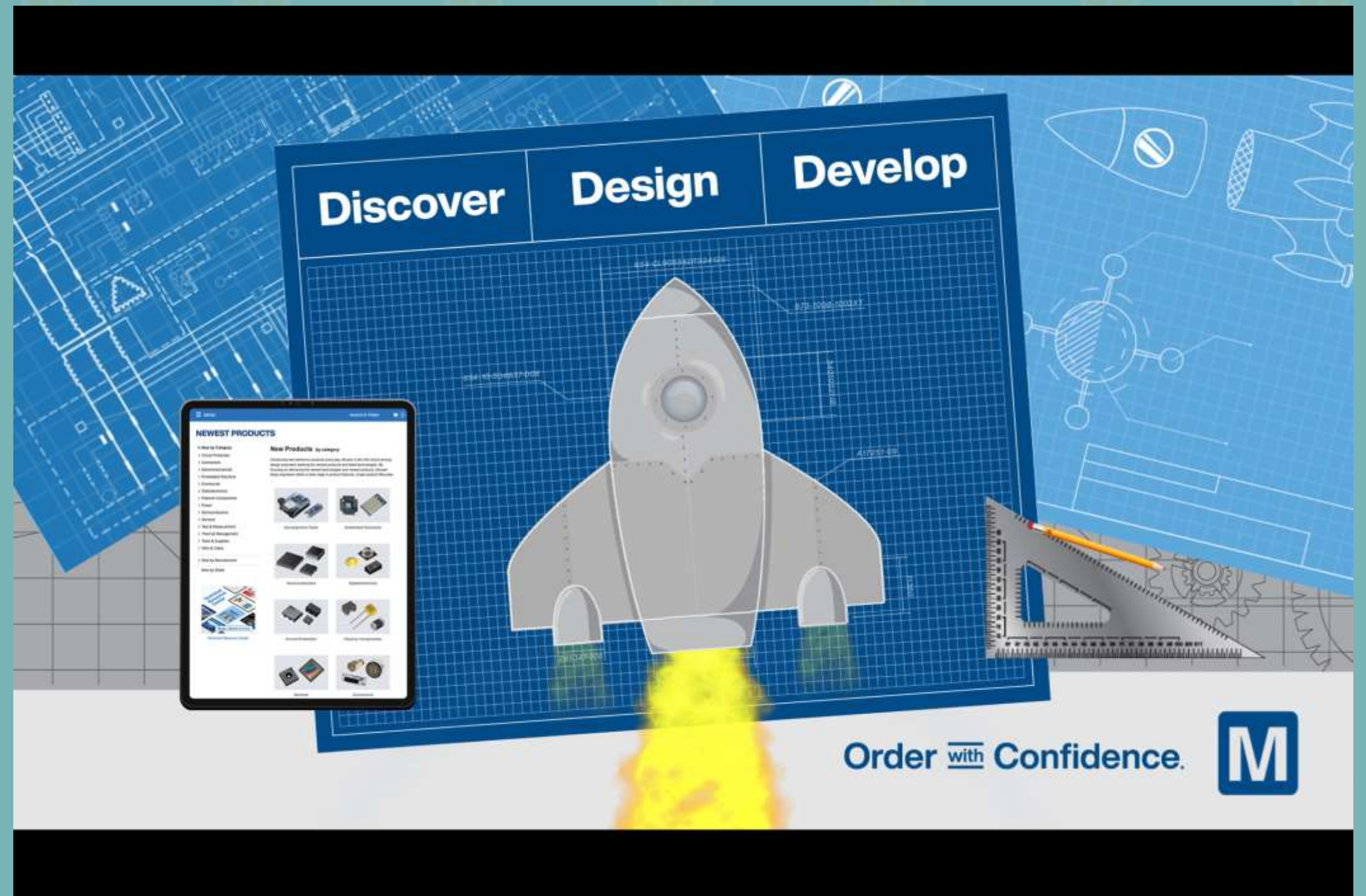
MOUSER
ELECTRONICS
DISCOVER DESIGN DEVELOP

FOR MOUSER ELECTRONICS

CATEGORY: SOCIAL MEDIA – SINGLE
EXECUTION

AMERICAN
ADVERTISING
AWARDS

CREDITS: Sam Cooper, Digital Designer | Robert Harper, Design Manager | Jennifer Krajcirovic, Creative Design Director



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

TWISTED X
GLOBAL BRANDS
BLACK STAR: TAKE THE LONG
ROAD

FOR BLACK STAR

CATEGORY: SOCIAL MEDIA – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Brianna Tucker, Marketing Coordinator / Photographer | Clayton Smith, Director of Marketing | Kehana Krumme, Lifestyle Photographer

Born to Roam—Black Marfa



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

AGENCY HABITAT

PBS KIDS SEL CAMPAIGN

FOR PBS KIDS

CATEGORY: SOCIAL MEDIA – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Agency Habitat



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

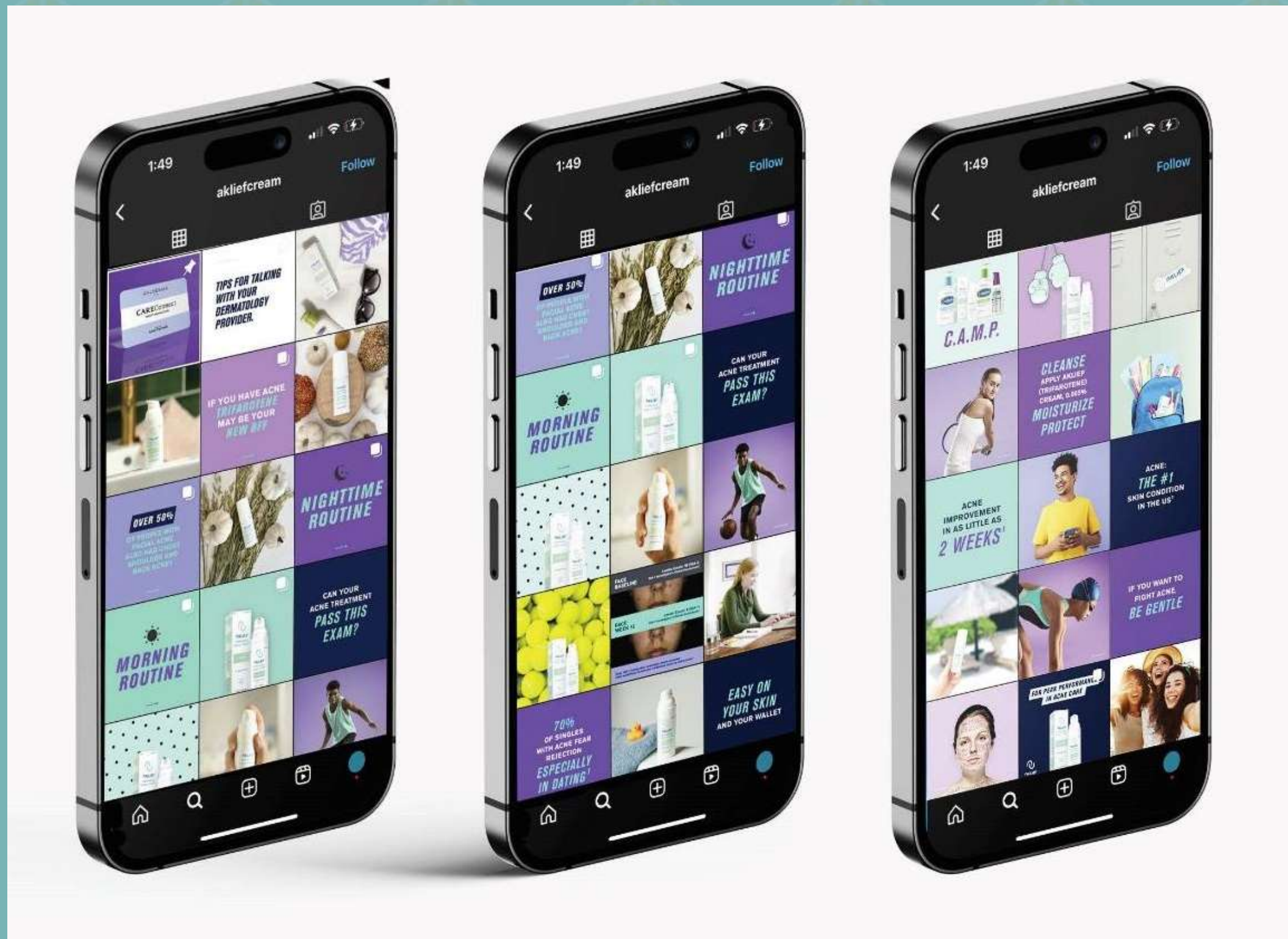
SILVER

SCHAEFER
ADVERTISING CO.

AKLIEF SOCIAL CAMPAIGN

FOR GALDERMA AKLIEF

CATEGORY: SOCIAL MEDIA – CAMPAIGN



AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Michele Evans, ACD | Madi Marin, Graphic Designer | Jackie Medling, Production Manager | Jake Yarbrough, Group Director – Healthcare | Stephanie Beneze, Account Supervisor | Kendall Goedeke, Account Manager | Libby Ball, Project Manager | Bryn Townsend, Group Director Digital | Savannah Houston, Digital Specialist | Steve Stafford

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SILVER

TWISTED X
GLOBAL BRANDS
BLACK STAR: NATIONAL FINALS
RODEO

FOR BLACK STAR

CATEGORY: SOCIAL MEDIA – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Brianna Tucker, Photographer | Amber Hood, Director of Marketing

ROLL THE DICE: ADDISON AND MARFA



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

FARLOW MEDIA
GROCERY OUTLET CHRISTMAS

FOR GROCERY OUTLET

CATEGORY: SOCIAL MEDIA – CAMPAIGN



AMERICAN
ADVERTISING
AWARDS

CREDITS: Ryan Dziadosz, President and Principal | Nathan Schneidewent, Senior Operations Manager | Sarah Price, Digital Marketing Manager | Justin Murphy, New Store Digital Marketing Specialist | Channing Ashcraft, Digital Marketing Associate

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

G O L D

SADDLEBACK LEATHER CO. GRANDFATHER COLLECTION

FOR SADDLEBACK LEATHER CO.

