

2025 Fort Worth American Advertising Awards

# WINNERS BOOK



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federation  
fort worth



AMERICAN  
**ADVERTISING**  
AWARDS

# INTRODUCTION

The American Advertising Federation Fort Worth Club congratulates the winners of the 2025 Fort Worth American Advertising Awards, revealed in the pages that follow.

This year, AAF Fort Worth collected 306 submissions in total, including 274 professional entries and 32 student entries. Of those 306 submissions, 16 companies and 6 students were honored with coveted ADDY Awards, including 31 Gold ADDYs. All Gold ADDY-winning entries

were automatically forwarded to the district level. In addition, the Club presented 45 Crystal Awards—exclusive to AAF Fort Worth—for work that impressed the judges but are not eligible for advancement.

The Board expresses its gratitude for the sponsors of the 2025 awards show and to this year's judges: Hilda Awad-Brown, A.J. Busé, Anne Grigsby, and Elizabeth M. "Tootie" Perry.

To learn more about the competition, visit [aaffortworth.com](https://aaffortworth.com).

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# SPONSORS

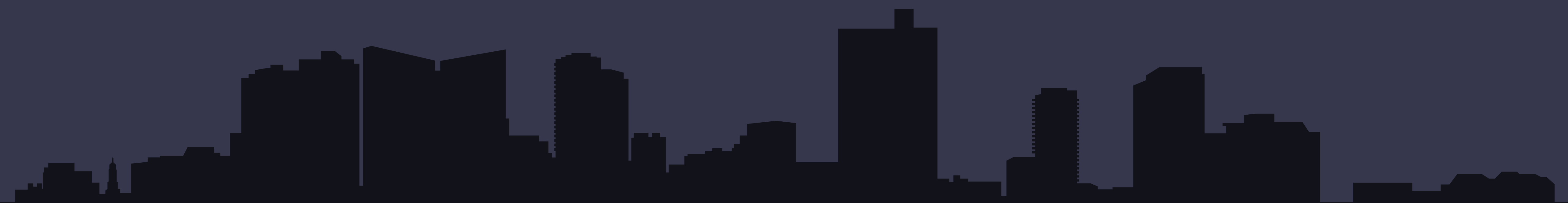
AIDIGITAL

CIRCLES

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# PROFESSIONAL WINNERS



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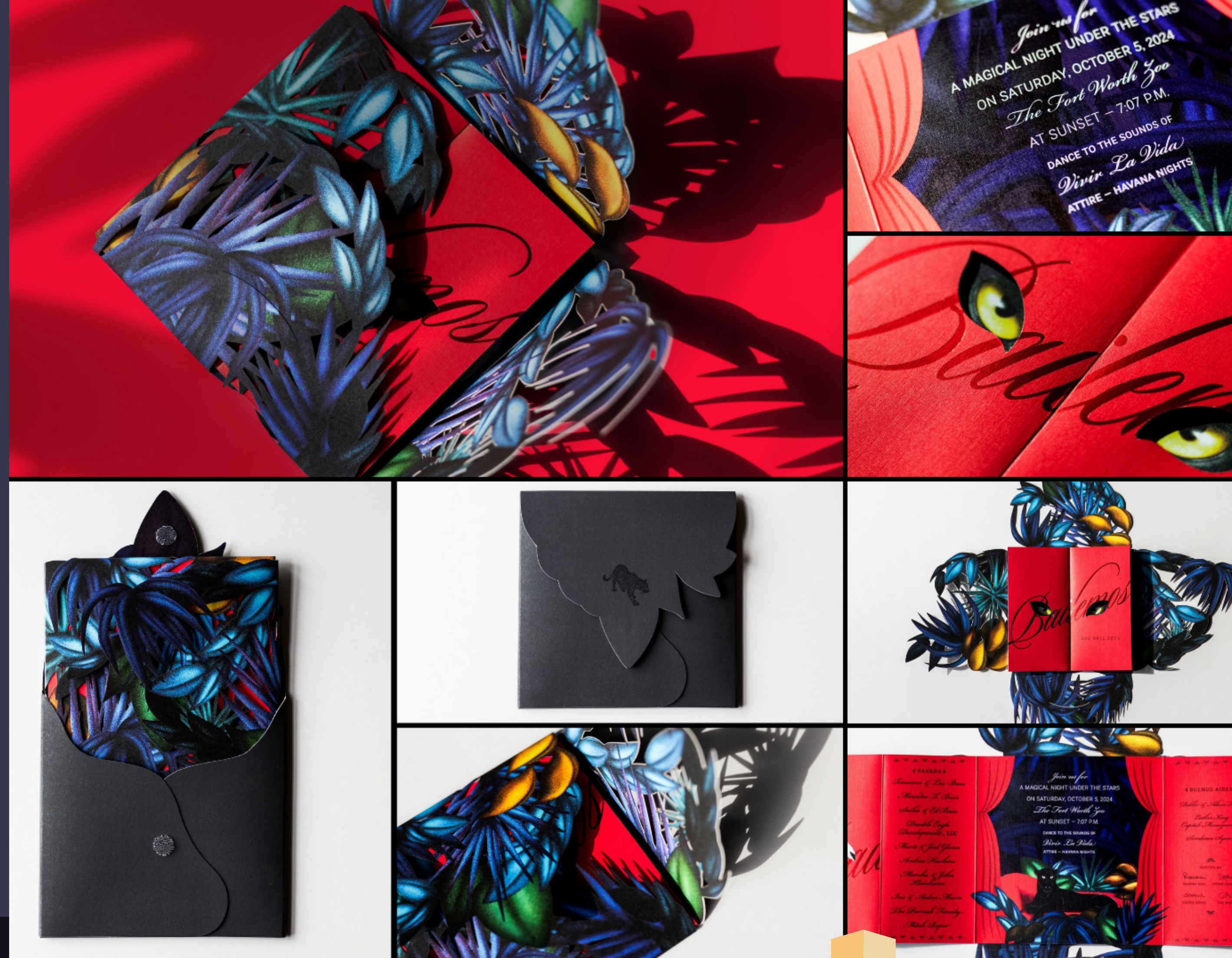
# BEST OF SHOW

# ZOO BALL INVITATION – BAILAMOS

SCHAEFER ADVERTISING CO.

for FORT WORTH ZOO

Card, Invitation, Announcement



**CREDITS** Charlie Howlett, Creative Director | Blair Lawson, ACD | Audrey Dao, Designer | Maren Gibbs, Director of Production Services | Ken Schaefer, President & CEO | Ali Haney, Group Director | Molly Brennan, Senior Account Manager | Amber Arnold, Sr. Copywriter | Jason Shupe, Production Artist | Brodnax 21C, Printer

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# BEST OF ELECTRONIC MOSAIC ADDY AWARD

# LOS RANGERS

RED PRODUCTIONS  
for **TEXAS RANGERS**

Branded Content & Entertainment  
For Online Film, Video & Sound,  
more than :60 seconds



**CREDITS** German Torres, Director + Director of Photography | Doug Mangold, Producer | Sam Parnell, Editor | Tim Jansen, Sound Designer | Crespatick de los Reyes, Wardrobe Stylist | Scott Nichols, Account Director

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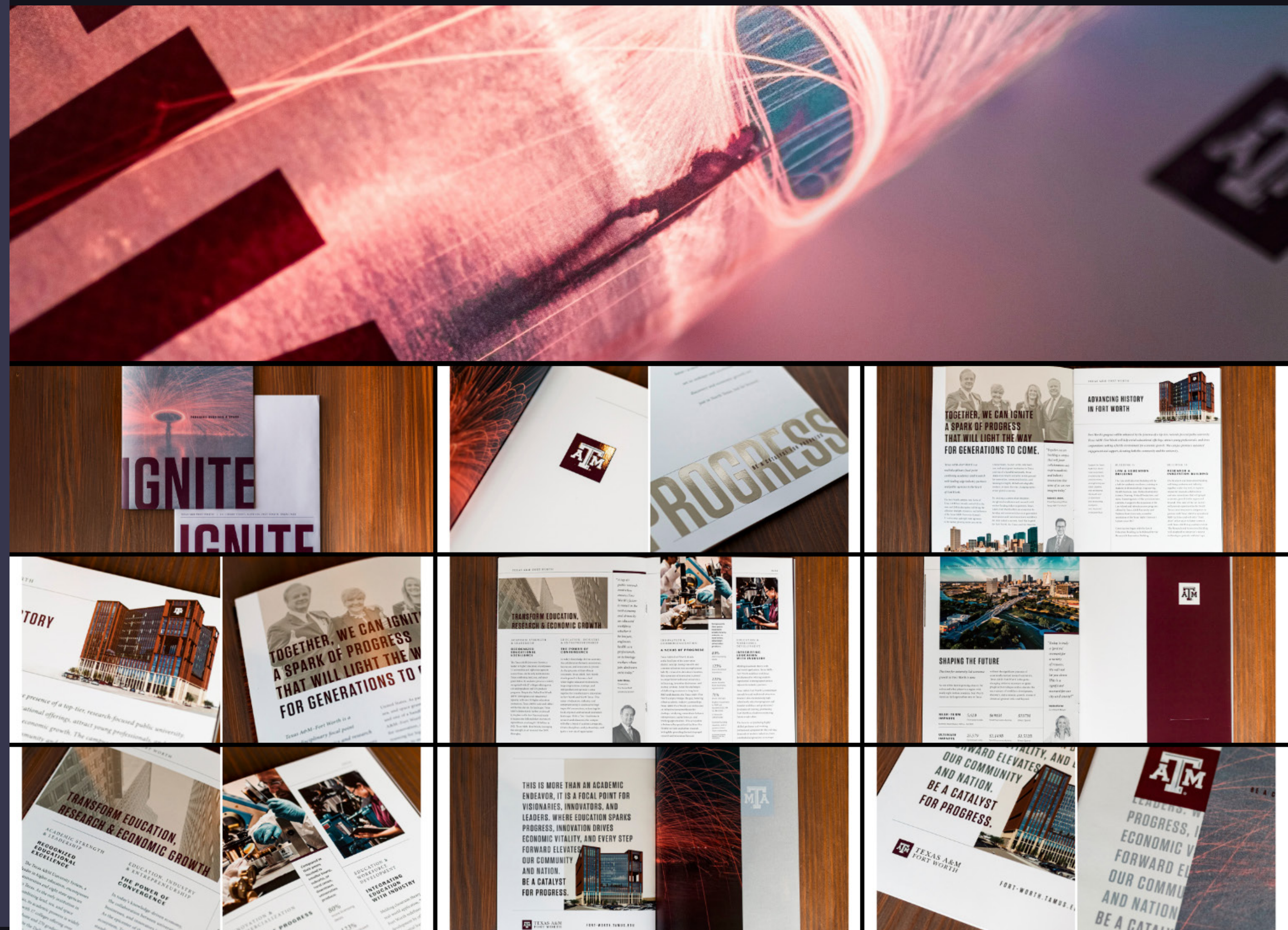
# BEST OF PRINT

# BROCHURE

## SCHAEFER ADVERTISING CO.

for **TEXAS A&M –  
FORT WORTH**

Brochure



**CREDITS** Charlie Howlett, Creative Director | Blair Lawson, ACD | Jackie Medling, Production Manager | Jason Shupe, Production Artist | Ken Schaefer, President & CEO | Sara Hull, EVP Account Strategy & Client Services | Katie Westermann, Senior Account Manager | Campbell Schaefer, Account Coordinator | Brodnax 21C, Printer

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**SPECIAL  
JUDGES AWARD**

# THE HIGHEST ROAD – TEASER

**SAWTOOTH**

.....  
*for* **SAWTOOTH**  
.....

Corporate Social Responsibility  
Non-Broadcast Audio/Visual



**CREDITS** Chris Salters, Editor | Allan Thompson, Producer

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# SPECIAL JUDGES AWARD

# ADDY CAMPAIGN IT'S TIME TO SUBMIT

SCHAEFER ADVERTISING CO.

for **AAF**

Advertising Industry Self-Promotion Campaigns - Integrated Media Campaign



**CREDITS** Charlie Howlett, Creative Director | Ethan Casella, Art Director | Jason Shupe, Production Artist | Maren Gibbs, Director of Production Services | Blair Lawson, ACD | Amber Arnold, Sr. Copywriter

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# SALES & MARKETING



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# GOLD ADDY

# BROCHURE

SCHAEFER ADVERTISING CO.

for **TEXAS A&M –  
FORT WORTH**

Brochure



**CREDITS** Charlie Howlett, Creative Director | Blair Lawson, ACD | Jackie Medling, Production Manager | Jason Shupe, Production Artist | Ken Schaefer, President & CEO | Sara Hull, EVP Account Strategy & Client Services | Katie Westermann, Senior Account Manager | Campbell Schaefer, Account Coordinator | Brodnax 21C, Printer

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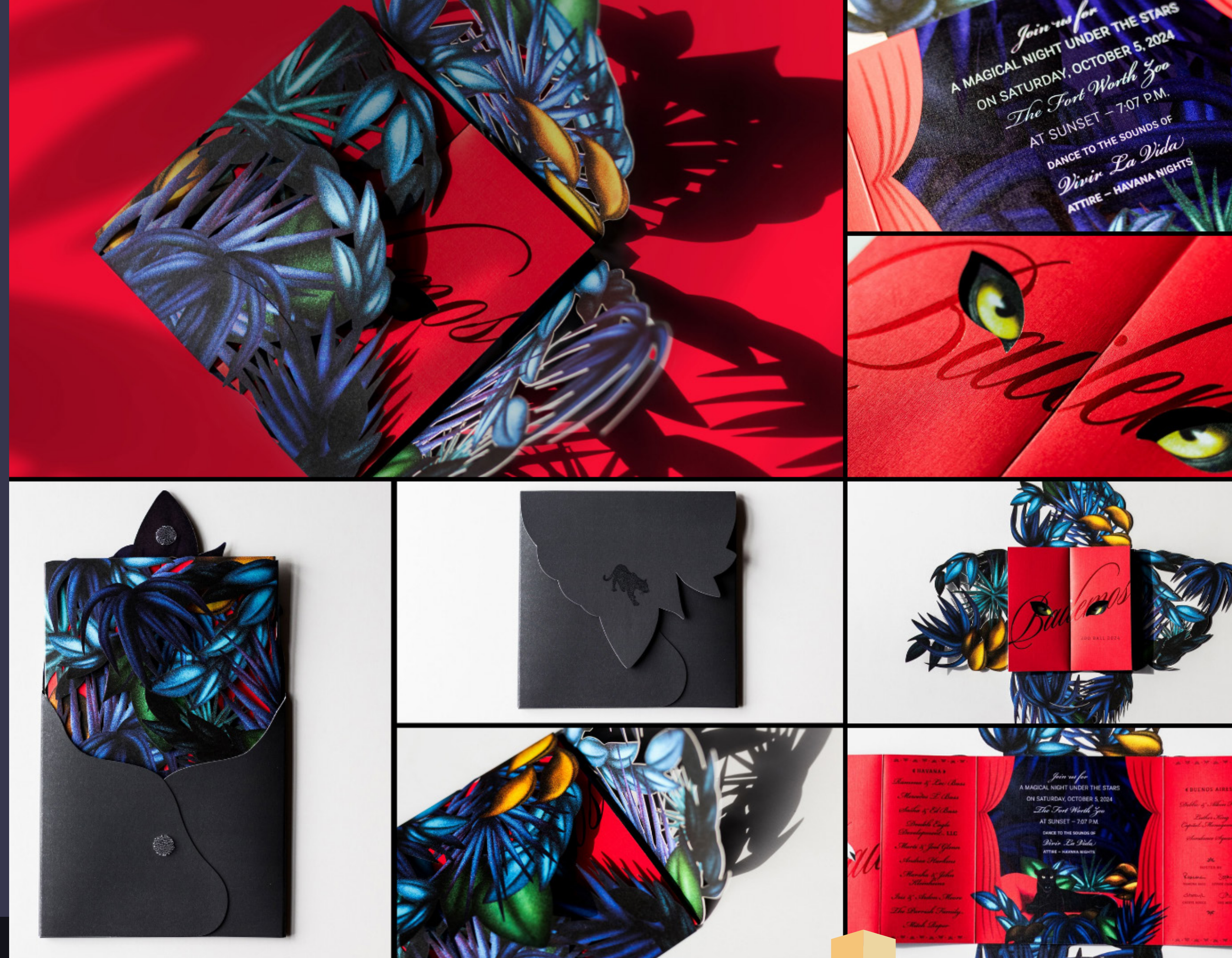
**GOLD ADDY**