CATEGORY: ADVERTISING & PROMOTION
– CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



CREDITS: Colton Davis, Marketing & Sales Manager | Dave Munson, President & Founder | Sean Smucker, Filmmaker

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION
TWELVE MIDNIGHT
TX WHISKEY COFFEE BLEND
RELEASE

FOR PERNOD RICARD USA

CATEGORY: BRANDED CONTENT &
ENTERTAINMENT FOR
ONLINE/INTERACTIVE

AMERICAN
ADVERTISING
AWARDS

CREDITS: Twelve Midnight, Agency | Chloe Gonzales, Creative Director | Dylan Wallis, Photographer | AJ Aiello, Producer | Todd Luther, Associate Producer

TX WHISKEY - COFFE BLEND RELEASE

STUDIO PHOTOGRAPHY



TWLV

FILM, VIDEO, & SOUND



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

**TEXAS WESLEYAN
UNIVERSITY**

23UG SMALLER. SMARTER.
CAMPAIGN

FOR TEXAS WESLEYAN UNIVERSITY

CATEGORY: TELEVISION ADVERTISING –
LOCAL (ONE DMA) – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

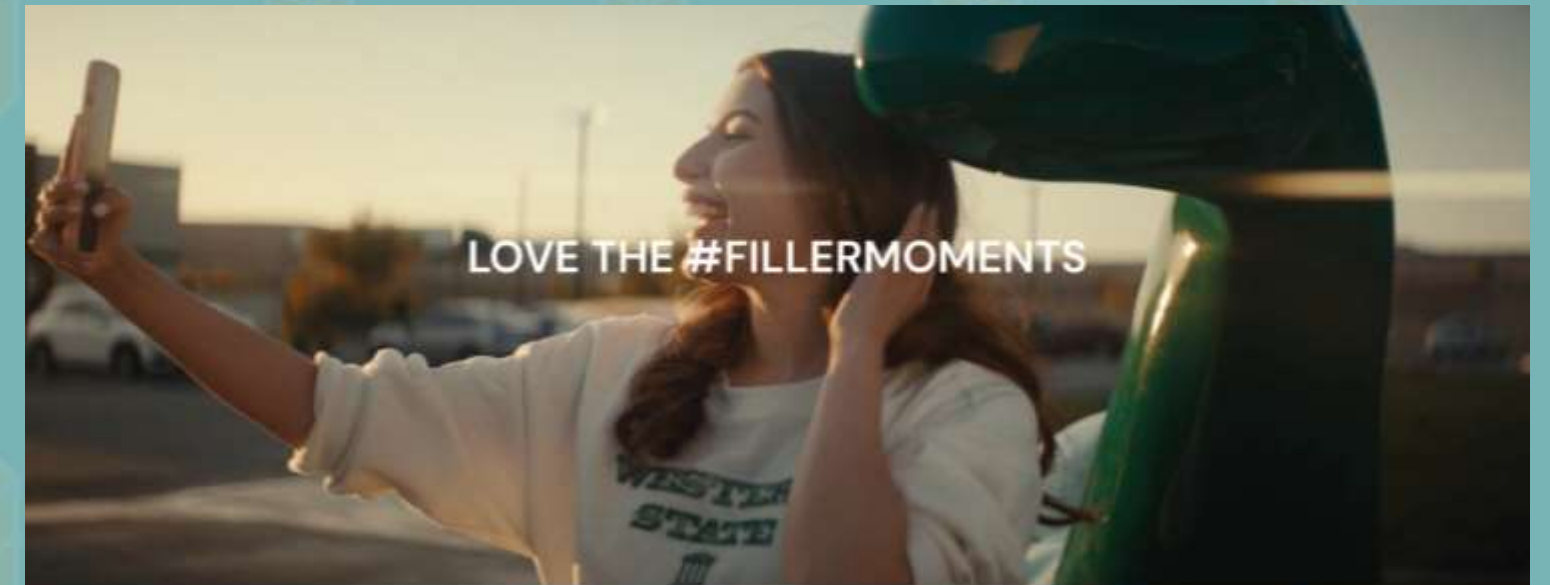
BALCOM AGENCY
FILLER MOMENTS

FOR SINCLAIR OIL

CATEGORY: TELEVISION ADVERTISING –
REGIONAL/NATIONAL – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Hilary Breitigam, Multimedia Art Director | Eric Redmond, Senior Art Director | Ashley Woodring, Production Artist |
Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Carol Glover, Principal/Creative Services | Ashley
Freer, Principal/Group Director | Kathryn Hankinson, Account Director | Andrew Begay, Program Supervisor



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

N8 VISUALS INC.

HAF – CLOTHING BRAND
LAUNCH VIDEO

FOR HAF LOUNGEWEAR

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – INTERNET COMMERCIAL –
SINGLE SPOT (ANY LENGTH)



AMERICAN
ADVERTISING
AWARDS

CREDITS: N8 Visuals Inc., Production Company | Nick Utter, Director | Alicia Conner, Producer | Andy Harris, HAF Loungewear | Matt Hiley, HAF Loungewear | Mark Haynes, Director of Photography

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

HONORABLE MENTION

AGENCY HABITAT PEI WEI THE WAY WE WOK

FOR PEI WEI ASIAN KITCHEN

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – INTERNET COMMERCIAL –
SINGLE SPOT (ANY LENGTH)

AMERICAN
ADVERTISING
AWARDS

CREDITS: Agency Habitat



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

MAKE SOMETHING
BEAUTIFUL

TEXAS A&M: THE CADET

FOR TEXAS A&M

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – INTERNET COMMERCIAL –
SINGLE SPOT (ANY LENGTH)

AMERICAN
ADVERTISING
AWARDS

CREDITS: Warren Cook, Director | Jules Cook, Producer | Joseph Capps, Directory of Photography | Paul Heyduck, Editor

The Cadet



Aggie forever.

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

**MAKE SOMETHING
BEAUTIFUL**
TEXAS A&M: THE SHIRTS

FOR TEXAS A&M

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – INTERNET COMMERCIAL –
SINGLE SPOT (ANY LENGTH)

AMERICAN
ADVERTISING
AWARDS

CREDITS: Warren Cook, Director | Jules Cook, Producer | Joseph Capps, Directory of Photography | Paul Heyduck, Editor



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

PRELUDE FILMS

YUP

FOR METAL SUPERMARKETS

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – INTERNET COMMERCIAL –
SINGLE SPOT (ANY LENGTH)

AMERICAN
ADVERTISING
AWARDS

CREDITS: Production Company, Prelude Films | Director, Joshua Gallas | Producer/AD, Lizette Barrera | Creative Producer/Writer, Seehum Isa | Director of Photography, Andrew Czap



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

N8 VISUALS INC.
KIMBELL STORIES

FOR KIMBELL ART MUSEUM

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – INTERNET COMMERCIAL –
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



CREDITS: N8 Visuals Inc., Production Company | Nick Utter, Director of Photography | Editor | Katherine Polenz, Head of Marketing and Public Relations - Kimbell Art Museum | Emily Henderson, Digital Content Coordinator - Kimbell Art Museum

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION
TWELVE MIDNIGHT
TX – YOUR HOME FOR THE
HOLIDAYS

FOR PERNOD RICARD USA

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – INTERNET COMMERCIAL –
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Twelve Midnight, Production Company | Dustin McLaughlin, Co-Director | Chloe Gonzales, Co-Director | AJ Aiello, Executive Producer | Todd Luther, Associate Producer | John Warder, Writer | Dylan Wallis, Director of Photography | John Warder, Senior Editor | Alex Prudic-Dennis, VFX | Robin Bangert, Talent | Dylan Wallis, Colorist | Dick Terhune, Voiceover Artist

TX WHISKEY - YOUR HOME FOR THE HOLIDAYS

CAMPAIGN



Supporting Images



Full Video
(wide and vertical versions)



Behind-the-Scenes Content
Photos and Video

TWLV

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

G O L D

HOEGGER COMMUNICATIONS BEYOND LOVING

FOR 5 CONTINENTS EDITIONS

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – WEBISODE(S) – SINGLE
WEBISODE

AMERICAN
ADVERTISING
AWARDS

CREDITS: Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Erica Sawyer, Producer | Andrew Bell, Graphic Design | Eric Crosslin, Motion Graphics | Abelio Petrik, Director of Photography | Luther Cantelope III, Jr., Sound Design



2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

S I L V E R

N8 VISUALS INC. ORANGE THEORY FITNESS – MEGAN'S STORY

FOR ORANGE THEORY FITNESS

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – WEBISODE(S) – SINGLE
WEBISODE

AMERICAN
ADVERTISING
AWARDS



CREDITS: N8 Visuals Inc., Production Company | Todd Lancaster, Creative Director – GoDo Discovery Co. | Brittney Stephens, Account Lead – GoDo Discovery Co. | Nick Utter, Director of Photography – Editor

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

S I L V E R

HOEGGER COMMUNICATIONS WELCOME TO VITRO GLASS

FOR VITRO GLASS

CATEGORY: ONLINE FILM, VIDEO, AND
SOUND – WEBISODE(S) – SINGLE
WEBISODE



AMERICAN
ADVERTISING
AWARDS

CREDITS: Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Andrew Bell, Graphic Design | Karston Perry, Go-Pro'er | Luther Cantelope III, Jr., Sound Design

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

MAKE SOMETHING
BEAUTIFUL

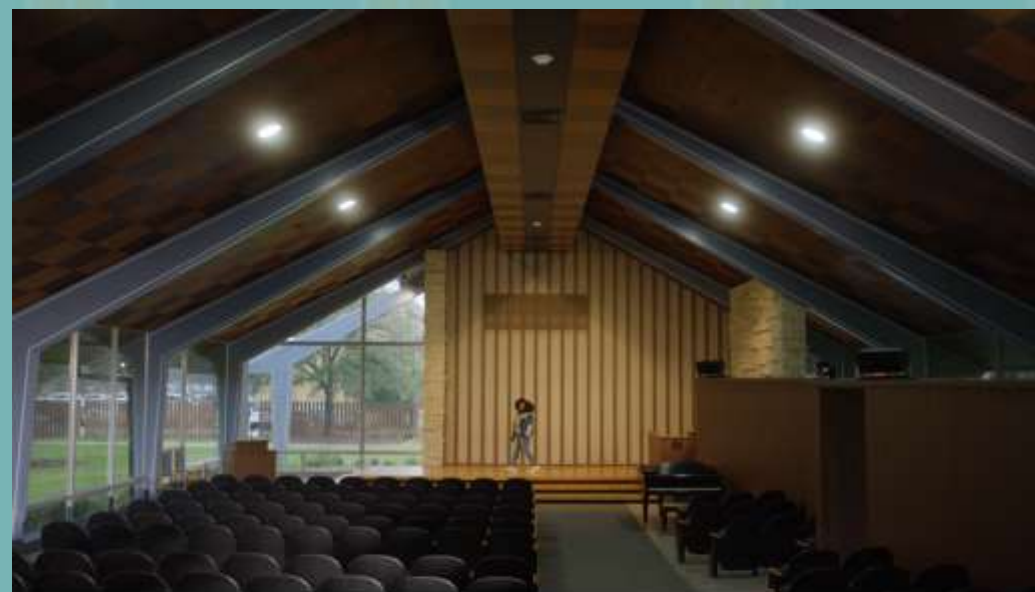
TEXAS A&M: A BETTER FUTURE
ACT 3

FOR TEXAS A&M

CATEGORY: BRANDED CONTENT &
ENTERTAINMENT – NON-BROADCAST

AMERICAN
ADVERTISING
AWARDS

CREDITS: Warren Cook, Director | Jules Cook, Producer | Joseph Capps, Director of Photography | Paul Heyduck, Editor



2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

G O L D

TWELVE MIDNIGHT WAY DOWN YONDER MUSIC VIDEO

FOR BMG, CHASE RICE

CATEGORY: BRANDED CONTENT &
ENTERTAINMENT – CAMPAIGN



AMERICAN
ADVERTISING
AWARDS

CREDITS: Twelve Midnight, Production Company | Kaiser Cunningham, Director | Dustin McLaughlin, Executive Producer | AJ Aiello, Executive Producer | Todd Luther, Producer | Alan Farris, Producer | Chase Rice, Talent | Chloe Gonzales, Production Supervisor | Todd Luther, Production Coordinator | Carolyn Bailey, 1st Assistant Director | Dylan Rucker, Director of Photography | KC Kennicut, Steadi-Cam Operator | John Warder, Senior Editor