# ZOO BALL INVITATION – BAILAMOS

**SCHAEFER ADVERTISING CO.**

for **FORT WORTH ZOO**

Card, Invitation, Announcement



**CREDITS** Charlie Howlett, Creative Director | Blair Lawson, ACD | Audrey Dao, Designer | Maren Gibbs, Director of Production Services | Ken Schaefer, President & CEO | Ali Haney, Group Director | Molly Brennan, Senior Account Manager | Amber Arnold, Sr. Copywriter | Jason Shupe, Production Artist | Brodnax 21C, Printer

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# OUT-OF-HOME & AMBIENT MEDIA



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AWARDS



**GOLD ADDY**

# FACTORY MURAL

**BALCOM AGENCY**

for **MRS. RENFRO'S**

Single Installation



**CREDITS** Holly Aguilar, Design Director | Saxonlynn Arts, Muralists | Stephanie Orges, Senior Writer | Carol Glover, Chief Creative Officer | Lesley Dupre, Senior Account Director and PR Specialist | Richie Escovedo, Director of Project Management and PR Specialist | Ashley Freer, President

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**CRYSTAL AWARD**

# FACTORY VESTIBULE

**BALCOM AGENCY**

for **MRS. RENFRO'S**

Single Installation



**CREDITS** Holly Aguilar, Design Director | Stephanie Orges, Senior Writer | Aaron Merritt, Production Artist | Carol Glover, Chief Creative Officer | Lesley Dupre, Senior Account Director and PR Specialist | Richie Escovedo, Director of Project Management and PR Specialist | Ashley Freer, President

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**GOLD ADDY**

# FACTORY MAKEOVER

**BALCOM AGENCY**

for **MRS. RENFRO'S**

Multiple Installations



**CREDITS** Holly Aguilar, Design Director | Stephanie Orges, Senior Writer | Aaron Merritt, Production Artist | Carol Glover, Chief Creative Officer | Lesley Dupre, Senior Account Director and PR Specialist | Richie Escovedo, Director of Project Management and PR Specialist | Ashley Freer, President | Saxonlynn Arts, Muralists

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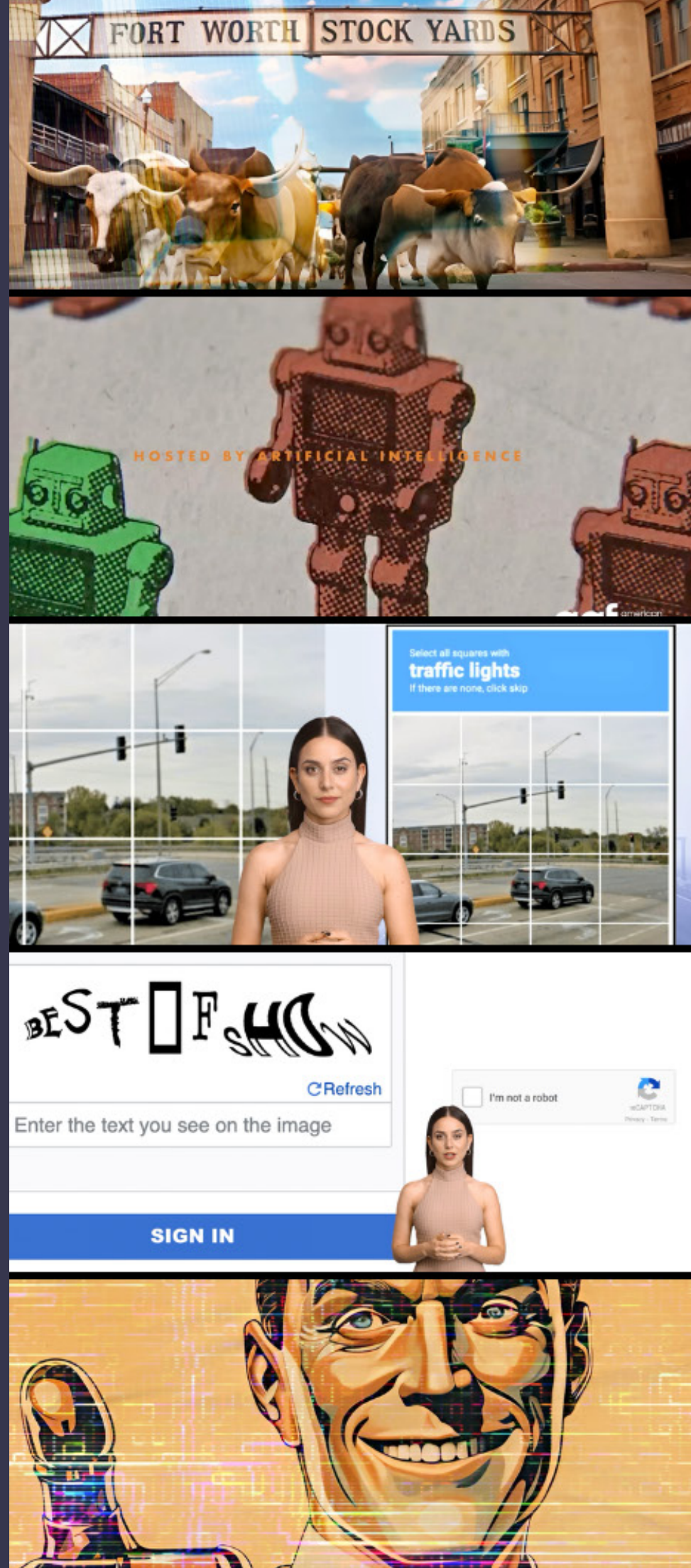
# GOLD ADDY

# 2024 FW ADDY AWARDS SHOW CONTENT

## CONTENT SHIFT

for CONTENT SHIFT

Single Event



CREDITS Nick Utter, Editor & Director | Chase Honaker, Assistant Editor

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# CRYSTAL AWARD

# ARMED FORCES BOWL 2024 GAME

**PYTCHBLACK**

for **ARMED FORCES BOWL**  
– **ESPN EVENTS**

Out-Of-Home Campaign

**CREDITS** Phillip Herd, Copywriter | Brittany Cooper, Designer | Andrew Yanez, Chief of getting shit done`

**FIELD TESTED.  
BATTLE READY.**

12.27.24 | **ESPN**



**BOWL FOR THE BRAVE**

**FIELD TESTED.  
BATTLE READY.**

12.27.24 | **ESPN**



**BOWL FOR THE BRAVE**

**VETS GET 4 FREE TIX**



**ESPN** | **BOWL FOR THE BRAVE** | 12.27.24



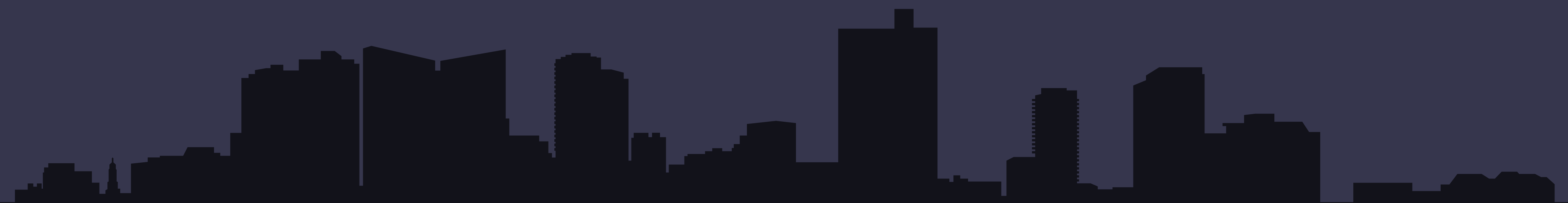
**BATTLE READY. N**  
**NAVY**

12.27.24 | **BOWL FOR THE BRAVE** | 11:00 AM

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# ONLINE/INTERACTIVE



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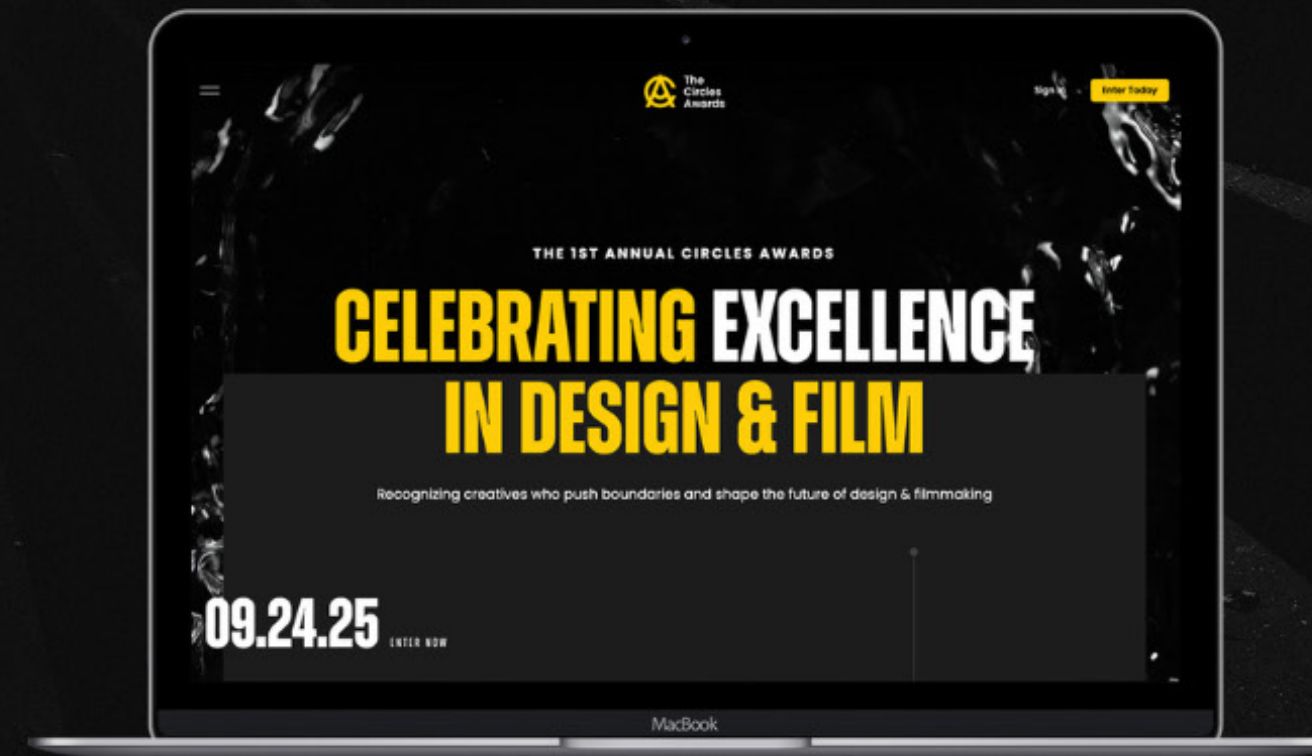
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# CRYSTAL AWARD

# CIRCLES AWARDS 2025 WEBSITE

CIRCLES CO. COLLECTIVE  
for CIRCLES CONFERENCE  
Consumer Website



CREDITS Ismael Burciaga, Creative Director | Paul Sirmon, Designer

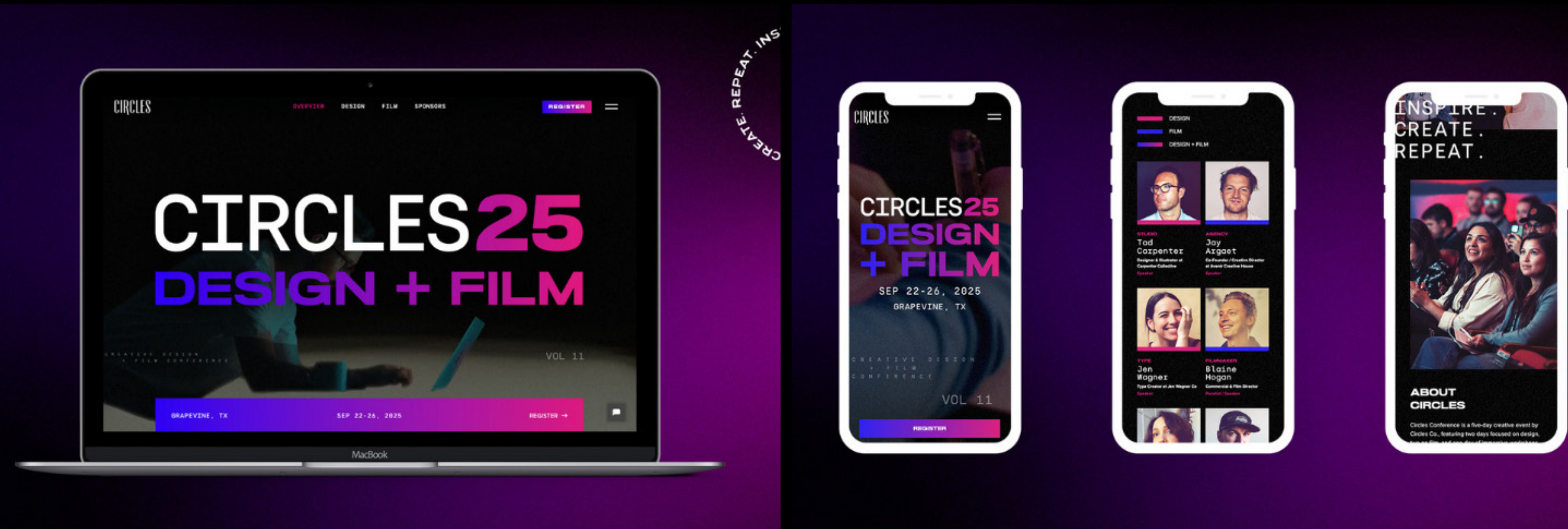
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# CRYSTAL AWARD

# CIRCLES CONFERENCE 2025 WEBSITE

**CIRCLES CO. COLLECTIVE**  
for **CIRCLES CONFERENCE**  
Consumer Website



**CREDITS** Ismael Burciaga, Creative Director | Paul Sirmon, Designer

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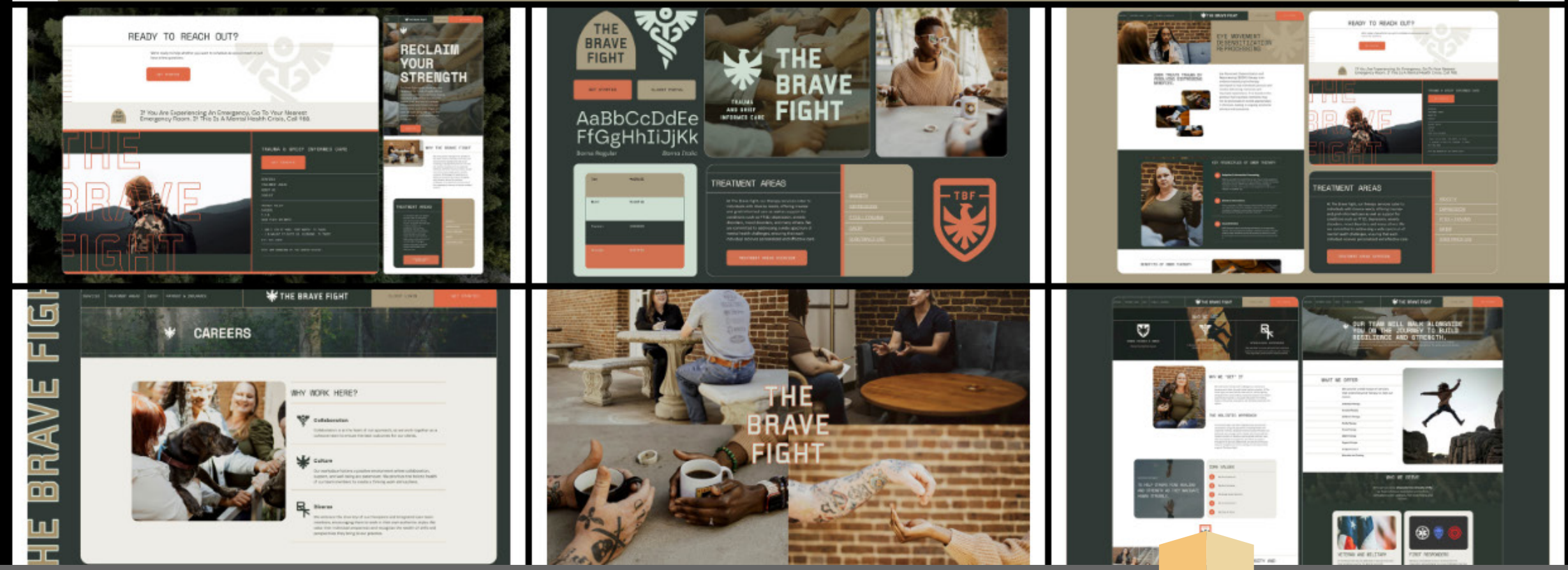
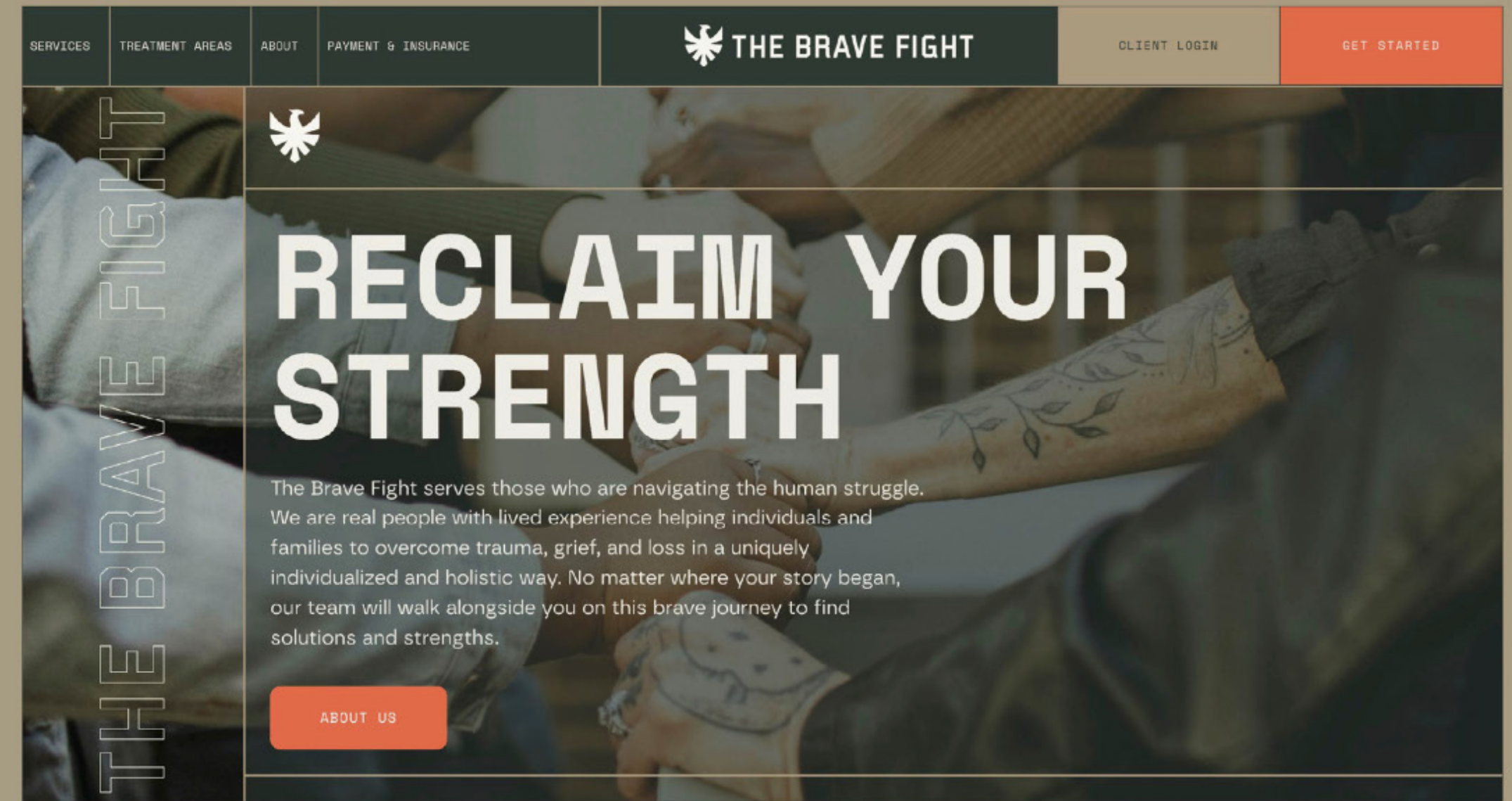
**CRYSTAL AWARD**

# THE BRAVE FIGHT

**THE COOPER STUDIO**

for **THE BRAVE FIGHT**

Consumer Website



**CREDITS** Julia Cooper, Web Design, Web Development, Photography, Branding Design, Creative Direction

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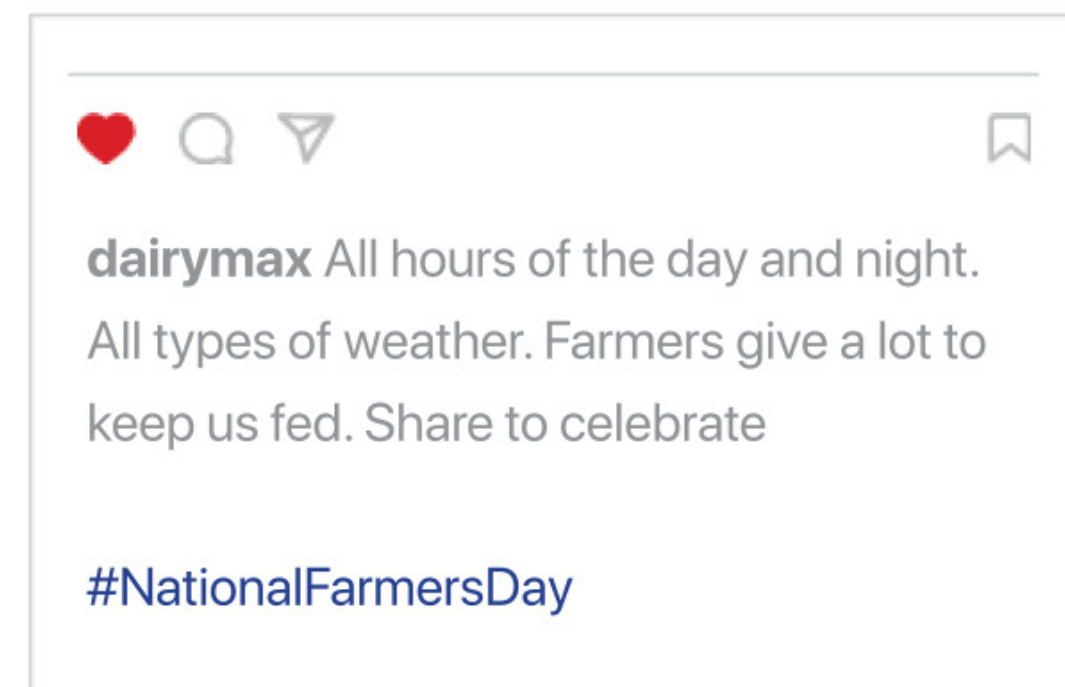
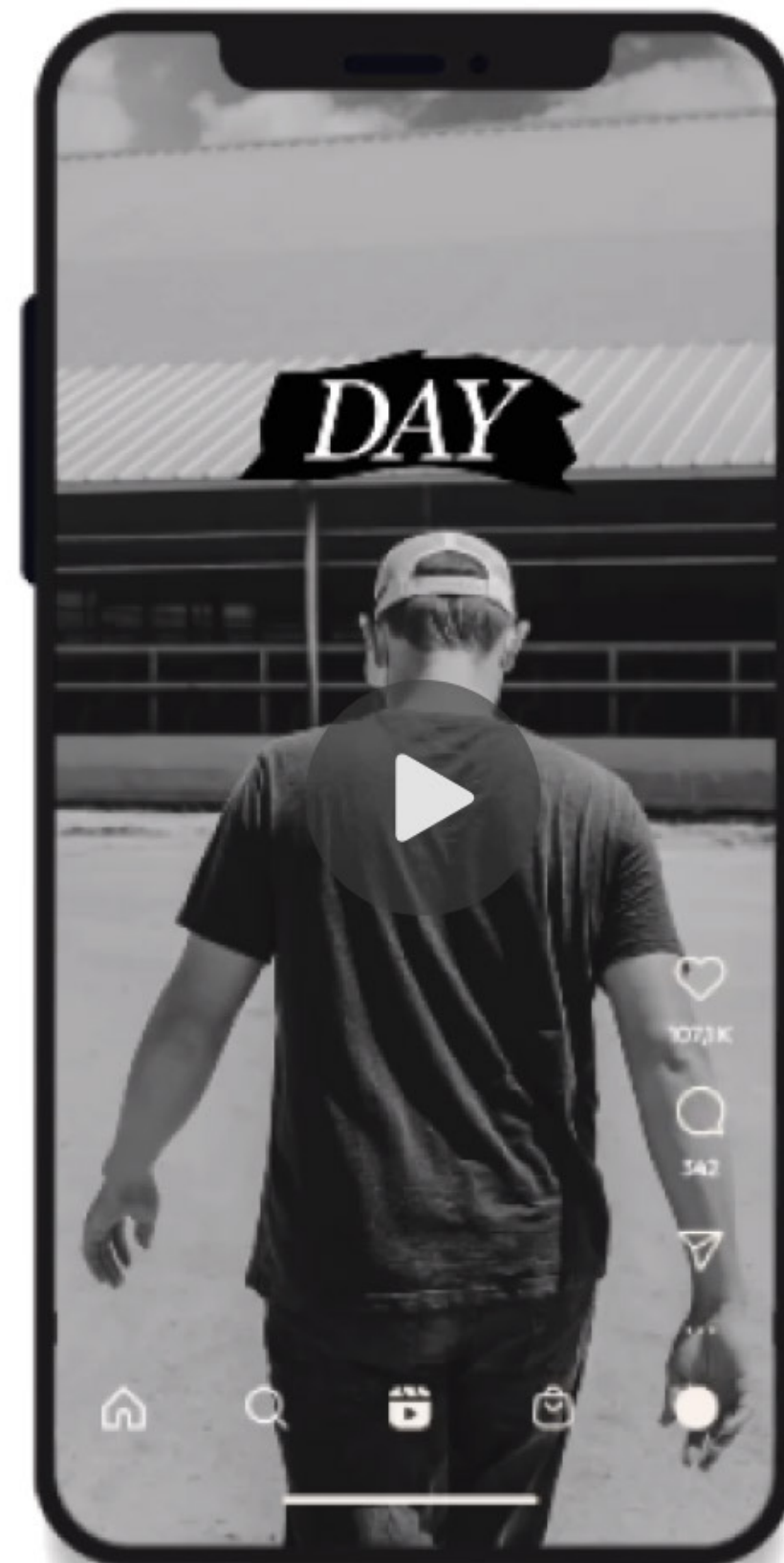
**SILVER ADDY**

# ALWAYS THERE FOR THEIR COWS

**THE BALCOM AGENCY**

for **DAIRY MAX**

Social Media – Single Execution



**CREDITS** Chelsea Chase, Multimedia Art Director | Wallace Cruz, Multimedia Art Director | Stephanie Orges, Senior Writer | Taylor Potts, Multimedia Creative Director | Carol Glover, Chief Creative Officer | Lesley Dupre, Senior Account Director and PR Specialist | Kasie Mallory, Program Director | Ashley Freer, President

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# GOLD ADDY

# JEFFERSON'S MERCY OF THE SEA

## TWELVE MIDNIGHT

for **JEFFERSON'S  
WHISKEY**

Social Media Campaign



**CREDITS** Dustin McLaughlin, Director, Executive Producer | AJ Aiello, Executive Producer | Chloe Gonzales, Creative Director | Dylan Wallis, Director of Photography, Photographer, Photo Retoucher | Todd Luther, Associate Producer | Isaac Elstoen, Gaffer | Tauri Partin, Art Director | Luis Govea, Photo Assistant | Dominic Scalise, Key Grip | Christian Baez, Grip | Rachel Napolitano, Production Designer | Jacob Catlin, Talent