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

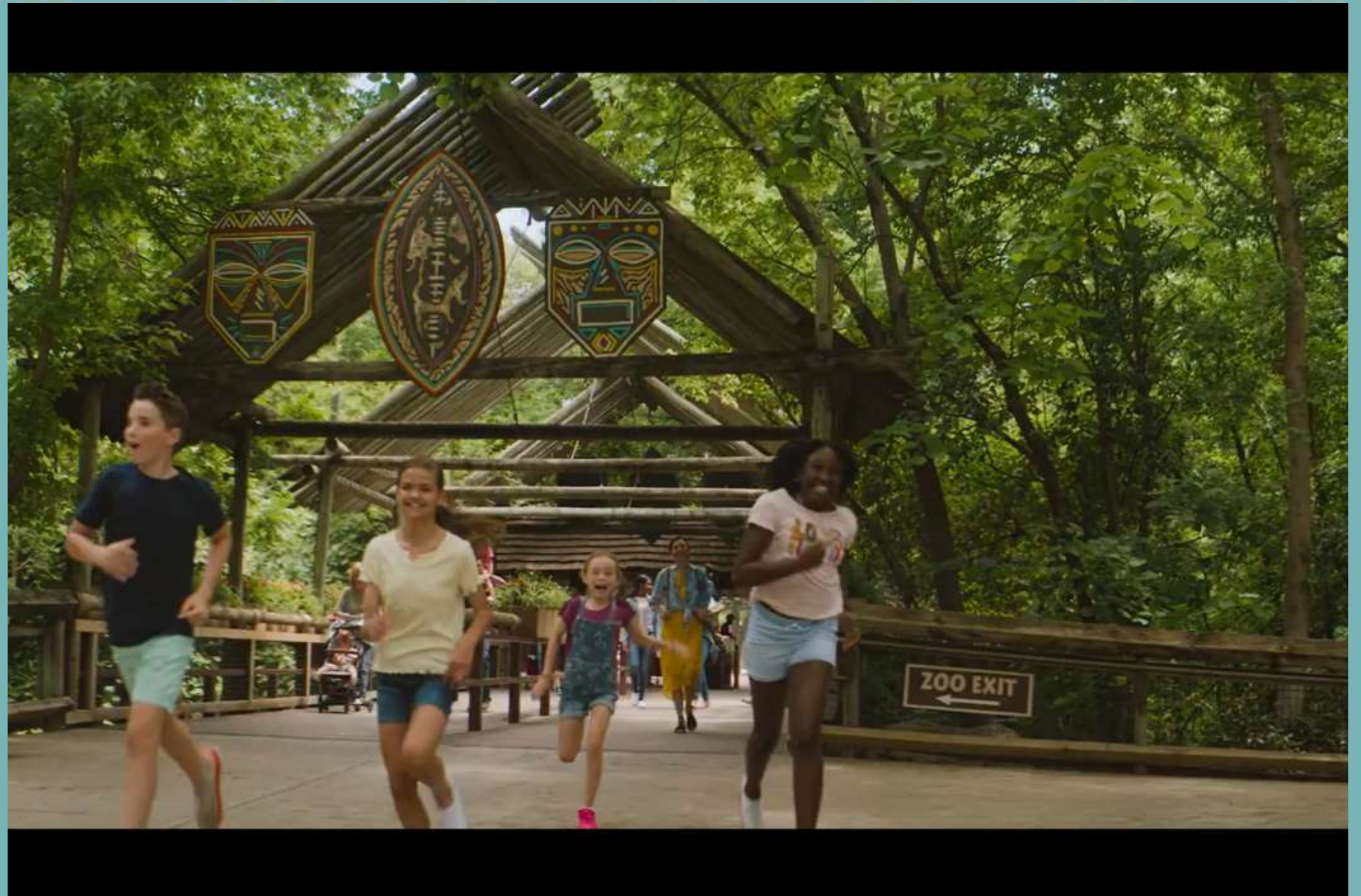
SCHAEFER
ADVERTISING CO.
THE NEW ZOO: VIDEO SERIES

FOR FORT WORTH ZOO

CATEGORY: BRANDED CONTENT &
ENTERTAINMENT – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, ACD | Jackie Medling, Production Manager | Ken Schaefer, President/CEO | Ali Haney, Group Director | Molly Brennan, Account Manager | Amber Arnold, Senior Copywriter | Catch Studios | Nick Utter, N8 Visuals



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

BALCOM AGENCY

DAIRY TOUR 360: VIDEOS

FOR DAIRY MAX

CATEGORY: BRANDED CONTENT &
ENTERTAINMENT – CAMPAIGN



AMERICAN
ADVERTISING
AWARDS

CREDITS: Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Brian Blankenship, Interactive Creative Director | Holly Aguilar, Design Director | Carol Glover, Principal/Creative Services | Ashley Freer, Principal/Group Director | Richie Escovedo, Program Director | Subvrsive, Production

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

MAKE SOMETHING
BEAUTIFUL
TEXAS A&M: BUILDING A NEW
FUTURE

FOR TEXAS A&M

CATEGORY: BRANDED CONTENT &
ENTERTAINMENT – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

Act One



Act Two



Act Three



CREDITS: Warren Cook, Director | Jules Cook, Producer | Joseph Capps, Director of Photography | Paul Heyduck, Editor

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

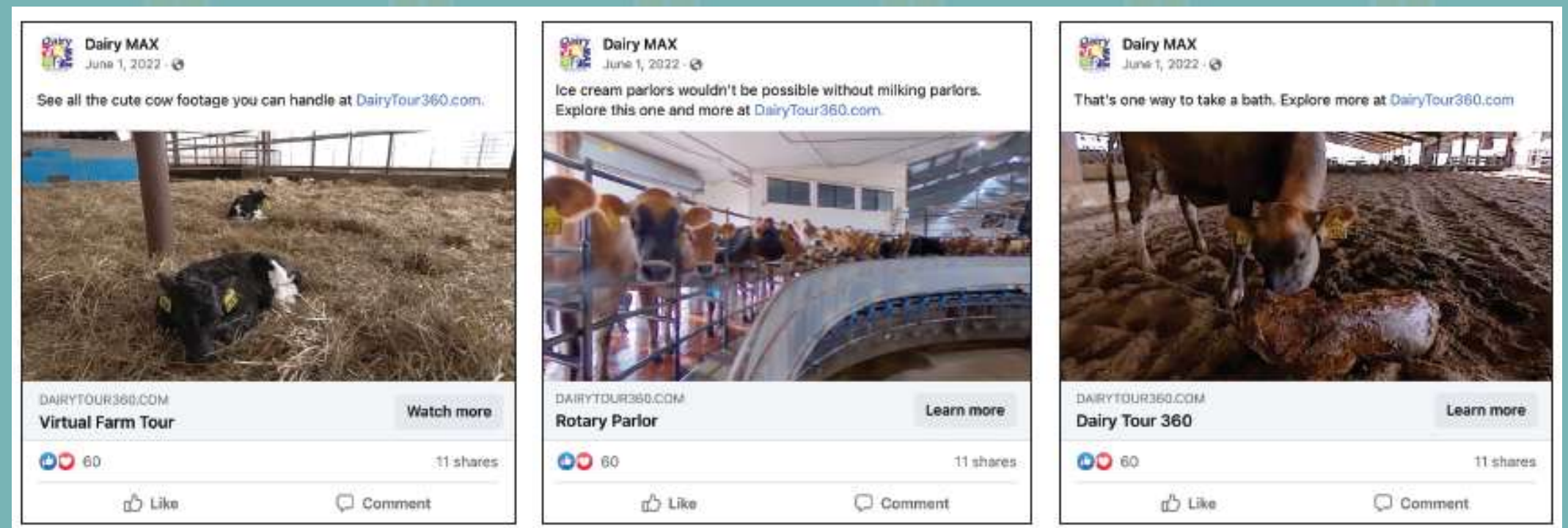
HONORABLE MENTION
BALCOM AGENCY
DAIRY TOUR 360: SOCIAL
MEDIA CLIPS

FOR DAIRY MAX

CATEGORY: BRANDED CONTENT &
ENTERTAINMENT – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Holly Aguilar, Design Director | Carol Glover, Principal/Creative Services | Ashley Freer, Principal/Group Director | Richie Escovedo, Program Director | Subvrsive, Production, Development



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

TWISTED X
GLOBAL BRANDS

TWISTED X: SIZZLE REEL

FOR TWISTED X

CATEGORY: SALES PROMOTION –
AUDIO/VISUAL SALES PRESENTATION



AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Brianna Tucker, Marketing Coordinator | Clayton Smith, Director of Marketing | Shane Reitzammer, Editor | Andy Baeza, Editor, Cinema Story Productions

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

S I L V E R

RED PRODUCTIONS HARVEST TO HOME

FOR EDEN GREEN TECHNOLOGY

CATEGORY: SALES PROMOTION –
AUDIO/VISUAL SALES PRESENTATION



AMERICAN
ADVERTISING
AWARDS

CREDITS: Jonathon Broughton, Director | Austin Crum, Editor | Andrew LoCoco, Director of Photography | Sherman Young, Producer

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

G O L D

TWELVE MIDNIGHT WAY DOWN YONDER MUSIC VIDEO

FOR BMG, CHASE RICE

CATEGORY: MUSIC VIDEO



AMERICAN
ADVERTISING
AWARDS

CREDITS: Twelve Midnight, Production Company | Kaiser Cunningham, Director | Dustin McLaughlin, Executive Producer | AJ Aiello, Executive Producer | Todd Luther, Producer | Alan Farris, Producer | Chase Rice, Talent | Chloe Gonzales, Production Supervisor | Todd Luther, Production Coordinator | Carolyn Bailey, 1st Assistant Director | Dylan Rucker, Director of Photography | KC Kennicut, Steadi-Cam Operator | John Warder, Senior Editor

CROSS PLATFORM



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

BELL TEXTRON, INC.
BELL V-280 VALOR CAMPAIGN

FOR BELL TEXTRON, INC.

CATEGORY: INTEGRATED ADVERTISING
CAMPAIGNS – B-TO-B CAMPAIGN-
REGIONAL/NATIONAL



AMERICAN
ADVERTISING
AWARDS

CREDITS: Richmond Taylor Cox, Marketing Manager | Vince Lewis, Director of Integrated Marketing | Michael Mason, Sr. Digital Strategist | Kaila Sangester, Sr. Social Media Specialist | Jeremy Martin, Director of Global Public Affairs and Engagement | Michael Reilly, Manager of Public Affairs and Engagement | Rachel Caudle, Sr. Brand Experience Specialist, Global Brand Engagement | Brooke Boyd, Brand Design Lead

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

SCHAEFER
ADVERTISING CO.
THE NEW ZOO: CAMPAIGN

FOR FORT WORTH ZOO

CATEGORY: INTEGRATED ADVERTISING
CAMPAIGNS – CONSUMER CAMPAIGN-
LOCAL

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Jackie Medling, Production Manager | Ken Schaefer, President/CEO | Ali Haney, Group Director | Molly Brennan, Account Manager | Amber Arnold, Senior Copywriter | Audrey Dao, Designer | Becca Johnson, Group Supervisor Digital | Nick Toombs, Media Supervisor | Katy Rosser, Paid Media Manager