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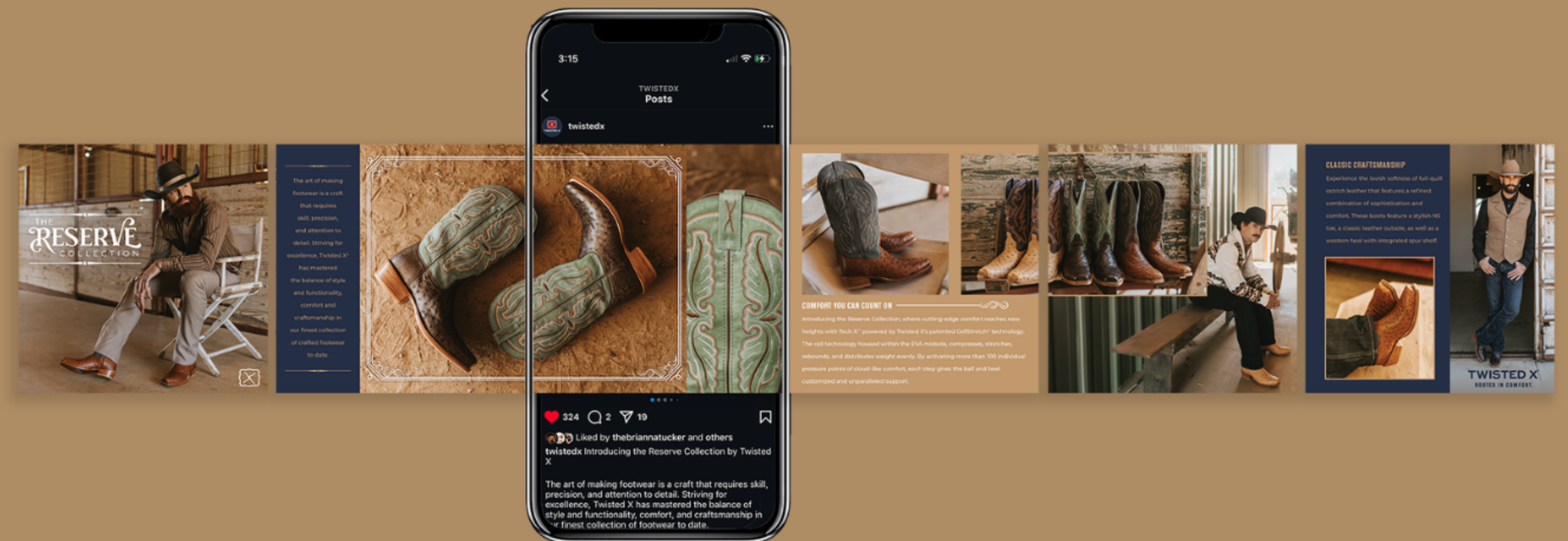
# GOLD ADDY

# TWISTED X: RESERVE CAMPAIGN

## TWISTED X

for **TWISTED X GLOBAL  
BRANDS**

Social Media Campaign



**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director  
| Brianna Tucker, Photographer/Marketing Manager | Tara Petty, Project Manager | Shane Reitzammer, Director |  
Joey Nicotra, Director of Photography | CinemaStory, Video Production Company

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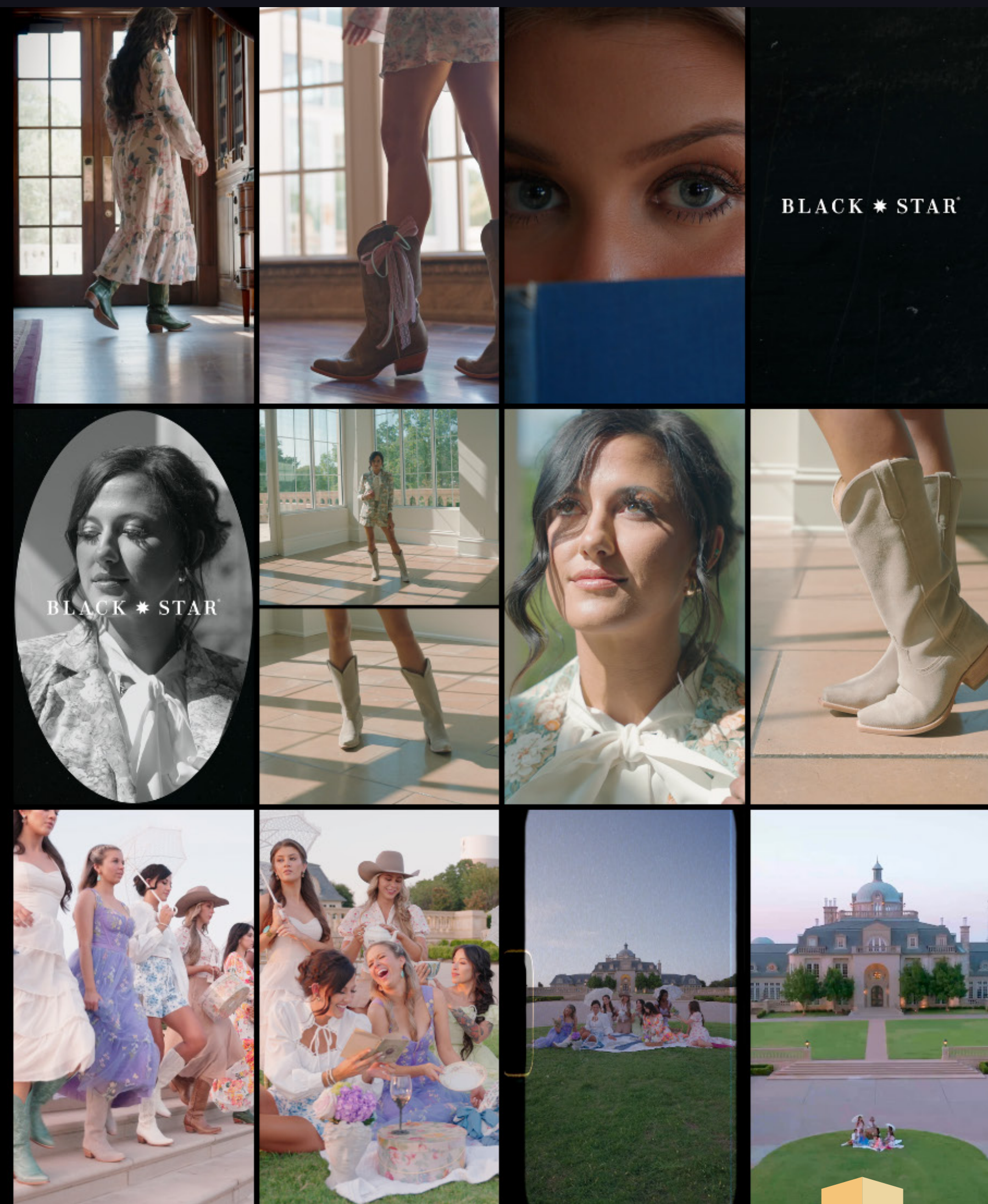
# CRYSTAL AWARD

# BLACK STAR: ELEGANCE IN BLOOM

**TWISTED X**

for **TWISTED X GLOBAL  
BRANDS**

Social Media Campaign



**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director  
| Brianna Tucker, Photographer/Marketing Manager | Tara Petty, Project Manager | Joey Nicotra, Director of  
Photography | CinemaStory, Video Production Company

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# CRYSTAL AWARD

# FOWRR 2024 IG & FB CAMPAIGNS

## PHONETIC

for FRIENDS OF WRR

Social Media Campaign

### Instagram & Facebook - Highlights (May to August, 2024)

**35.5k**  
impressions on FB

With consistent posting we've seen an increase in Facebook activity. Ads have contributed to a noticeable rise in followers and engagement.

"Impressions" is the total number of people who viewed the posts.

**Over 1k**  
account interactions

Approximately 1,200 accounts have interacted on both Facebook and Instagram, reflecting strong engagement and helping to expand our online reach and brand visibility.

**300%**  
growth in followers

on Facebook with 28 additional followers, and 69 followers on Instagram.

In addition to boosting membership, the introduction of targeted ads has increased our audience reach and helped us connect to those who are interested in our mission.

**40+**  
posts created

over 40 posts have been created for the social platforms.

This approach ensures variety and relevance for our audiences, helping to engage diverse interests and keep our content fresh and impactful.

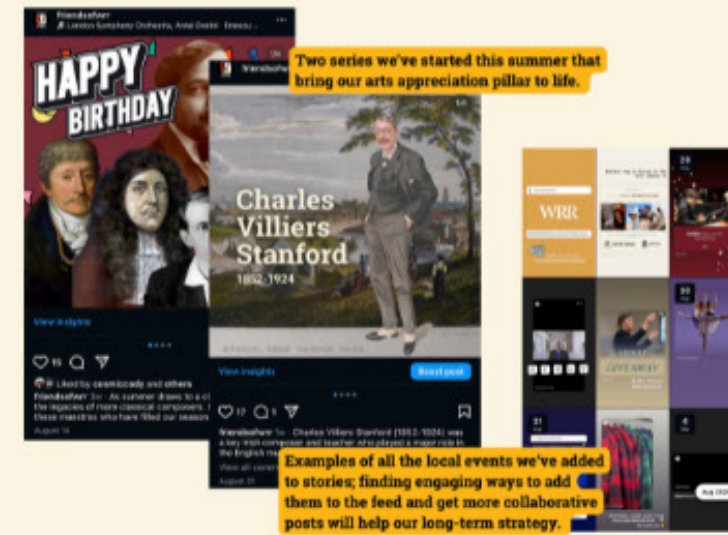
### Instagram - Analysis (May to August, 2024)

#### Strengths:

- Our Arts Appreciation pillar has been a key anchor for content throughout the summer.
- We've established series like "Composer Birthdays" each month, providing ongoing, engaging content.
- Engagement has risen by actively involving our followers, and using questions to generate new content ideas for our pages.

#### Opportunities:

- Explore creative ways to incorporate local events and interactions beyond Instagram and Facebook stories.
- Expand content development with more in-person events to diversify our feed and engage the community.



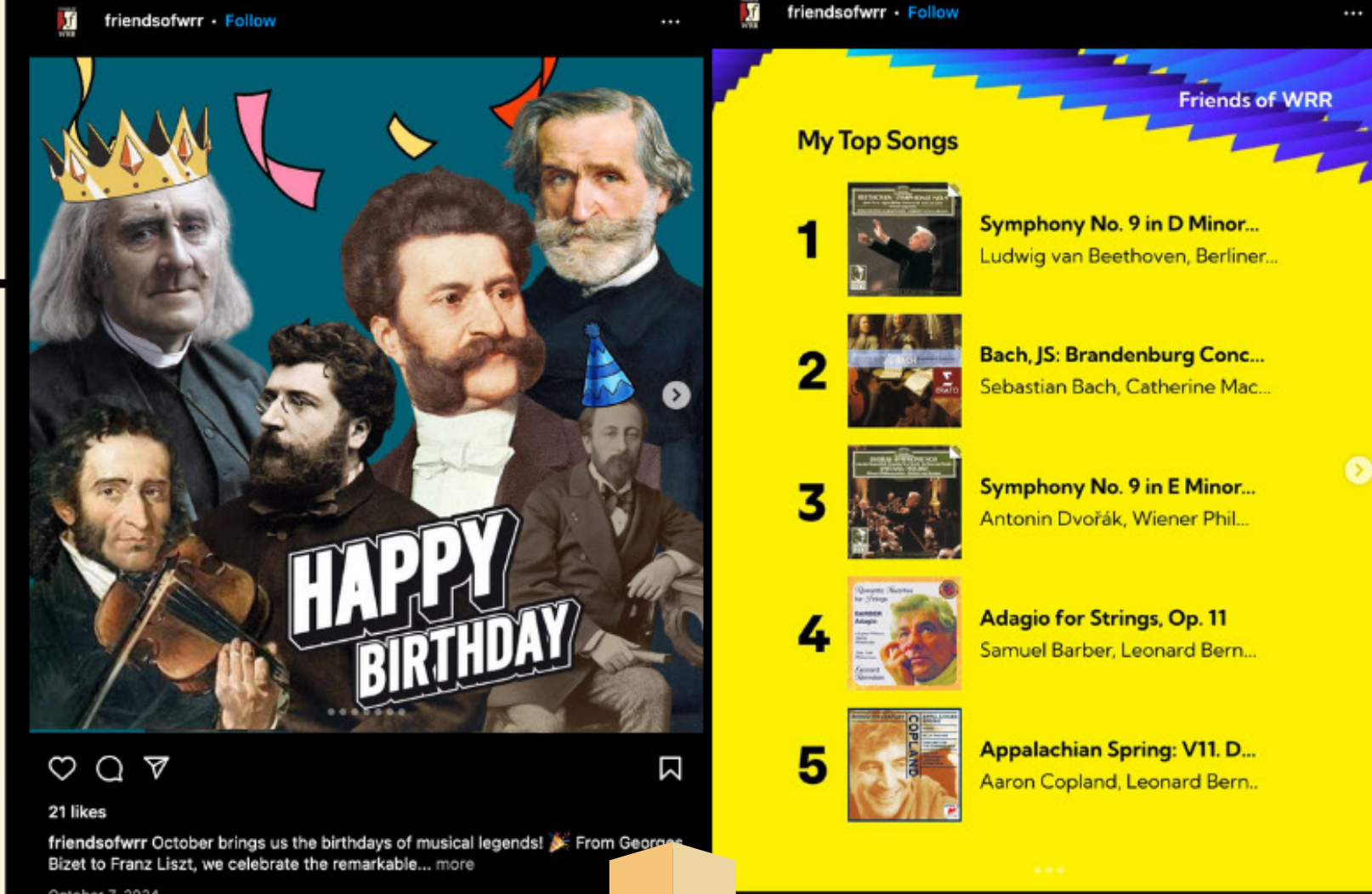
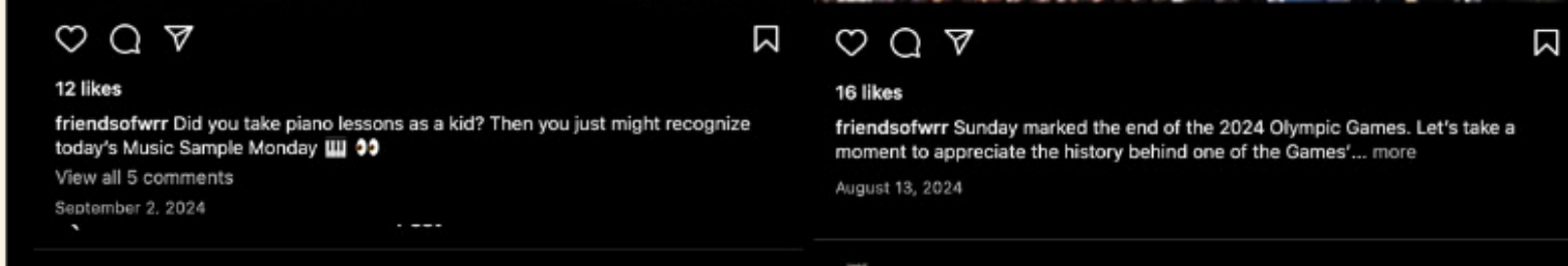
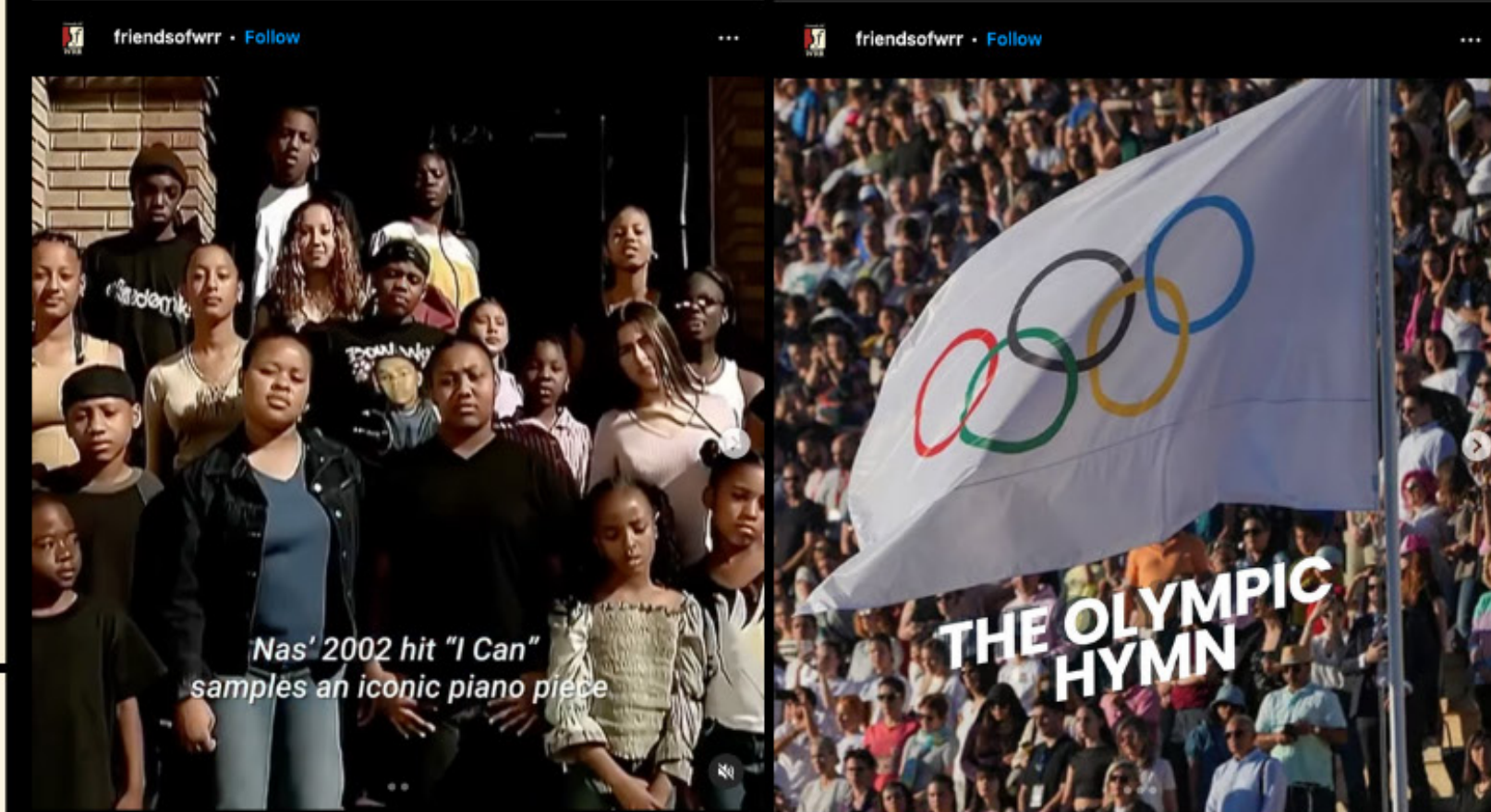
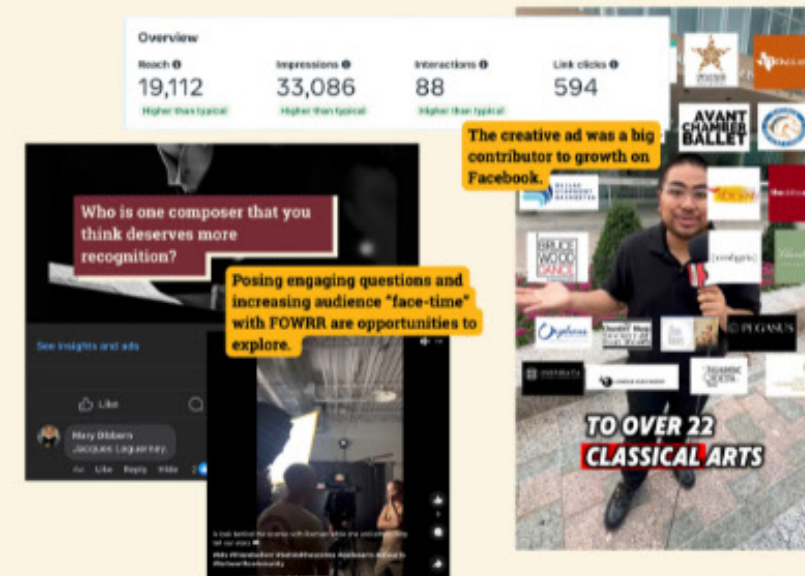
### Facebook - Analysis (May to August, 2024)

#### Strengths:

- The Facebook page has experienced steady follower growth, which has increased community engagement and overall brand visibility.

#### Opportunities:

- Expanding in-person content could diversify our offerings and appeal to a broader audience.
- Creating engaging content similar to our targeted ads could capture greater interest from our audience and elevate overall engagement.



CREDITS Ramtin Nikzad, Account Direction / Strategy | Estelle Hernandez, Creative Direction / Strategy | Richmond Escarlan, Social Media Manager

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AMERICAN ADVERTISING AWARDS

**CRYSTAL AWARD**

# SOCIAL MEDIA

**BALCOM AGENCY**

for **SINCLAIR OIL**

Social Media Campaign



**CREDITS** Chelsea Chase, Multimedia Art Director | Wallace Cruz, Multimedia Art Director | Stephanie Orges, Senior Writer | Lesley Dupre, Senior Account Director and PR Specialist | Taylor Potts, Multimedia Creative Director | Carol Glover, Chief Creative Officer | Aaron Merritt, Production Artist | Kathryn Hankinson, Account Director | Andy Begay, Program Supervisor | Ashley Freer, President

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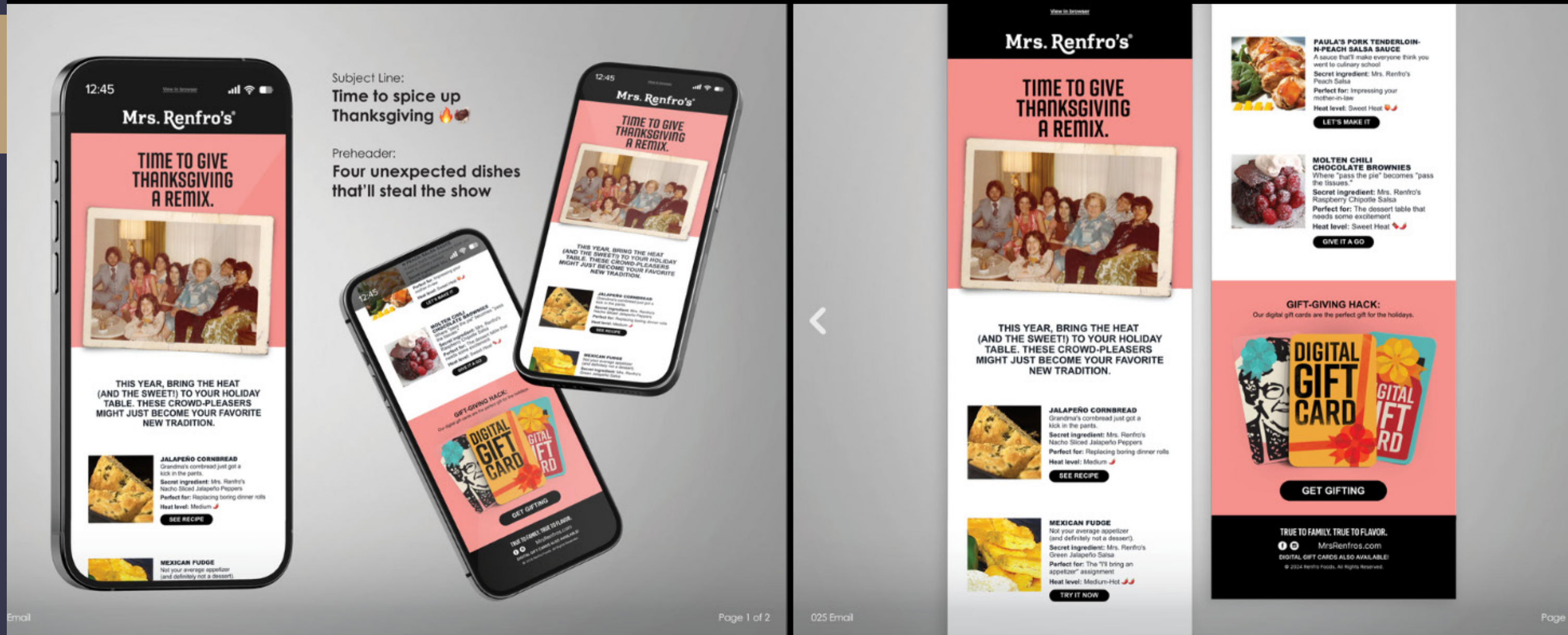
# CRYSTAL AWARD

# THANKSGIVING RECIPES

BALCOM AGENCY

for MRS. RENFRO'S

Advertising & Promotion Email

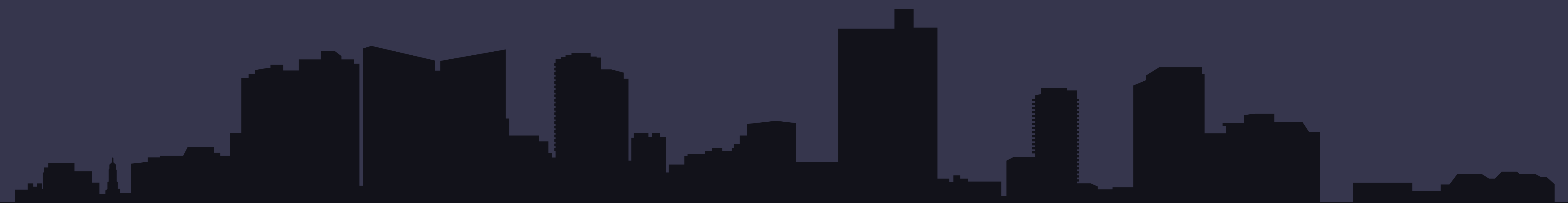


**CREDITS** Holly Aguilar, Design Director | Chase Correll, Copywriter | Brian Blankenship, Interactive Creative Director | Stephanie Orges, Senior Writer | Carol Glover, Chief Creative Officer | Ricky Cadden, Director of Digital Strategy | Malana Martinez, Digital Marketing Analyst | Lesley Dupre, Senior Account Director and PR Specialist | Richie Escovedo, Director of Project Management and PR Specialist | Ashley Freer, President

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# FILM, VIDEO, & SOUND



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**SILVER ADDY**

# DRIVING FORT WORTH - TV COMMERCIAL

**PANTHER CITY FILMS**

for **VISIT FORT WORTH**

Local Television Commercial,  
:30 seconds or less



**CREDITS** Chris Rodriguez, Director, Editor, & Producer | Aaron Youngblood, Cinematographer & Colorist | Scott Porter, Writer | Hays Smith, Sound Designer | Barry Corbin, Voiceover Talent

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# CRYSTAL AWARD

# THINGS YOU LEARN.

THE MARKETING GROUP  
AT TEXAS HEALTH  
HUGULEY

for **TEXAS HEALTH  
HUGULEY HOSPITAL**

Local Television Commercial,  
:60 seconds or more



**CREDITS** Ed Giddens, Creative Director | Laura Shea, Director of Marketing | Scott Harben, Director | Jen Tone, Producer

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**SILVER ADDY**

# TWISTED X: JEALOUSY

**TWISTED X**

.....  
*for* **TWISTED X GLOBAL  
BRANDS**

Regional/National Television  
Commercial, up to 2:00



**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director  
| Brianna Tucker, Photographer/Marketing Manager | Shane Reitzammer, Director | Joey Nicotra, Director of  
Photography | CinemaStory, Production Company | Tara Petty, Project Manager

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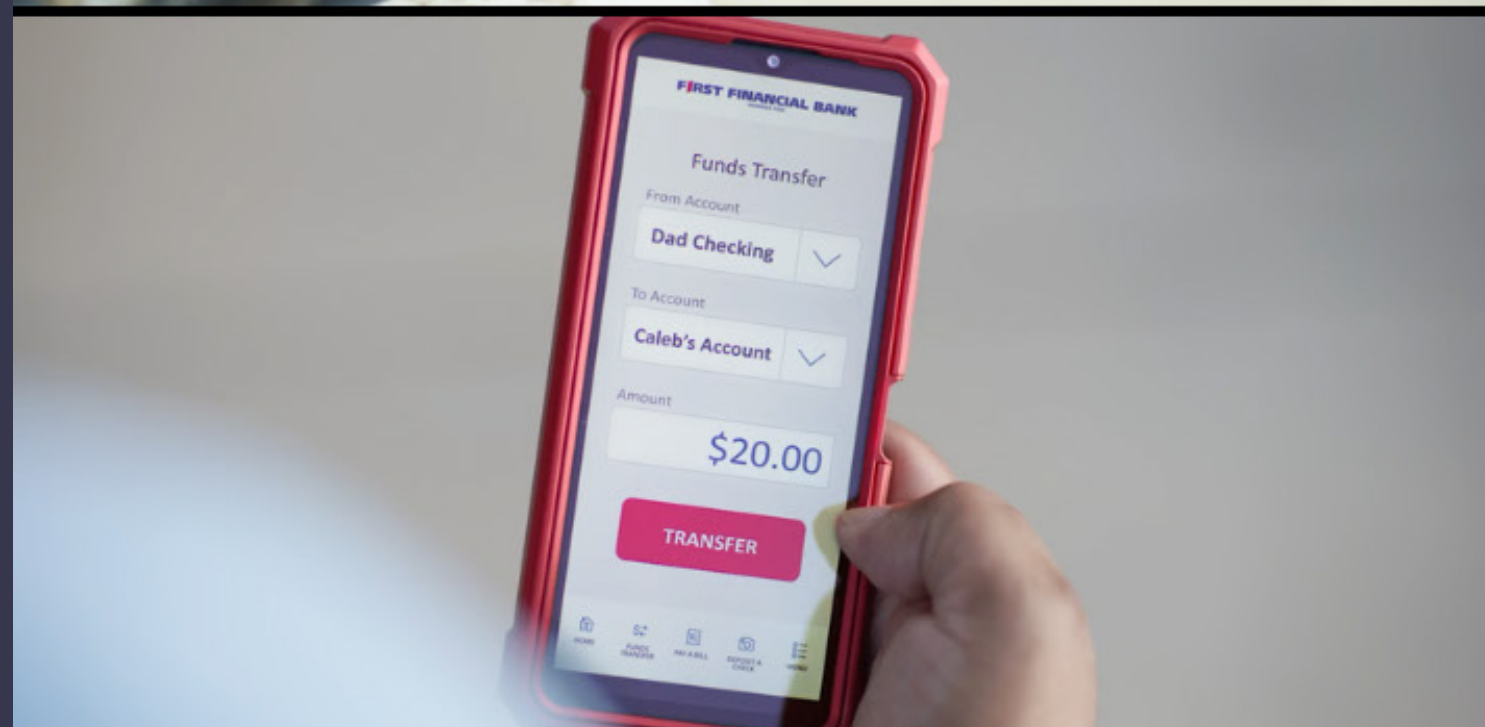
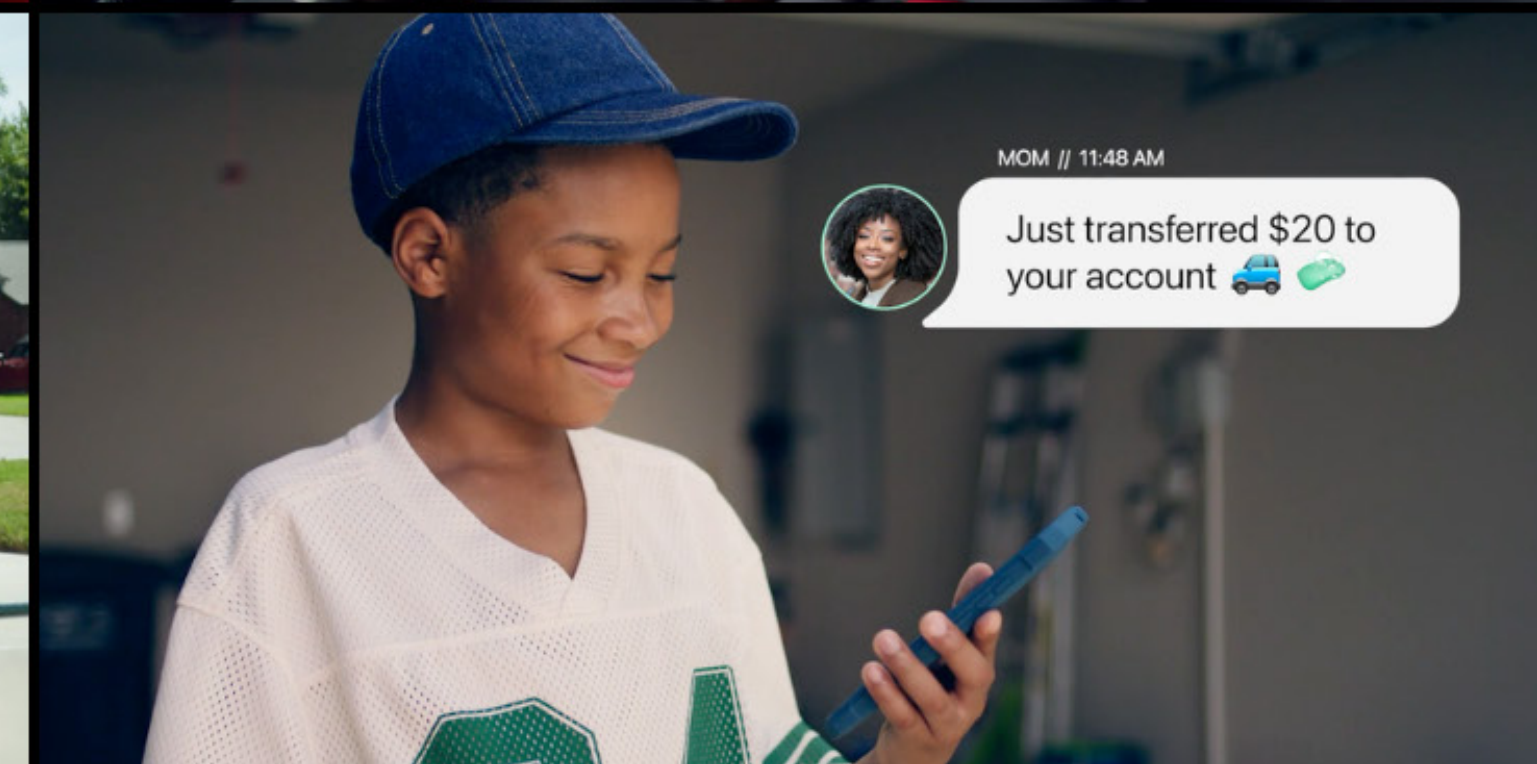
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**SILVER ADDY**