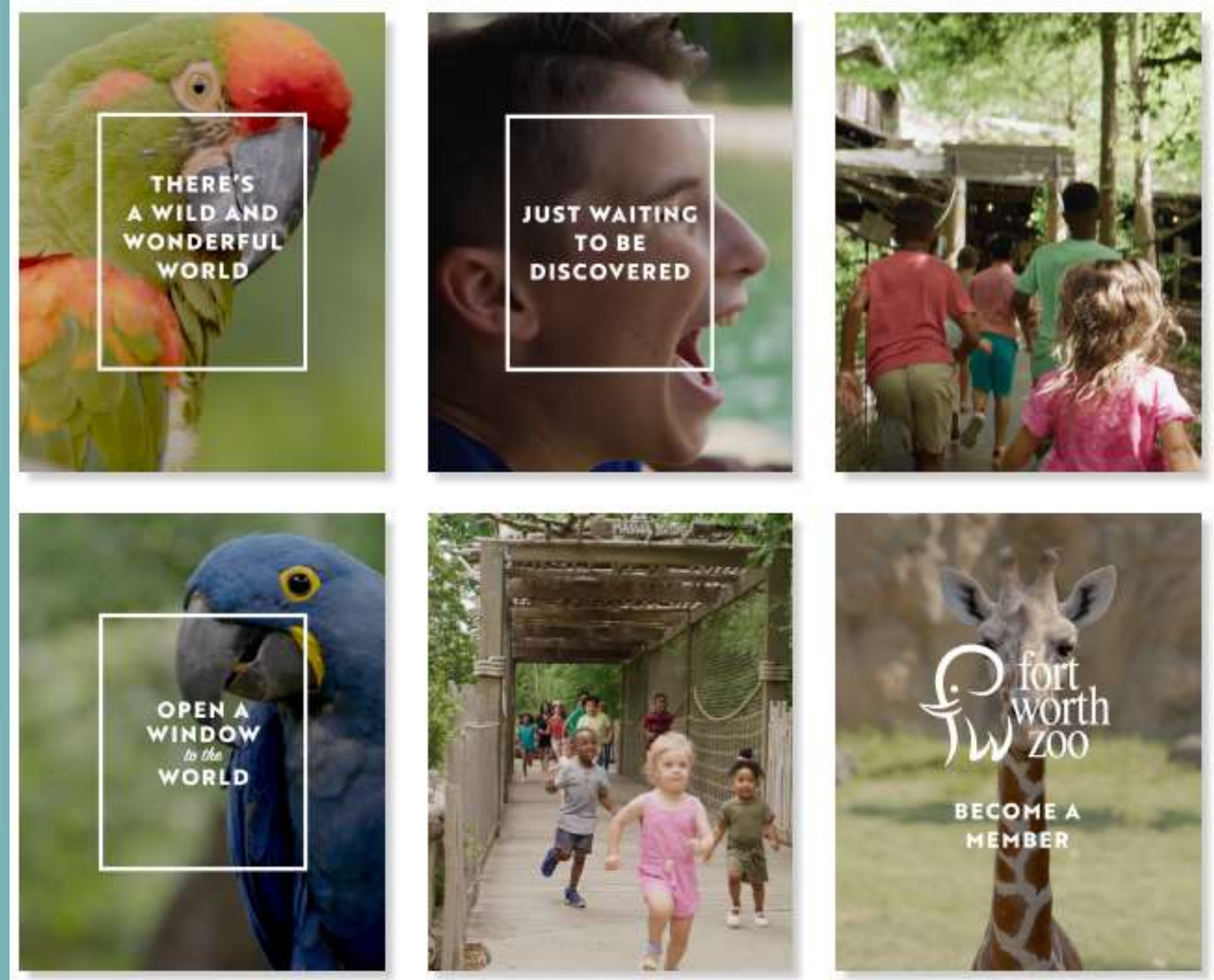
2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

SCHAEFER
ADVERTISING CO.
MEMBERSHIP CAMPAIGN

FOR FORT WORTH ZOO

CATEGORY: INTEGRATED ADVERTISING
CAMPAIGNS – CONSUMER CAMPAIGN-
LOCAL



AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Jackie Medling, Production Manager | Ken Schaefer, President/CEO | Amber Arnold, Senior Copywriter | Ali Haney, Group Director | Molly Brennan, Account Manager | Becca Johnson, Group Supervisor Digital | Nick Toombs, Media Supervisor | Katy Rosser, Paid Media Manager | Savannah Houston, Digital Specialist | Brett Yanoski, Web Development Supervisor

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

HONORABLE MENTION

SCHAEFER ADVERTISING CO. SUBSCRIPTION CAMPAIGN

FOR TEXAS BALLET THEATER

CATEGORY: INTEGRATED ADVERTISING
CAMPAIGNS – CONSUMER CAMPAIGN-
LOCAL

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Jackie Medling, Production Manager | Ali Haney, Group Director | Lauren Losack, Account Manager | Becca Johnson, Group Supervisor Digital | Nick Toombs, Media Supervisor | Katy Rosser, Paid Media Manager | Savannah Houston, Digital Specialist | Brett Yanoski, Web Development Supervisor | David Kurth, Front-end Developer



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

BALCOM AGENCY
FILLER MOMENTS

FOR SINCLAIR OIL

CATEGORY: INTEGRATED ADVERTISING
CAMPAIGNS – CONSUMER CAMPAIGN-
REGIONAL/NATIONAL

AMERICAN
ADVERTISING
AWARDS

CREDITS: Hilary Breitigam, Multimedia Art Director | Eric Redmond, Senior Art Director | Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Carol Glover, Principal/Creative Services | Ashley Freer, Principal/Group Director | Kathryn Hankinson, Account Director | Andrew Begay, Program Supervisor



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

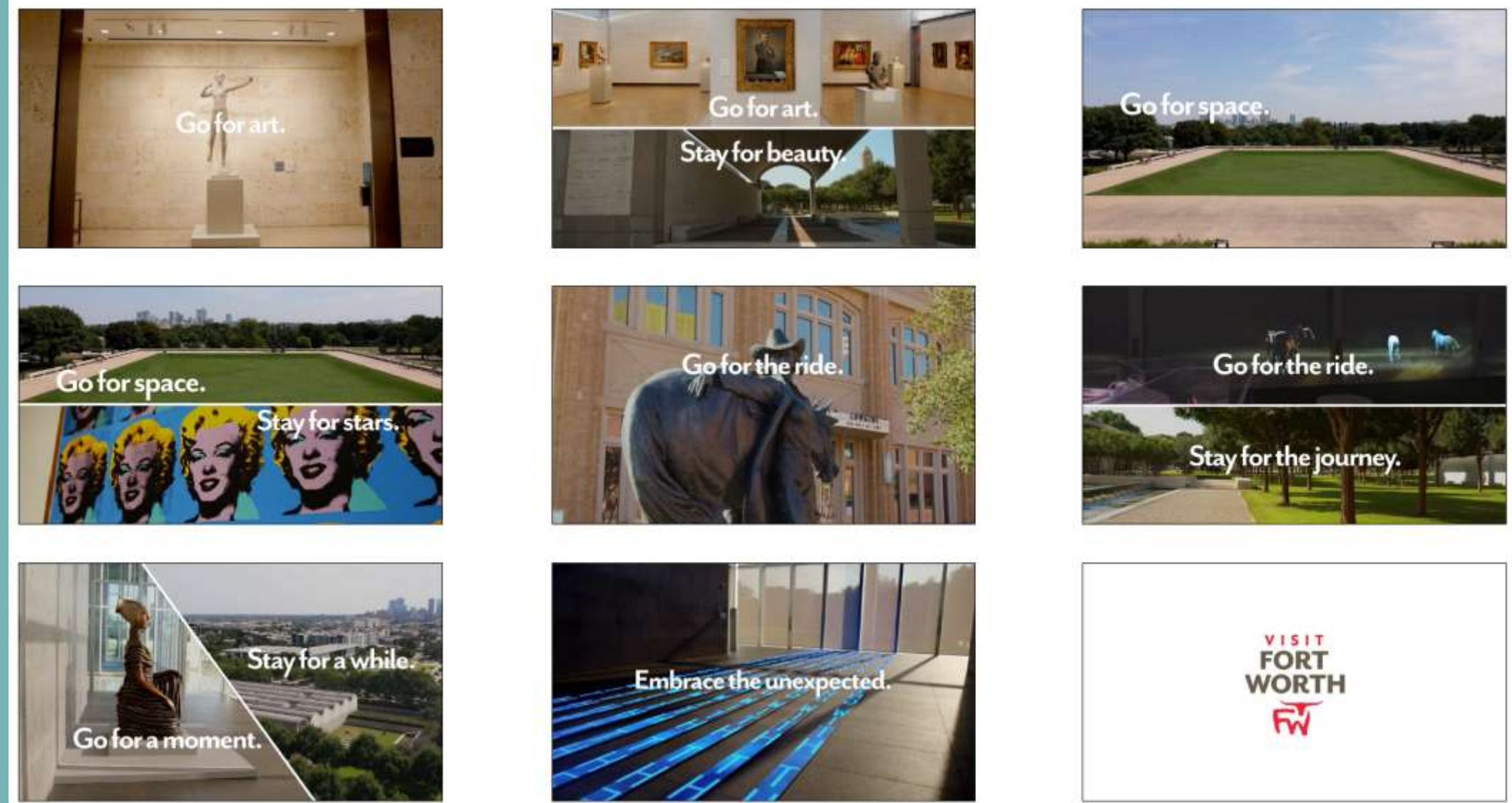
SCHAEFER
ADVERTISING CO.
CULTURAL DISTRICT CAMPAIGN

FOR VISIT FORT WORTH

CATEGORY: INTEGRATED ADVERTISING
CAMPAIGNS – CONSUMER CAMPAIGN-
REGIONAL/NATIONAL

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, Associate Creative Director | Margot Ringler, Senior Designer | Maren Gibbs, Director of Production Services | Ali Haney, Group Director | Amber Arnold, Senior Copywriter | Becca Johnson, Group Supervisor Digital | Nick Toombs, Media Supervisor | Katy Rosser, Paid Media Manager | Savannah Houston, Digital Specialist | Brett Yanoski, Web Development Supervisor | David Kurth, Front-end Developer



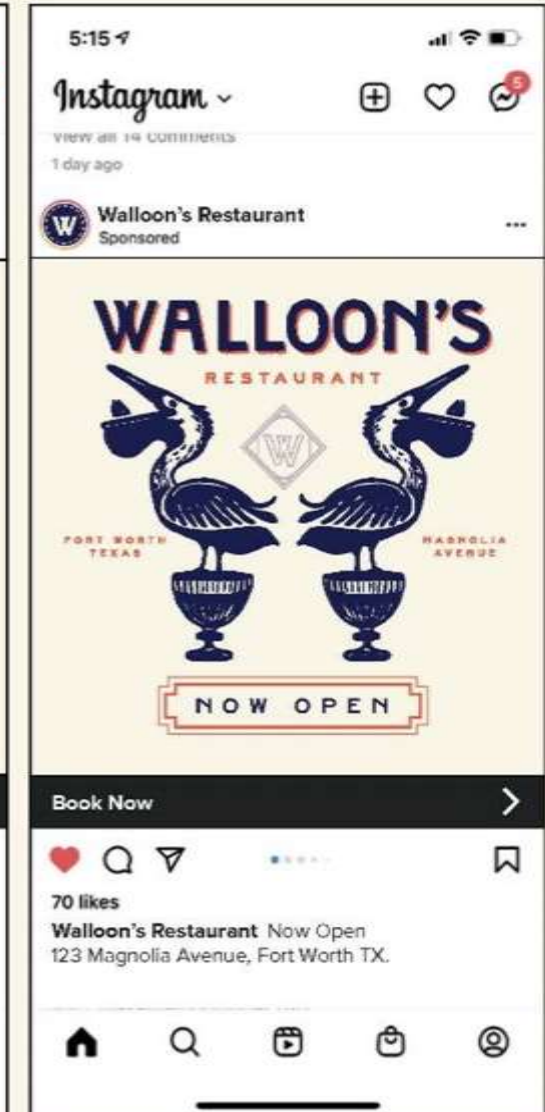
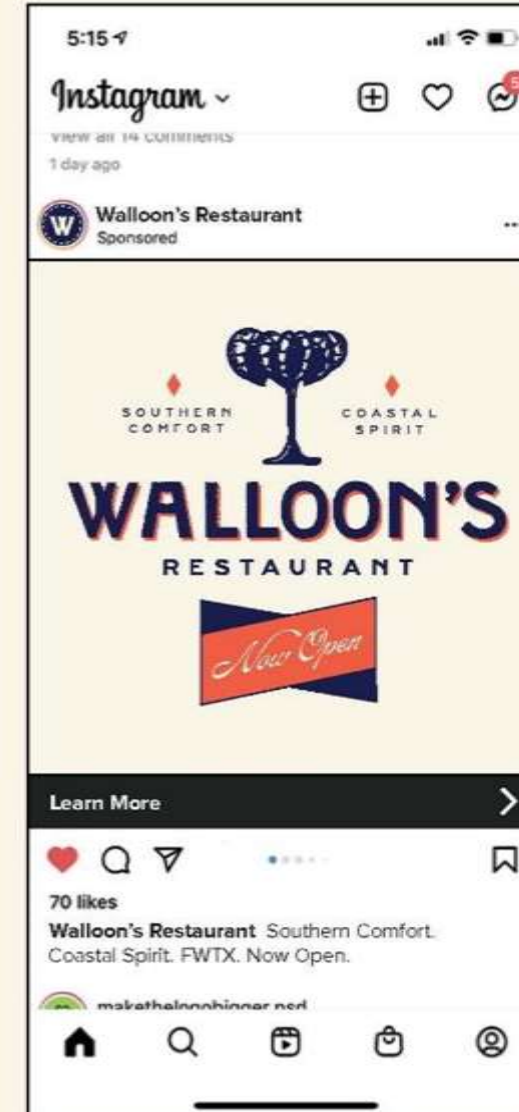
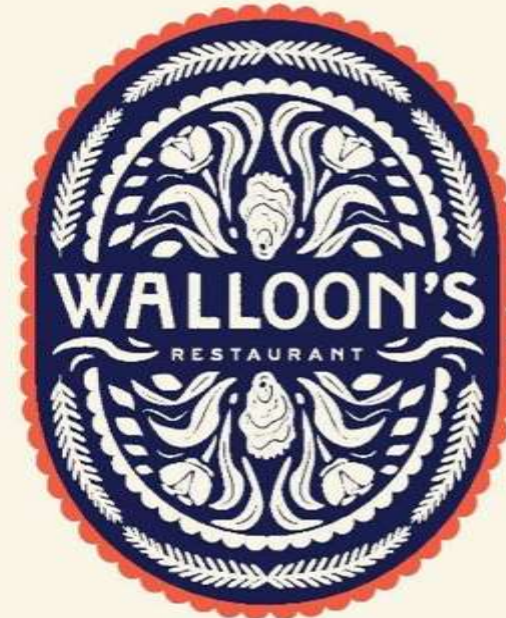
2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

GENERAL PUBLIC
BRANDING CO.
WALLOON'S BRAND IDENTITY

FOR WALLOONS

CATEGORY: INTEGRATED BRAND IDENTITY
CAMPAIGN



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

GENERAL PUBLIC
BRANDING CO.
ROOTS COFFEEHOUSE
BRANDING

FOR ROOTS COFFEEHOUSE

CATEGORY: INTEGRATED BRAND IDENTITY
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Team General Public Branding Co.



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

ROBEEGRAFFIX
ADVERTISING
DESIGN, LLC

G,W, & S STUDIES PROGRAM UTA

FOR DUSTIN HARP PHD DIRECTOR, GENDER,
WOMEN AND SEXUALITY STUDIES ASSOCIATE
PROFESSOR, DEPARTMENT OF
COMMUNICATION

CATEGORY: INTEGRATED BRAND IDENTITY
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Gina McEuen, Art Director/ Designer | Roby McEuen, Creative Director | Dustin Harper PHD, Client | Clara Thompson, Client

GENDER, WOMEN + SEXUALITY STUDIES LOGO & POSTER | CAMPAIGN | CLIENT GW+SS STUDIES AT THE UNIVESITY OF TEXAS AT ARLINGTON



LOGO DESIGN IN BLACK & WHITE, AND COLOR

A culturally realvant topic - the GW+S Studies is not a department at UTA so it does not get the promotion that the departments are given. The task was to create visual awareness and interest in of the course of studies on campus among students.



T-SHIRT DESIGN



X-LARGE POSTERS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

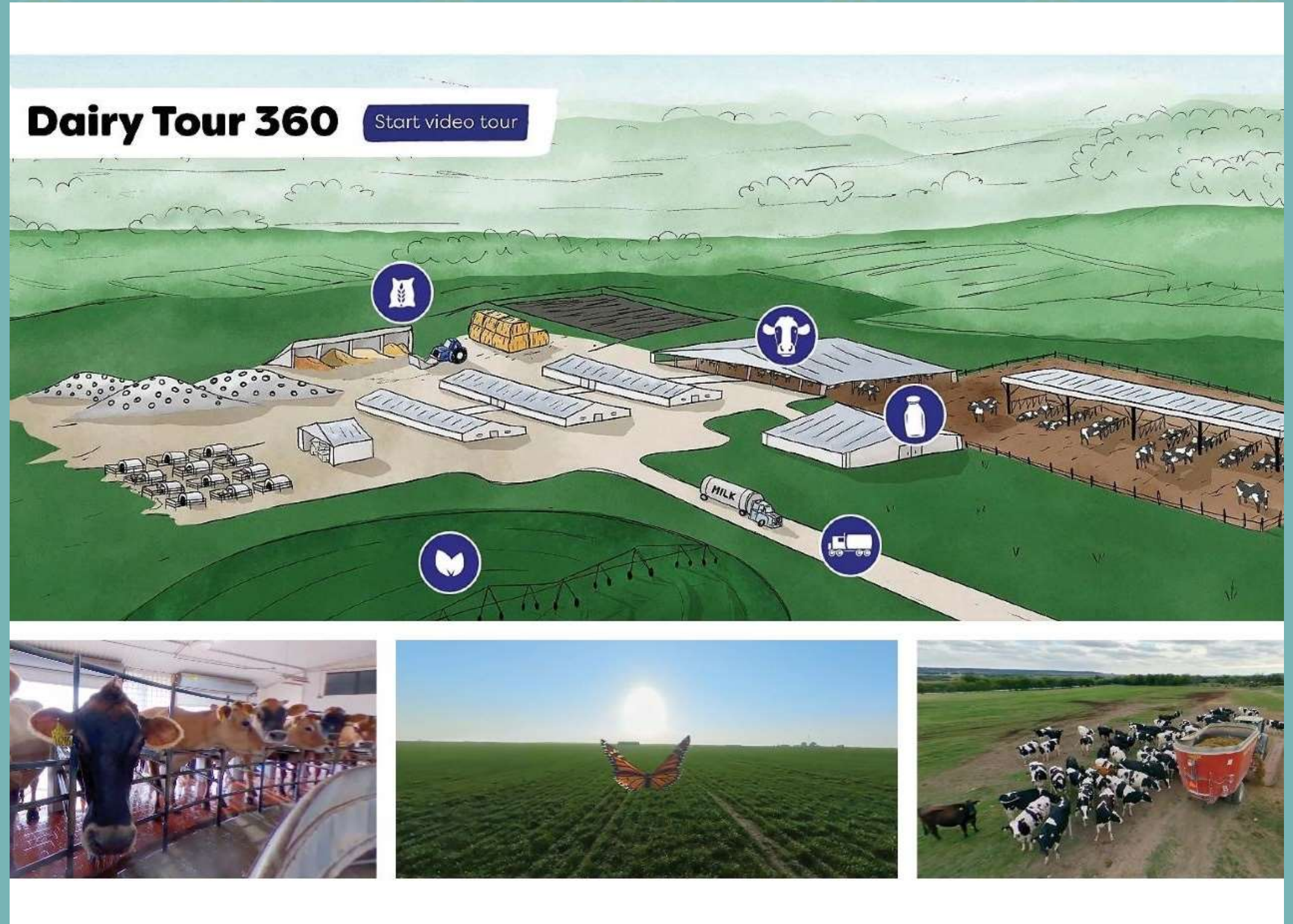
BALCOM AGENCY
DAIRY TOUR 360

FOR DAIRY MAX

CATEGORY: INTEGRATED BRANDED
CONTENT CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Brian Blankenship, Interactive Creative Director | Holly Aguilar, Design Director | Carol Glover, Principal/Creative Services | Ashley Freer, Principal/Group Director | Richie Escovedo, Program Director | Subvrsive, Production, Development



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

FORT WORTH
CHAMBER
FWC ANNUAL MEETING 2022

FOR FORT WORTH CHAMBER OF
COMMERCE

CATEGORY: INTEGRATED BRANDED
CONTENT CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Sammie Rodriguez, Brand Director | Marykate Schmuhl, Creative Design Specialist | Jaiden Briones, Creative Production Specialist

VIDEO: SAVE THE DATE



VIDEO: POST-EVENT RECAP



EMAIL CAMPAIGN



FWC TAKES FLIGHT | 140th ANNUAL MEETING

Save the date for FWC's 140th Annual Meeting March 21, 2022 at the Round Air Station, Joint Resource Base in Fort Worth, Texas.

This milestone event will provide the business community with an update on 2022 goals and initiatives, as well as a featured keynote speaker. Join us as we spotlight community leaders with the Susan Hobby Executive Leadership Award, sponsored by Jackson Walker LLP, and the Spirit of Enterprise Award, sponsored by BE&P Holdings.

This is one event you don't want to miss!

Save the Date

TAKING FLIGHT AT NAS/JRB FORT WORTH



SOCIAL MEDIA CAMPAIGN



PRINT PROGRAM



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

TWISTED X
GLOBAL BRANDS
TWISTED X: JEFFERSON WHITE
CAMPAIGN

FOR TWISTED X

CATEGORY: INTEGRATED BRANDED
CONTENT CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Brianna Tucker, Marketing Coordinator / Photographer | Chase Locke, VP, Marketing at One Country | Rich Morris, President, One Country | Alex Bohn, Project Manager at One Country | Evan Mijares, Chief Technology Officer | Shane Reitzammer, Cinema Story Productions

Twisted X
Twisted X Gets Comfortable with Jefferson White



In Store Clings & Posters
Floor Clings, Window Clings, & Posters, and Easel Backs that point consumers to enter to win a \$5,000 shopping spree.



Free Standing Cut Out

IN-STORE POINT OF PURCHASE MESSAGING

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

S I L V E R

TWISTED X GLOBAL BRANDS TWISTED X: LOVE OF THE LAND

FOR TWISTED X

CATEGORY: ONLINE/INTERACTIVE
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Kristy Rosica, Sustainability Strategist | Brianna Tucker, Marketing Coordinator / Photographer | Clayton Smith, Director of Marketing



ELEMENTS OF ADVERTISING



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

BALCOM AGENCY
DAIRY TOUR 360: SCRIPTS

FOR DAIRY MAX

CATEGORY: COPYWRITING

AMERICAN
ADVERTISING
AWARDS

CREDITS: Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Brian Blankenship, Interactive Creative Director | Holly Aguilar, Design Director | Carol Glover, Principal/Creative Services | Ashley Freer, Principal/Group Director | Richie Escovedo, Program Director | Subvrsive, Production

Dairy MAX
Dairy Tour 360

SCRIPT – FEEDING

VOICE-OVER

Once upon a now, in a land that's likely within one hundred miles of your house, there's a dairy farm that makes your milk.

If you're like most of us, your farming experience is limited to that time an old potato sprouted in the bottom of your refrigerator. And yet, three times a day, you eat food that came from a farm.

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

AGENCY HABITAT

CLAYTON HOMES
THANKSGIVING

FOR CLAYTON HOMES

CATEGORY: VISUAL – ILLUSTRATION –
SINGLE



AMERICAN
ADVERTISING
AWARDS

CREDITS: Agency Habitat

2023

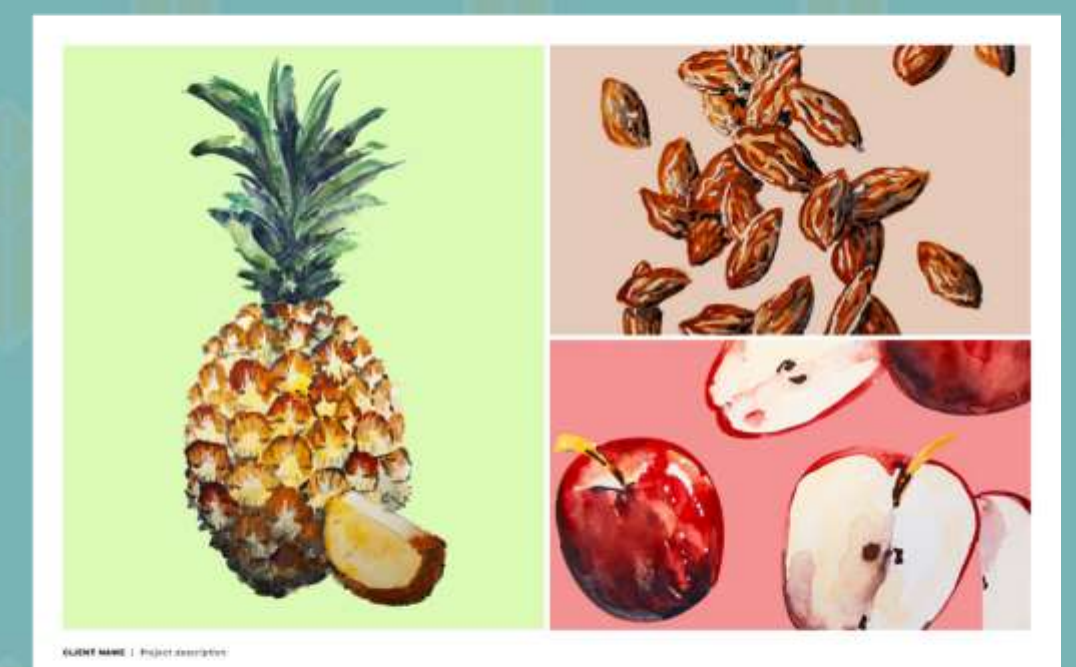
FUNKYTOWN AMERICAN ADVERTISING AWARDS

G O L D

GENERAL PUBLIC BRANDING CO. BOULEVARD OF GREENS ILLUSTRATION

FOR BOULEVARD OF GREENS

CATEGORY: VISUAL – ILLUSTRATION –
SERIES



AMERICAN
ADVERTISING
AWARDS

CREDITS: Team General Public Branding Co.