# FIRST CHECKING

**RED PRODUCTIONS**  
for **FIRST FINANCIAL BANK**

Regional/National Television  
Commercial, up to 2:00



WE PUT YOUR  
FAMILY  
FIRST

**CREDITS** Craig Ramus, Director | Tim Jansen, Editor | Cody Tidmore, Writer | Doug Mangold, Producer | Andrew Czap, Director of Photography | Crespatick de los Reyes, Wardrobe | Natalie Ponciano, Wardrobe | Sam Parnell, Creative Director | Scott Nichols, Account Director

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# CRYSTAL AWARD

# RUN IT BACK

RED PRODUCTIONS  
.....  
for **TEXAS RANGERS**  
.....

Regional/National Television  
Commercial, up to 2:00



**CREDITS** Tramaine Townsend, Director | Ben Crenshaw, Director of Photography | Heather Wilk, Producer | Sam Parnell, Editor | Scott Nichols, Account Director

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**SILVER ADDY**

# MEDIEVAL TIMES— BALLAD IN THE ARENA

**PRELUDE FILMS**

.....  
*for* **MEDIEVAL TIMES**  
.....

Regional/National Television  
Commercial, up to 2:00



**CREDITS** Joshua Gallas, Director | Seehum Isa, Producer | Lizette Barrera, Producer | Andrew Czap, Director of Photography

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**SILVER ADDY**

# DRIVING FORT WORTH

**PANTHER CITY FILMS**  
for **VISIT FORT WORTH**

Internet Commercial



**CREDITS** Chris Rodriguez, Director, Editor, & Producer | Aaron Youngblood, Cinematographer & Colorist | Scott Porter, Writer | Hays Smith, Sound Designer | Barry Corbin, Voiceover Talent

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**GOLD ADDY**

**REAL LIFE  
REAL  
TEQUILA**

**RED PRODUCTIONS**

.....  
for **LA PULGA**

.....  
Internet Commercial Campaign



**CREDITS** Erica Silverman, Director | Andrew LoCoco, Producer | Heather Wilk, Executive Director | Doug Mangold, Project Manager | Jonathon Broughton, Editor | Evan Burns, Director of Photography

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**CRYSTAL AWARD**

# FRED'S TEXAS CAFE - TEXAS RED CHILI

**FUEL & SPARK MEDIA**

for **FRED'S TEXAS CAFE**

Internet Commercial Campaign



CREDITS

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# CRYSTAL AWARD

# "GLASS 101"

HOEGGER  
COMMUNICATIONS

for VITRO GLASS

Webisode

*Presents*  
**VITRO GLASS**

**1** INGREDIENTS  
**RAW**  
MATERIALS  
*all natural materials and quality  
cullet are combined into a batch  
mixture and transferred to the  
furnace for melting.*

A MOVING RIBBON OF  
MOLTEN GLASS FLOAT  
ALONG TIN.

INSPECTION  
**5** CUTTING  
TO ORDER  
DIAMOND WHEELS TRIM OFF  
SELVEDGE - STRESSED EDGES -  
AND CUT THE RIBBON TO SIZE  
DICTATED BY COMPUTER.  
GLASS  
SEPARATION  
INSPECTION  
\*float glass is sold by the square metre.  
Computers translate customers' require-  
ments into patterns of cuts designed to  
minimize wastage. Increasingly, electronic  
systems integrate the operation of manu-  
facturing plants with the order book.

CREDITS Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Andrew Bell, Graphic Design | Emily Shaver, Producer | Karston Perry, Motion Graphics | Affan Syed, Performance Analyst | Deuteronomy DeCrick', Sound Mix

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

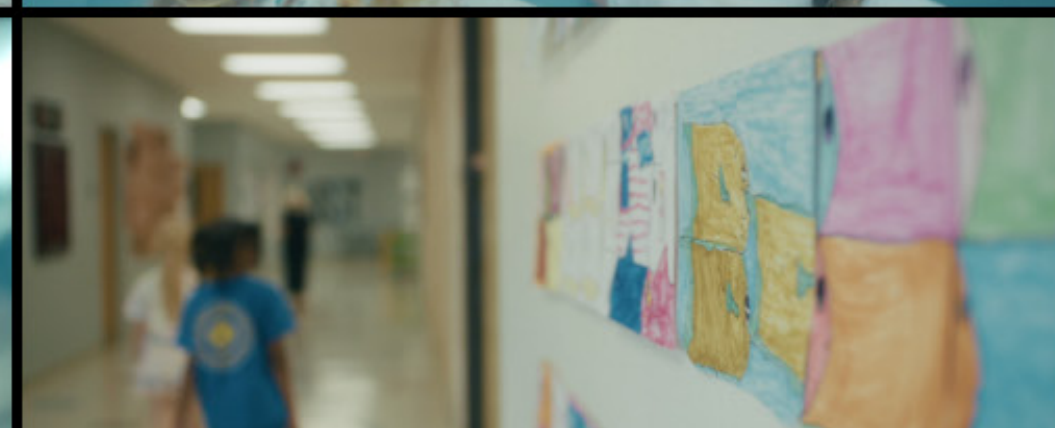
**CRYSTAL AWARD**

# BEYOND THE CLASSROOM

**HOEGGER COMMUNICATIONS**

.....  
for **WFISD**

.....  
Webisode



**CREDITS** Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Amber Flores, Producer | Affan Syed, Performance Analyst | Crickle Cridge, Sound Design

**aaf** american advertising federation  
fort worth

AMERICAN  
**ADVERTISING**  
AWARDS

# SILVER ADDY

# UNEXPECTED STORIES TRAILER

SAWTOOTH

for SAWTOOTH

Branded Content & Entertainment  
For Online Film, Video &  
Sound, :60 seconds or less



# Unexpected Stories

CREDITS Chris Salters, Editor

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federation  
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AMERICAN  
ADVERTISING  
AWARDS

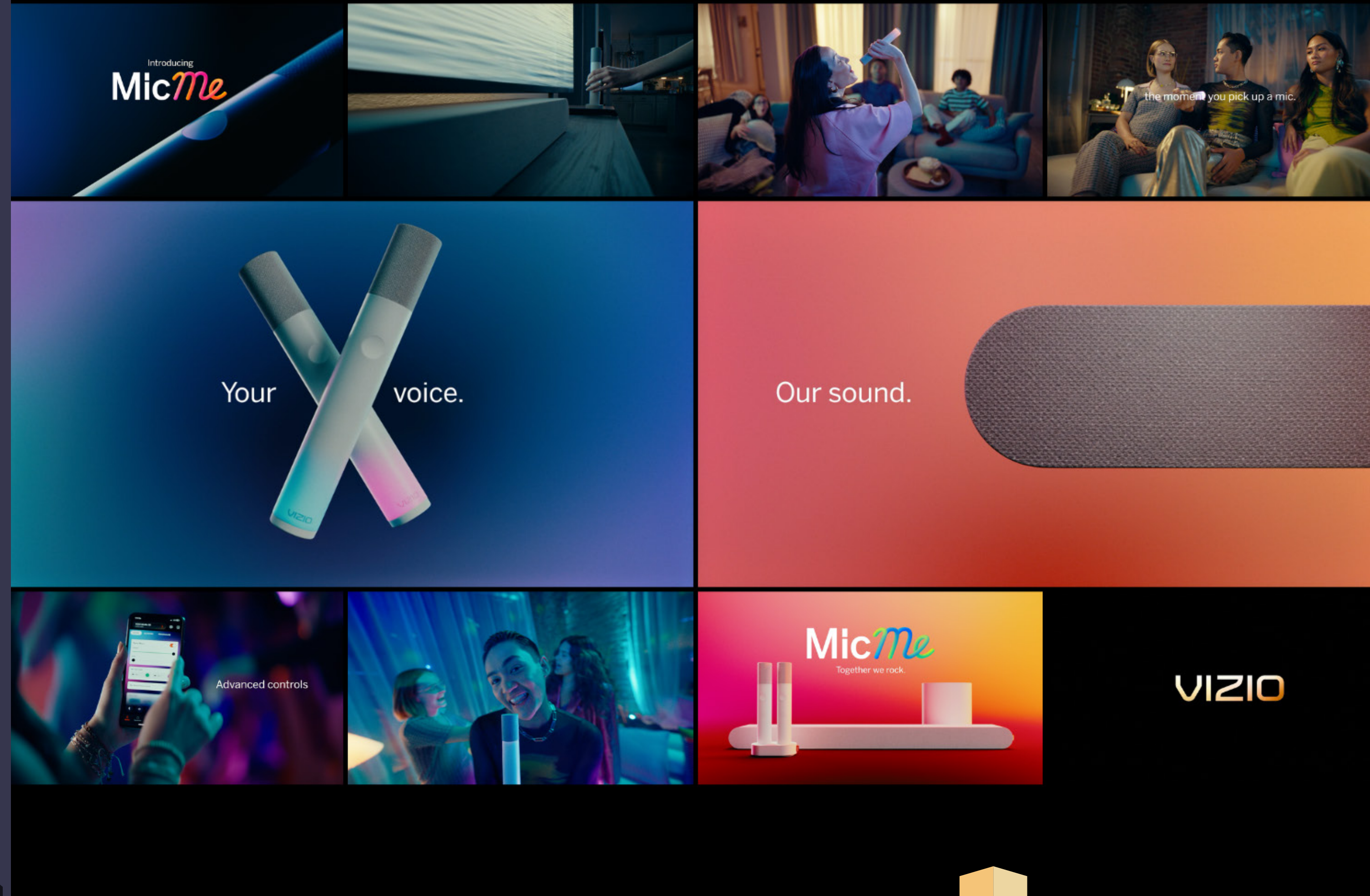
**SILVER ADDY**

# MICME | YOUR VOICE. OUR SOUND.

**AGENCY HABITAT**

for **VIZIO, INC.**

Branded Content & Entertainment  
For Online Film, Video &  
Sound, :60 seconds or less



**CREDITS** Team Habitat, Creative | Prelude Films, Production Company | Joshua Gallas, Director | Seehum Isa, Producer | Andrew Czap, Director of Photography

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federation  
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AMERICAN  
ADVERTISING  
AWARDS

**GOLD ADDY**

# LOS RANGERS

**RED PRODUCTIONS**  
.....  
*for* **TEXAS RANGERS**  
.....

Branded Content & Entertainment  
For Online Film, Video & Sound,  
more than :60 seconds



**CREDITS** German Torres, Director + Director of Photography | Doug Mangold, Producer | Sam Parnell, Editor | Tim Jansen, Sound Designer | Crespatick de los Reyes, Wardrobe Stylist | Scott Nichols, Account Director

**aaf** american  
advertising  
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AMERICAN  
ADVERTISING  
AWARDS

**SILVER ADDY**

# TWISTED X: RESERVE CAMPAIGN

**TWISTED X**

.....  
for **TWISTED X**  
.....  
**GLOBAL BRANDS**

Branded Content & Entertainment  
For Online Film, Video & Sound,  
more than :60 seconds



**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director  
| Brianna Tucker, Photographer/Marketing Manager | Tara Petty, Project Manager | Shane Reitzammer, Director |  
Joey Nicotra, Director of Photography | CinemaStory, Video Production Company

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

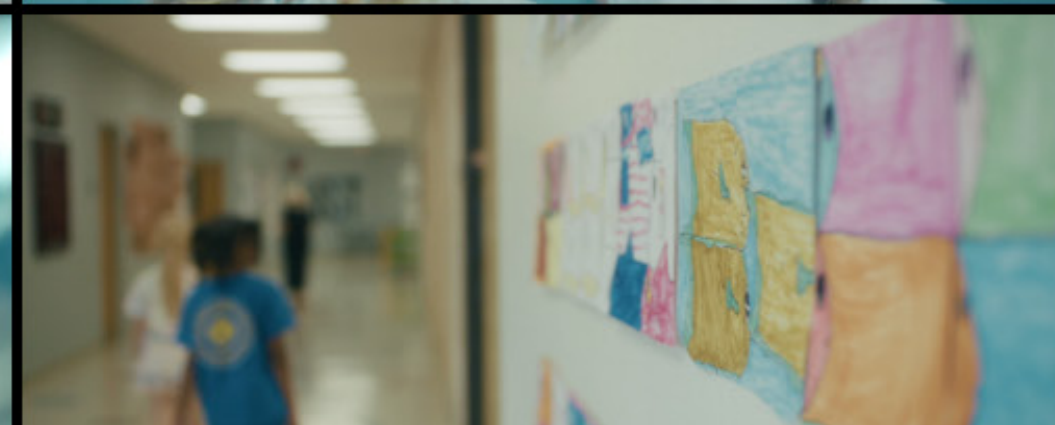
# CRYSTAL AWARD

# BEYOND THE CLASSROOM

HOEGGER  
COMMUNICATIONS

for **WFISD**

Branded Content & Entertainment  
For Online Film, Video & Sound,  
more than :60 seconds



**CREDITS** Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Amber Flores, Producer | Affan Syed, Performance Analyst | Crickle Cridge, Sound Design

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federation  
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AMERICAN  
ADVERTISING  
AWARDS

# CRYSTAL AWARD

# YOUNG MAN GETS FRESH START AT ACH

ACH CHILD AND FAMILY SERVICES

for ACH CHILD AND FAMILY SERVICES

Branded Content & Entertainment  
– Non-Broadcast



CREDITS Daniel Andrés Treviño, Director, Producer, & Editor

**aaf** american advertising federation  
fort worth

AMERICAN ADVERTISING AWARDS

**GOLD ADDY**

# THE RYDER HOTEL

**CONTENT SHIFT**

.....  
for **MAKEREADY**  
.....