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

SCHAEFER
ADVERTISING CO.
SEASON TITLE ILLUSTRATIONS

FOR TEXAS BALLET THEATER

CATEGORY: VISUAL – ILLUSTRATION –
SERIES

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Jackie Medling, Production Manager | Ali Haney, Group Director | Lauren Losack, Account Manager | Kat Goodloe, Illustrator

TEXAS BALLET THEATER: SEASON TITLE ILLUSTRATION



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

AGENCY HABITAT

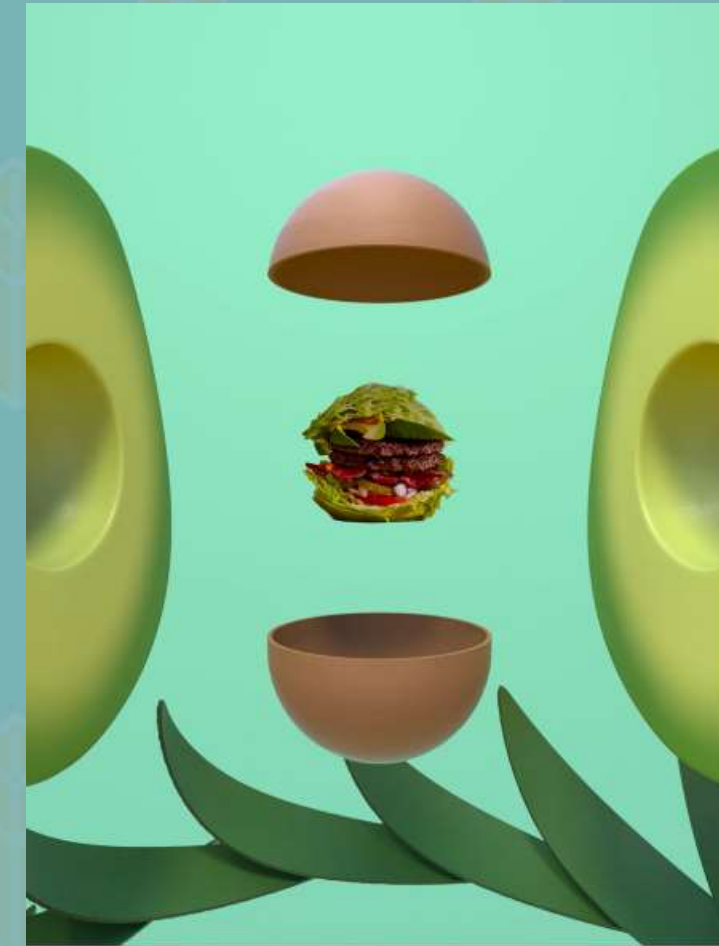
MOOYAH SOCIAL MEDIA

FOR MOOYAH BURGERS

CATEGORY: VISUAL – ILLUSTRATION –
SERIES

AMERICAN
ADVERTISING
AWARDS

CREDITS: Agency Habitat



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

AGENCY HABITAT

MOOYAH SOCIAL MEDIA

FOR MOOYAH BURGERS

CATEGORY: VISUAL – ILLUSTRATION –
SERIES

AMERICAN
ADVERTISING
AWARDS

CREDITS: Agency Habitat



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

GENERAL PUBLIC
BRANDING CO.
JO LATHAM PHOTOGRAPHY

FOR JO LATHAM

CATEGORY: VISUAL – STILL
PHOTOGRAPHY – COLOR – SINGLE

AMERICAN
ADVERTISING
AWARDS

CREDITS: Team General Public Branding Co.



2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

G O L D

TWELVE MIDNIGHT WAY DOWN YONDER MUSIC VIDEO

FOR BMG, CHASE RICE

CATEGORY: FILM & VIDEO –
CINEMATOGRAPHY—SINGLE



AMERICAN
ADVERTISING
AWARDS

CREDITS: Twelve Midnight, Production Company | Kaiser Cunningham, Director | Dustin McLaughlin, Executive Producer | AJ Aiello, Executive Producer | Todd Luther, Producer | Alan Farris, Producer | Chase Rice, Talent | Chloe Gonzales, Production Supervisor | Todd Luther, Production Coordinator | Carolyn Bailey, 1st Assistant Director | Dylan Rucker, Director of Photography | KC Kennicut, Steadi-Cam Operator | John Warder, Senior Editor

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

S I L V E R

N8 VISUALS INC. KIMBELL STORIES

FOR KIMBELL ART MUSEUM

CATEGORY: FILM & VIDEO –
CINEMATOGRAPHY—CAMPAIGN



AMERICAN
ADVERTISING
AWARDS

CREDITS: N8 Visuals Inc., Production Company | Nick Utter, Director of Photography | Editor | Katherine Polenz, Head of Marketing and Public Relations - Kimbell Art Museum | Emily Henderson, Digital Content Coordinator - Kimbell Art Museum

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

BALCOM AGENCY
DAIRY TOUR 360

FOR DAIRY MAX

CATEGORY: DIGITAL CREATIVE
TECHNOLOGY – USER EXPERIENCE

AMERICAN
ADVERTISING
AWARDS

CREDITS: Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Brian Blankenship, Interactive Creative Director | Holly Aguilar, Design Director | Carol Glover, Principal/Creative Services | Ashley Freer, Principal/Group Director | Richie Escovedo, Program Director | Subvrsive, Production, Development



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

RED PRODUCTIONS
MORE THAN A CLASSROOM

FOR HSC

CATEGORY: DIGITAL CREATIVE
TECHNOLOGY – INNOVATIVE USE OF
INTERACTIVE / TECHNOLOGY

AMERICAN
ADVERTISING
AWARDS

CREDITS: Austin Crum, Editor | Charlie Howlett, Creative Director | Jackie Medling, Production Manager



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION
BALCOM AGENCY
DAIRY TOUR 360

FOR DAIRY MAX

CATEGORY: DIGITAL CREATIVE
TECHNOLOGY – INNOVATIVE USE OF
INTERACTIVE / TECHNOLOGY



AMERICAN
ADVERTISING
AWARDS

CREDITS: Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Brian Blankenship, Interactive Creative Director | Holly Aguilar, Design Director | Carol Glover, Principal/Creative Services | Ashley Freer, Principal/Group Director | Richie Escovedo, Program Director | Subvrsive, Production, Development

CORPORATE SOCIAL RESPONSIBILITY



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

G O L D

TWISTED X GLOBAL BRANDS TWISTED X: LOVE OF THE LAND

FOR TWISTED X

CATEGORY: SALES & MARKETING –
CORPORATE SOCIAL RESPONSIBILITY
MARKETING & SPECIALTY ADVERTISING –
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Kristy Rosica, Sustainability Strategist | Brianna Tucker, Marketing Coordinator / Photographer | Clayton Smith, Director of Marketing



2023
FUNKYTOWN
 AMERICAN
 ADVERTISING
AWARDS

G O L D
TWISTED X
GLOBAL BRANDS
 TWISTED X: LOVE OF THE LAND

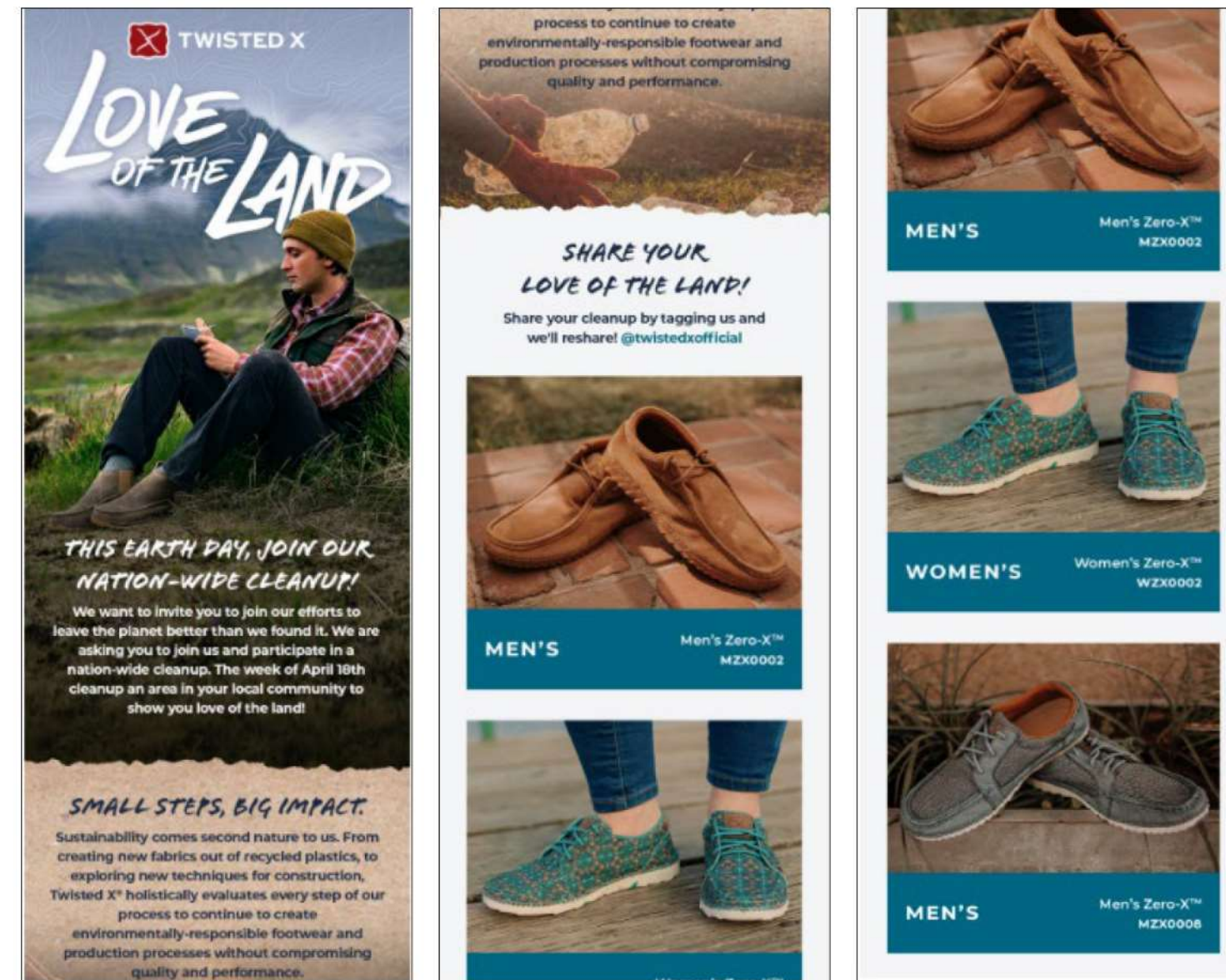
FOR TWISTED X

CATEGORY: ONLINE/INTERACTIVE –
 CORPORATE SOCIAL RESPONSIBILITY
 ONLINE/INTERACTIVE CAMPAIGN

AMERICAN
 ADVERTISING
 AWARDS

CREDITS: Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Graphic Designer | Kristy Rosica, Sustainability Strategist | Brianna Tucker, Marketing Coordinator / Photographer | Clayton Smith, Director of Marketing

Twisted X Love of the Land Follow Up B2C Email



PUBLIC SERVICE



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

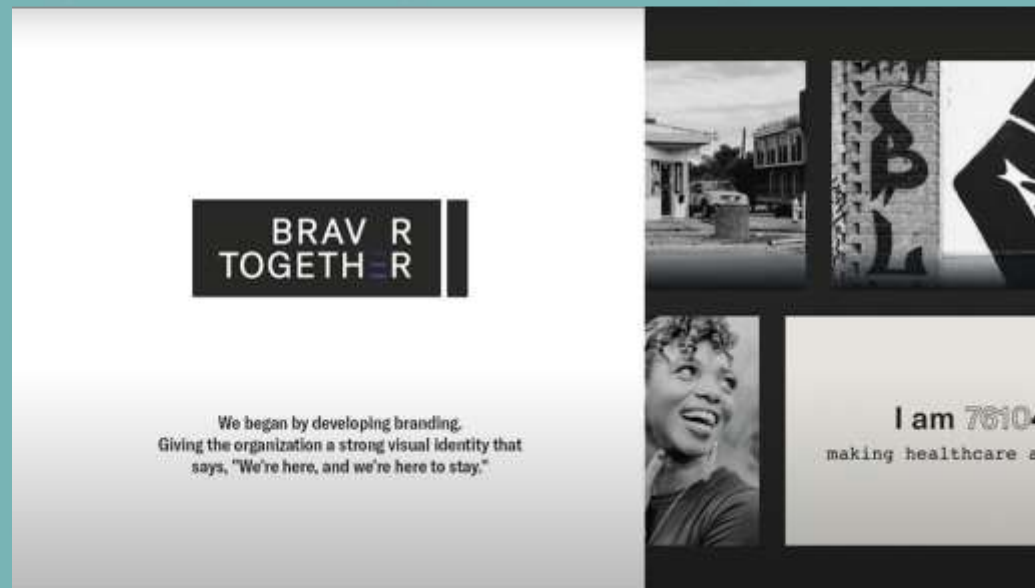
S I L V E R

AGENCY HABITAT

BRAVER TOGETHER

FOR BRAVE/R TOGETHER

CATEGORY: PUBLIC SERVICE
ONLINE/INTERACTIVE CAMPAIGN



AMERICAN
ADVERTISING
AWARDS

CREDITS: Agency Habitat

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

RED PRODUCTIONS
TAYLOR SHERIDAN TRIBUTE
VIDEO

FOR VISIT FORT WORTH

CATEGORY: FILM, VIDEO & SOUND –
PUBLIC SERVICE NON-BROADCAST
AUDIO/VISUAL

AMERICAN
ADVERTISING
AWARDS

CREDITS: Visit Fort Worth, Executive Producer | Sherman Young, Producer | Tyler Germaine, Director | Austin Crum, Editor



ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION



AMERICAN
ADVERTISING
AWARDS

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

SCHAEFER
ADVERTISING CO.
AIGA THE DECK

FOR AIGA

CATEGORY: AD CHAPTER OR MARKETING
CHAPTER

AMERICAN
ADVERTISING
AWARDS

CREDITS: Charlie Howlett, VP, Creative Director | Madi Marin, Graphic Designer | Maren Gibbs, Director of Production Services | Ken Schaefer, President | Pro Print



STUDENT WINNERS



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

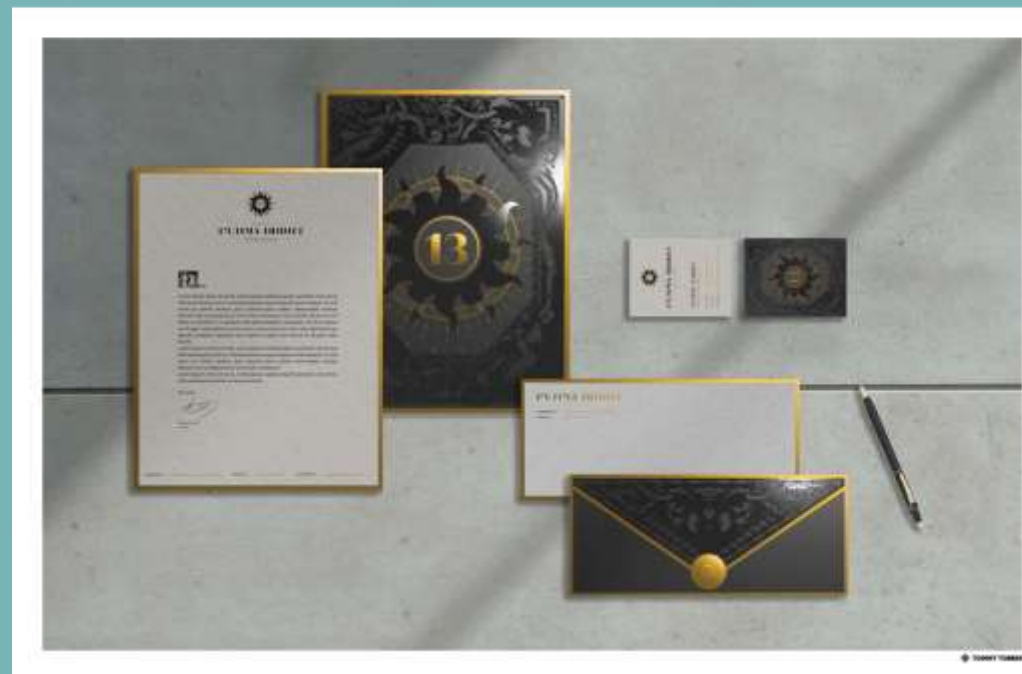
2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

STUDENT BEST OF SHOW

TOMMY TORRES
UNIVERSITY OF TEXAS AT
ARLINGTON

TRADICI

AMERICAN
ADVERTISING
AWARDS



SALES & MARKETING



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

ABIGAIL LUND
TEXAS CHRISTIAN UNIVERSITY

LUMINANCE PENCIL SET

CATEGORY: SALES PROMOTION –
PACKAGING

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

ABIGAIL NEWLUND
TEXAS CHRISTIAN UNIVERSITY

ORANGE RIVER COFFEE CO.

CATEGORY: SALES PROMOTION -
PACKAGING

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

AVERY KOKINDA
TEXAS CHRISTIAN UNIVERSITY

DRIVE-IN CLASSICS FILM FEST

CATEGORY: COLLATERAL MATERIAL –
SPECIAL EVENT MATERIALS

AMERICAN
ADVERTISING
AWARDS



2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

S I L V E R

ELLEN BROWN
TEXAS CHRISTIAN UNIVERSITY

LUNR MAGAZINE

CATEGORY: COLLATERAL MATERIAL –
MAGAZINE DESIGN

AMERICAN
ADVERTISING
AWARDS



PRINT ADVERTISING



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

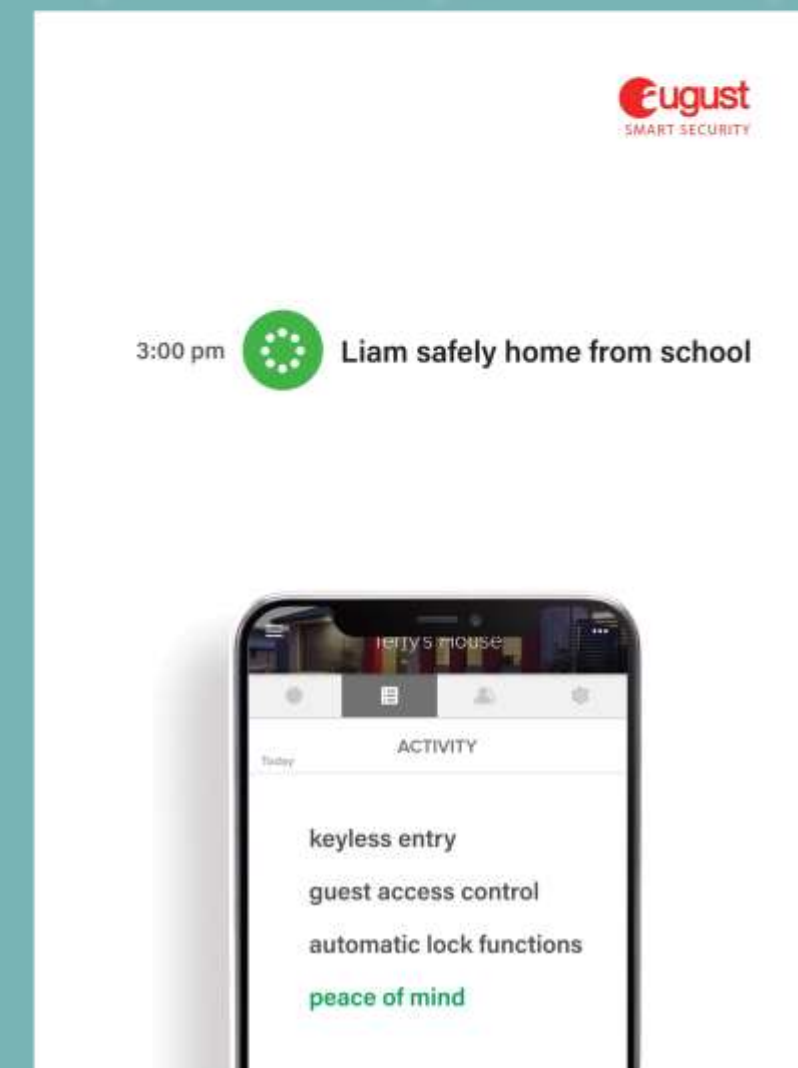
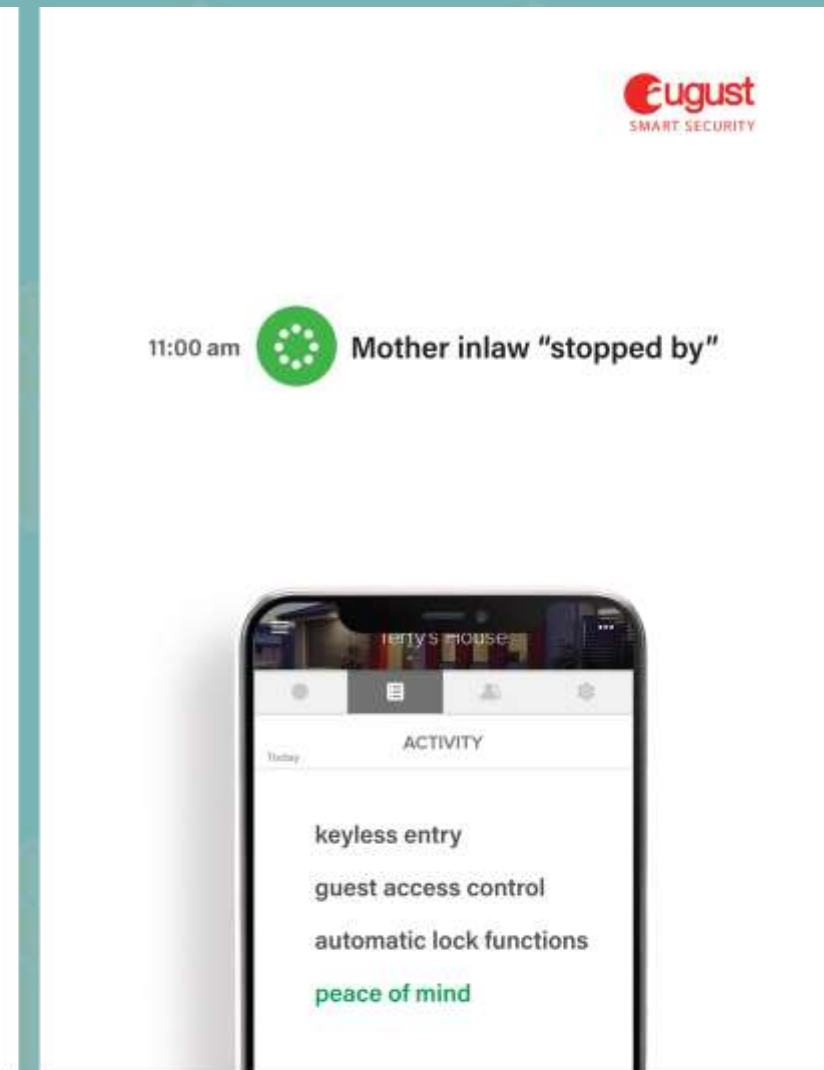
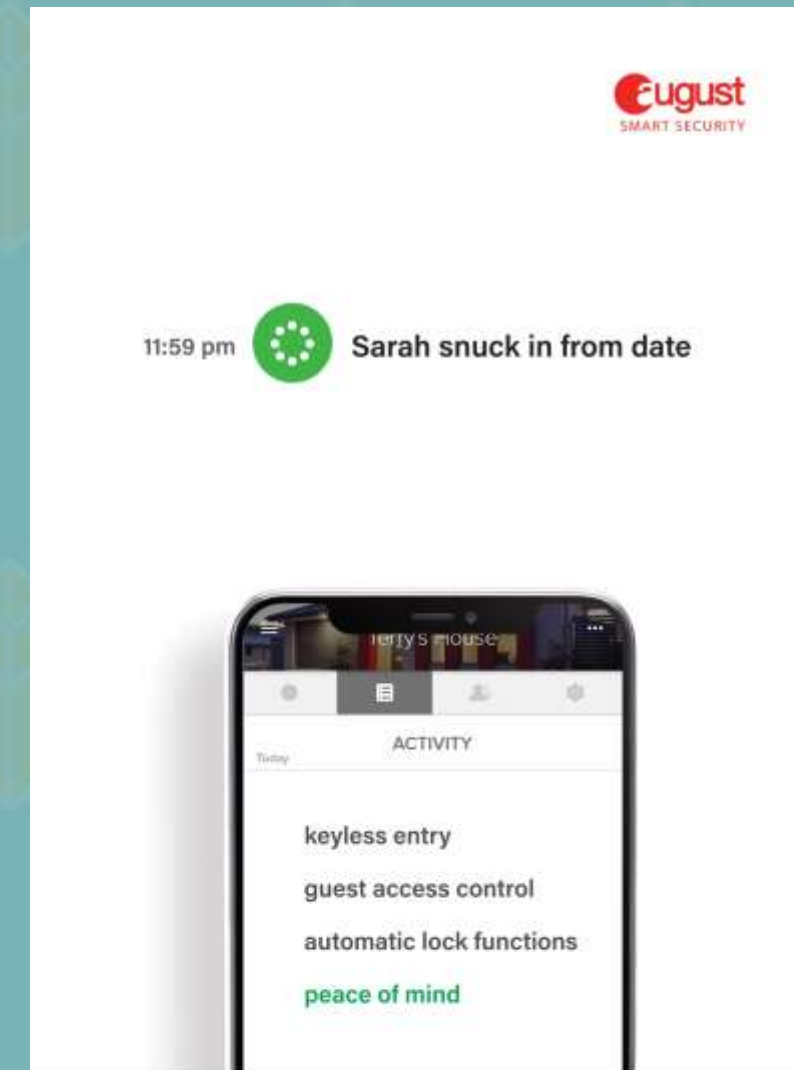
G O L D