Branded Content & Entertainment  
– Non-Broadcast



**CREDITS** Riley Nail, Creative Director | Content Shift, Production Company | Nick Utter, DP & Colorist | Chase Honaker, Editor | Steven Visneau, Photographer

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**SILVER ADDY**

# SKREWBALL FALL WINTER COCKTAILS

**TWELVE MIDNIGHT**

for **SKREWBALL PEANUT  
BUTTER WHISKEY**

Branded Content &  
Entertainment Campaign



**CREDITS** Twelve Midnight, Production Company | Chloe Gonzales, Creative Director | Dylan Wallis, Director of Photography | Hannah Dimmitt, Photographer | Dustin McLaughlin, Producer | AJ Aiello, Producer | Todd Luther, Associate Producer | Luis Govea, Photo Assistant | Isaac Elstoen, Gaffer | Dom Scalise, Grip | Bella Barnett, Set Designer | Mercedes Evans, Drink Stylist

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

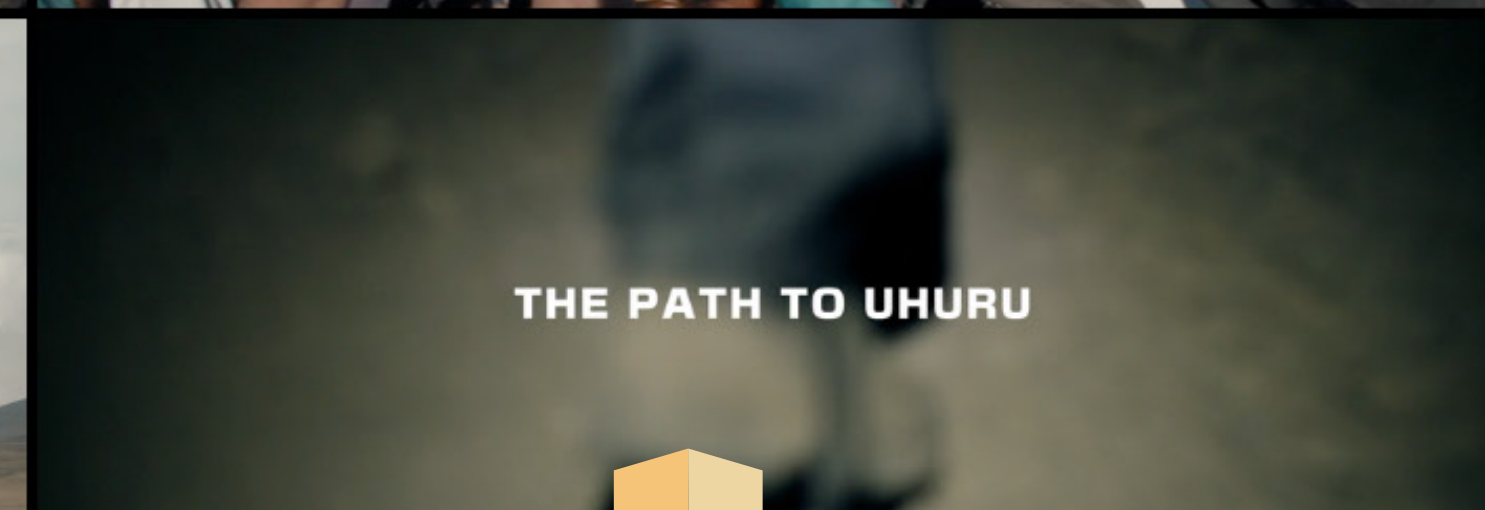
**GOLD ADDY**

# 'THE PATH TO UHURU' TRAILER

**PRELUDE FILMS**

for **TASK FORCE  
EXPEDITION**

Movie Trailer



**CREDITS** Joshua Gallas, Director/Producer | Andrew Czap, Director of Photography/Producer

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federation  
fort worth

**AMERICAN  
ADVERTISING  
AWARDS**

**SILVER ADDY**

# LONE STAR FILM FESTIVAL BUMPER

**TWELVE MIDNIGHT**

.....  
*for* **LONE STAR**  
.....  
**FILM FESTIVAL**

In-Theatre Commercial or Slide



**CREDITS** Twelve Midnight, Production Company | Carrigan Sales, Art Director | Michael Nguyen, Editor/Motion Designer | Alex Prudic-Dennis, Motion Designer

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ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# THINGS YOU LEARN.

**THE MARKETING GROUP  
AT TEXAS HEALTH  
HUGULEY**

.....  
*for* **TEXAS HEALTH  
HUGULEY HOSPITAL**

In-Theatre Commercial or Slide



**CREDITS** Ed Giddens, Creative Director | Laura Shea, Director of Marketing | Scott Harben, Director | Jen Tone, Producer

**aaf** american advertising federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

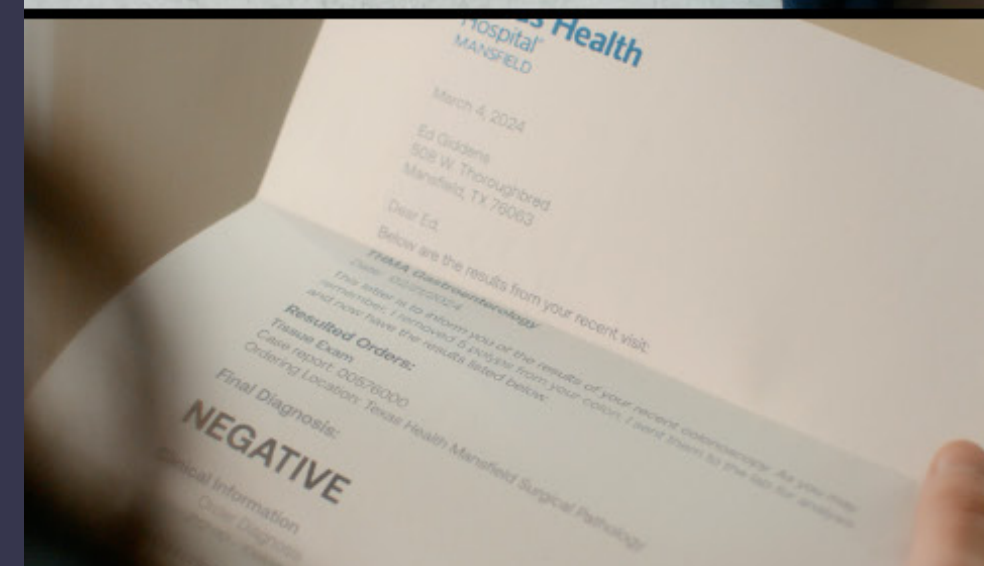
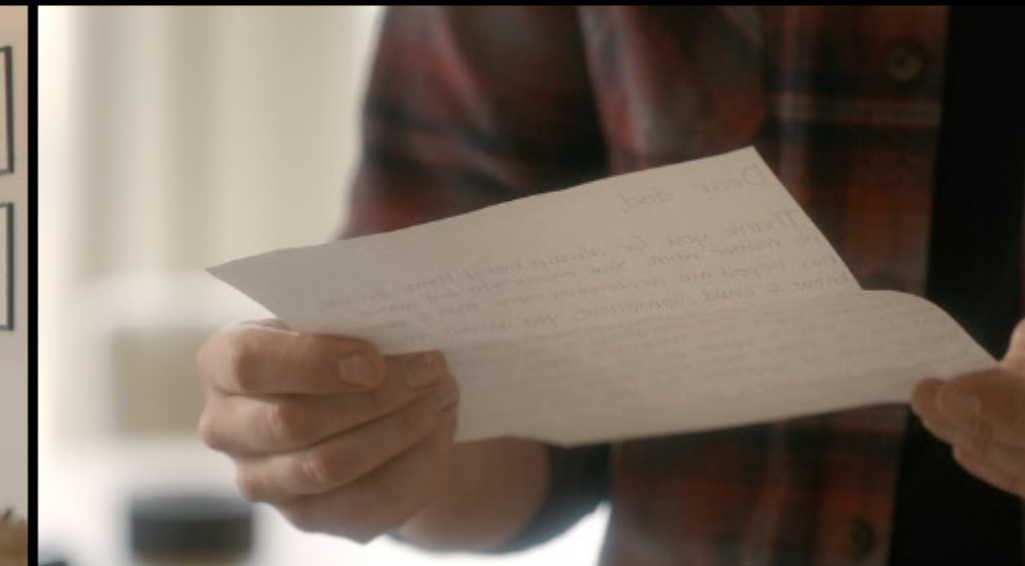
**SILVER ADDY**

**DEAR DAD.**

**THE MARKETING GROUP  
AT TEXAS HEALTH  
HUGULEY**

for **TEXAS HEALTH  
HOSPITAL MANSFIELD**

In-Theatre Commercial or Slide



**CREDITS** Ed Giddens, Creative Director | Laura Shea, Director of Marketing | Scott Harben, Director | Jen Tone, Producer

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fort worth

AMERICAN  
ADVERTISING  
AWARDS

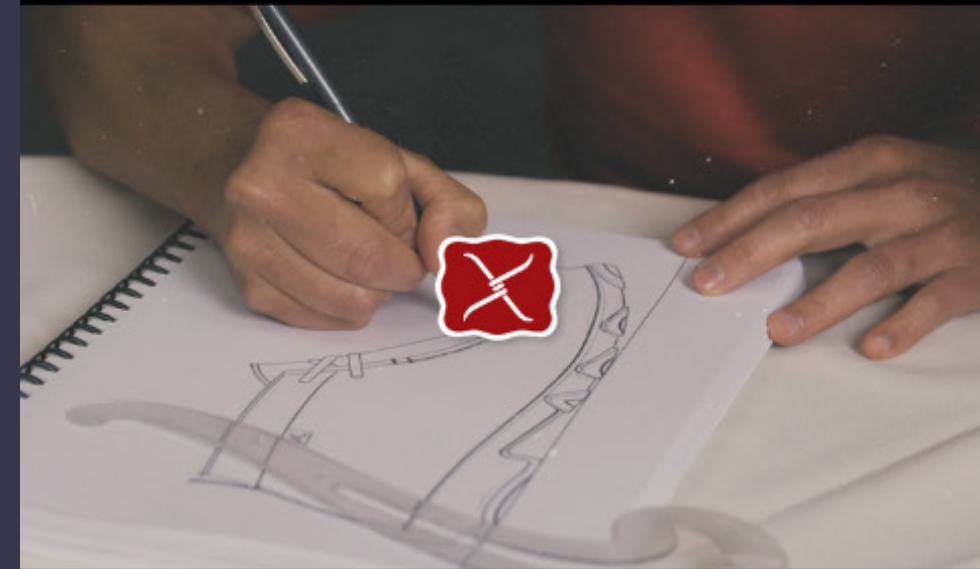
# SILVER ADDY

## TWISTED X 20TH ANNIVERSARY TEASER

**TWISTED X**

.....  
for **TWISTED X**  
.....  
**GLOBAL BRANDS**

Audio/Visual Sales Presentation



**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director  
| Brianna Tucker, Photographer/Marketing Manager | Tara Petty, Project Manager | CinemaStory, Video Production Company

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AMERICAN  
ADVERTISING  
AWARDS