RACHEL TORRES
UNIVERSITY OF NORTH TEXAS

AUGUST SMART SECURITY

CATEGORY: MAGAZINE ADVERTISING –
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

JACQUELINE
NGUYEN

UNIVERSITY OF TEXAS AT
ARLINGTON

PURELL AD CAMPAIGN

CATEGORY: MAGAZINE ADVERTISING –
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

HONORABLE MENTION

PAYTON TERRELL
TEXAS CHRISTIAN UNIVERSITY

VANS REBRAND/AD CAMPAIGN

CATEGORY: MAGAZINE ADVERTISING —
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

HONORABLE MENTION

AMY FANG

UNIVERSITY OF NORTH TEXAS

NATRIA – GRASS & WEED CONTROL

CATEGORY: MAGAZINE ADVERTISING –
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

JESSICA MYRICK

UNIVERSITY OF TEXAS AT
ARLINGTON

CRAZY FROG CAFE

CATEGORY: MAGAZINE ADVERTISING –
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



OUT OF HOME & AMBIENT MEDIA



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

ALECIA SAM
UNIVERSITY OF TEXAS AT
ARLINGTON

READY SET TYPE

CATEGORY: OUT-OF-HOME POSTER –
SINGLE

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

NIMA AYAGH

UNIVERSITY OF NORTH TEXAS

DRUNK ELEPHANT HAIR CARE PRODUCTS

CATEGORY: OUT-OF-HOME POSTER –
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



FILM, VIDEO, & SOUND



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023

FUNKYTOWN AMERICAN ADVERTISING AWARDS

S I L V E R

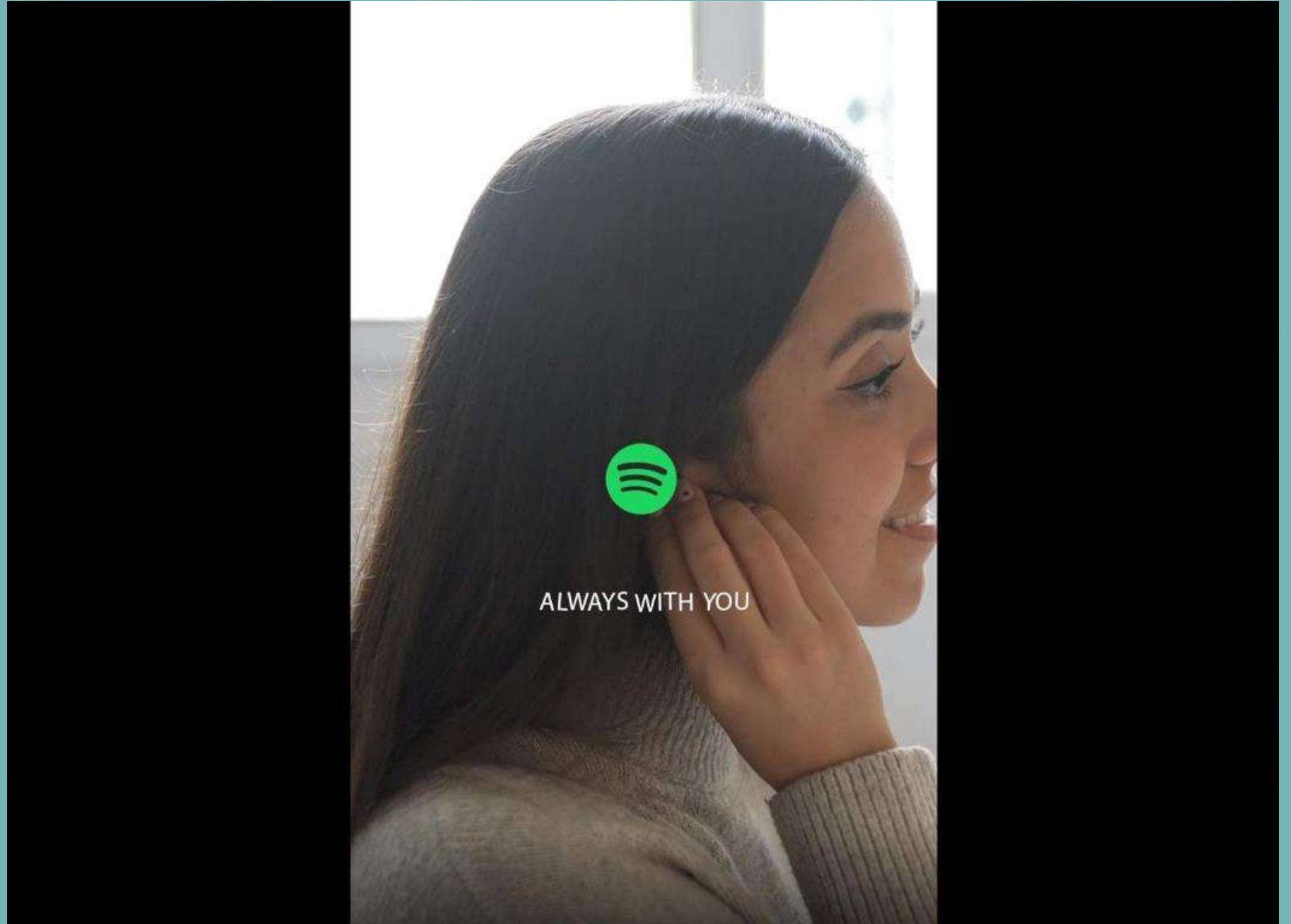
MISAEEL ORTIZ

TEXAS CHRISTIAN UNIVERSITY

SPOTIFY – ALWAYS WITH YOU

CATEGORY: TELEVISION ADVERTISING
CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



CROSS PLATFORM



AMERICAN
ADVERTISING
AWARDS

aaf american
advertising
federation
fort worth

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

S I L V E R

GABBIE QUIROZ
UNIVERSITY OF TEXAS AT
ARLINGTON

EARTH TONES

CATEGORY: INTEGRATED BRAND
IDENTITY CAMPAIGN – SINGLE

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

KATHRYN HERRERA
UNIVERSITY OF TEXAS AT
ARLINGTON

BASILICO

CATEGORY: INTEGRATED BRAND
IDENTITY CAMPAIGN – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

REBECCA LOPEZ
UNIVERSITY OF TEXAS AT
ARLINGTON

NOPALES RESTAURANT

CATEGORY: INTEGRATED BRAND
IDENTITY CAMPAIGN – CAMPAIGN



Rebecca Lopez

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

G O L D

TOMMY TORRES
UNIVERSITY OF TEXAS AT
ARLINGTON

TRIDICI

CATEGORY: INTEGRATED BRAND
IDENTITY CAMPAIGN – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



TOMMY TORRES

2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SILVER

SARMAD
ADELAKUN
UNIVERSITY OF TEXAS AT
ARLINGTON

KAUAI KO

CATEGORY: INTEGRATED BRAND
IDENTITY CAMPAIGN – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

SILVER

ALAN JOSMAR GUERRA,
TOMMY TORRES & HIEU
PHAM

UNIVERSITY OF TEXAS AT ARLINGTON

WIROWAC LANES & LOUNGE

CATEGORY: INTEGRATED BRAND
IDENTITY CAMPAIGN – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

THOMAS NGUYEN

UNIVERSITY OF TEXAS AT
ARLINGTON

COLLECT'D COMICS

CATEGORY: INTEGRATED BRAND
IDENTITY CAMPAIGN – CAMPAIGN

AMERICAN
ADVERTISING
AWARDS



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

HONORABLE MENTION

CECILIA TRAN
UNIVERSITY OF TEXAS AT
ARLINGTON

GEN X COMICS

CATEGORY: INTEGRATED BRAND
IDENTITY CAMPAIGN – CAMPAIGN



2023
FUNKYTOWN
AMERICAN
ADVERTISING
AWARDS

AAF FORT WORTH

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AMERICAN
ADVERTISING
AWARDS

2023

FUNKY TOWN

AMERICAN
ADVERTISING

AWARDS