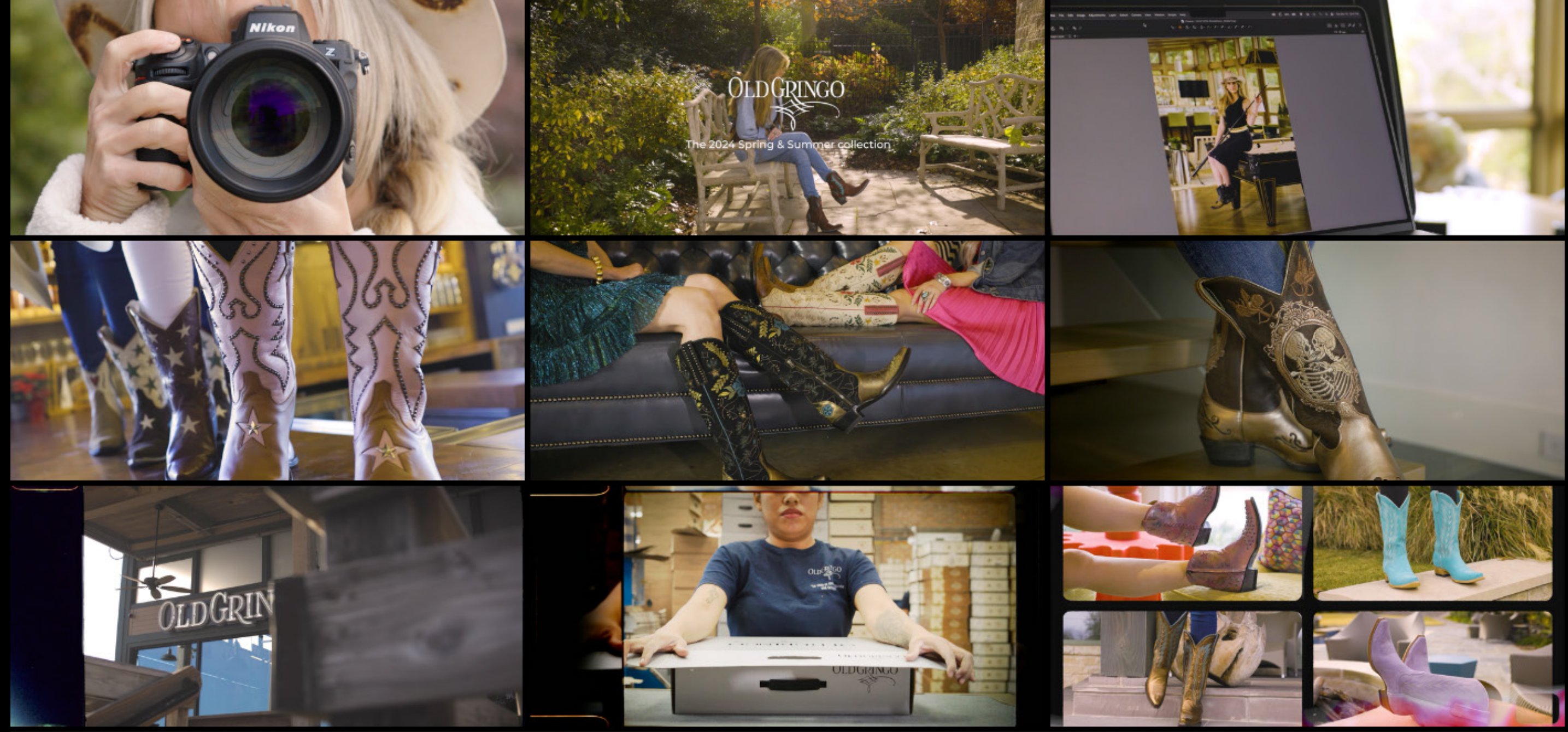
**GOLD ADDY**

# OLD GRINGO BOOTS

**THE VIDEO ZOO**

for **OLD GRINGO BOOTS**

Audio/Visual Sales Presentation



OLD GRINGO

CREDITS The Video Zoo - Lee Schneider, Owner

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fort worth

AMERICAN  
ADVERTISING  
AWARDS

**SILVER ADDY**

# DALLAS MAVERICKS CITY EDITION

**CONTENT SHIFT**

for **DALLAS MAVERICKS**

Music Video



**CREDITS** Content Shift, Production Company | Alison Panasik, Executive Producer, Co-Director, Set Design | Dallas Mavericks | Todd Brashear, Producer | Dallas Mavericks | Allison Lewis, Producer | Dallas Mavericks | Bonnie Pena, Coordinating Producer | Dallas Mavericks | Mike Marshall, Coordinating Producer | Dallas Mavericks | Nick Utter, Director | Alicia Conner, Producer | Josh Pickering, Director of Photography | Anthony Milton, Line Producer | Content Shift, Post Production

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ADVERTISING  
AWARDS

# CROSS-PLATFORM



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advertising  
federation  
fort worth

AMERICAN  
**ADVERTISING**  
AWARDS



# CRYSTAL AWARD

# ZOO MEMBERSHIP - ZOO MORE CAMPAIGN

SCHAEFER ADVERTISING CO.

for FORT WORTH ZOO

Integrated Advertising Campaign - Local Consumer Campaign



**CREDITS** Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Audrey Dao, Designer | Jackie Medling, Production Manager | Jason Shupe, Production Artist | Ken Schaefer, President & CEO | Ali Haney, Group Director | Molly Brennan, Senior Account Manager | Becca Johnson, Group Supervisor Digital | Brett Yanoski, Associate Director Digital Experience | David Kurth, Senior Front-end Developer | Kelsey Randolph, Digital Media Specialist | Julia Norek, CRM Manager | Andrew Lotz, Analytics Coordinator | Amber Arnold, Senior Copywriter | N8 Visuals

**aaf** american advertising federation  
fort worth

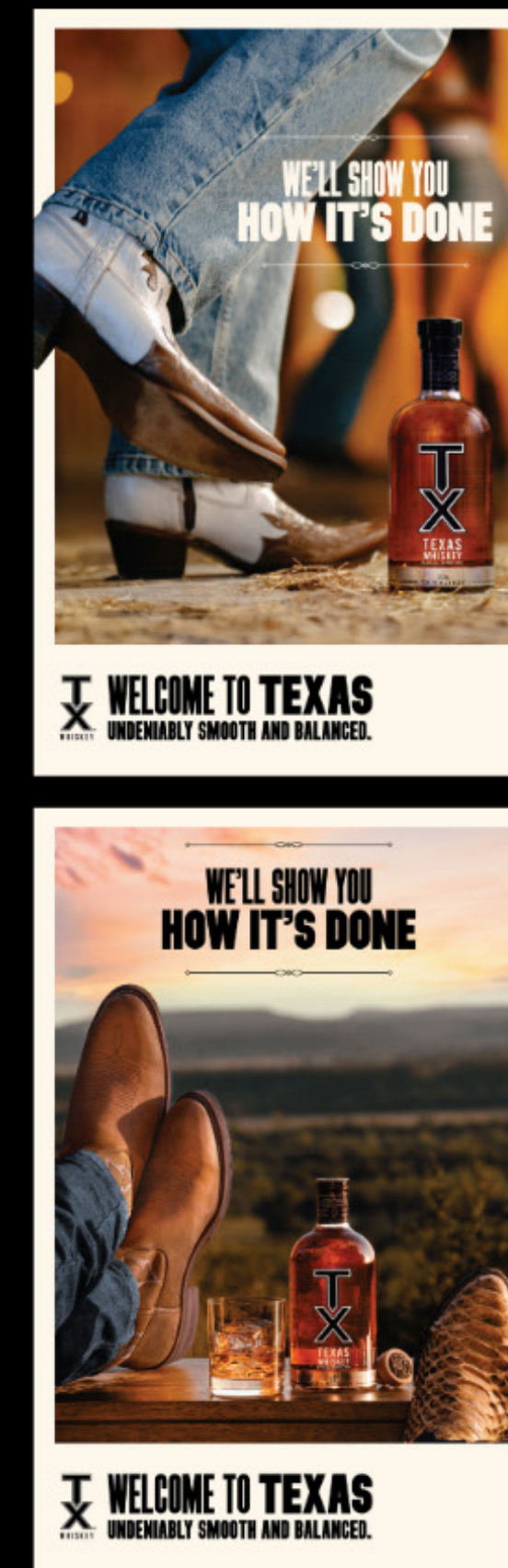
AMERICAN ADVERTISING AWARDS

**SILVER ADDY**

# TX WHISKEY GLOBAL CAMPAIGN

**TWELVE MIDNIGHT**  
.....  
for **TX WHISKEY**  
.....

Integrated Advertising  
Campaign - Regional/National  
Consumer Campaign



**CREDITS** AJ Aiello, Executive Producer | Dustin McLaughlin, Executive Producer | Dustin McLaughlin, Director | Chloe Gonzales, Creative Director | Mary McMillan, Producer | Jewel Noel, Project Manager | Todd Luther, Associate Producer | Dylan Wallis, Director of Photography/Photographer | Chloe Gonzales, Photographer | Isaac Elstoen, Gaffer | Michael Olson, Gaffer | Braxton Berry, 1st AC

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**SILVER ADDY**

# MICHELLE BLAIR- KOMARA

**THE COOPER STUDIO**

for **MICHELLE  
BLAIR-KOMARA**

Integrated Brand Identity Campaign



**CREDITS** Julia Elizabeth Cooper, Brand Identity (Creative Direction, Visual Identity, Web Design and Development, Collateral, Illustration, Photography)

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

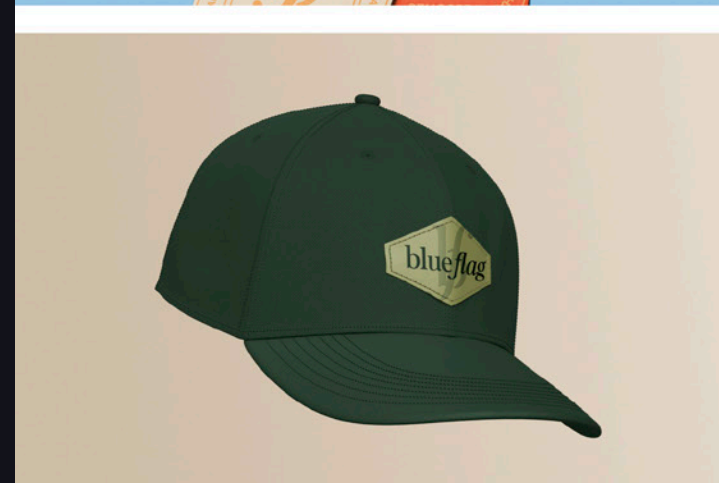
**SILVER ADDY**

# BLUE FLAG DISTILLERY

**TWELVE MIDNIGHT**

for **BLUE FLAG DISTILLERY**

Integrated Brand Identity Campaign



**CREDITS** Dustin McLaughlin, Executive Creative Director | Carrigan Sales, Designer | Chloe Gonzales, Creative Director | AJ Aiello, Account Lead | Jewel Noel, Project Manager

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fort worth

AMERICAN  
ADVERTISING  
AWARDS

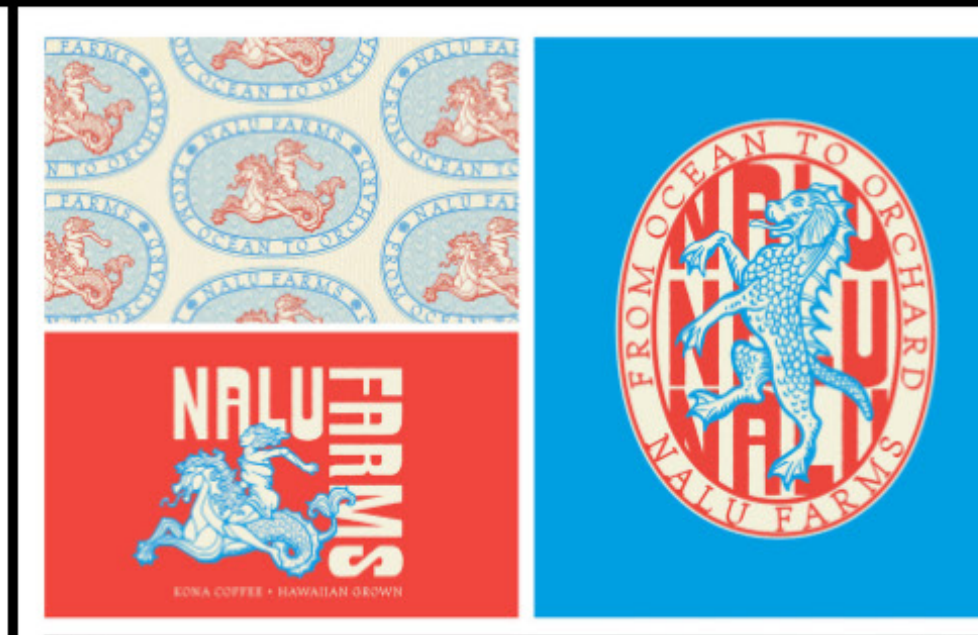
**CRYSTAL AWARD**

# NALU FARMS BRANDING

**THE COOPER STUDIO**

for **NALU FARMS**

Integrated Brand Identity Campaign



**CREDITS** Julia Cooper, Brand Identity (Creative Direction, Visual Identity and Design, Illustration)

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

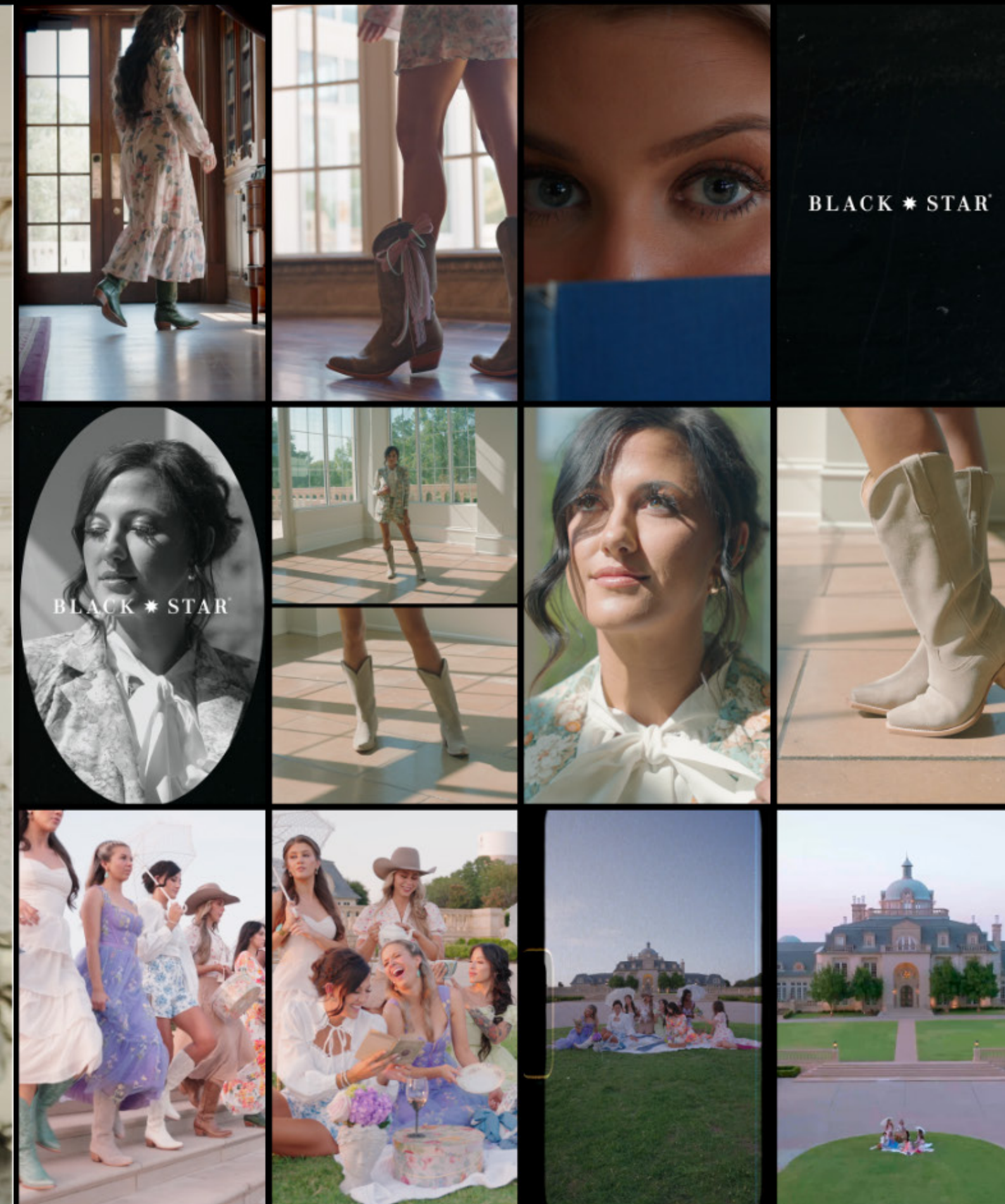
**CRYSTAL AWARD**

# BLACK STAR: ELEGANCE IN BLOOM

**TWISTED X**

.....  
*for* **TWISTED X**  
.....  
**GLOBAL BRANDS**

Integrated Branded  
Content Campaign



**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director  
| Brianna Tucker, Photographer/Marketing Manager | Tara Petty, Project Manager | Joey Nicotra, Director of  
Photography | CinemaStory, Video Production Company

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federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

# ELEMENTS OF ADVERTISING



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advertising  
federation  
fort worth



AMERICAN  
**ADVERTISING**  
AWARDS

# CRYSTAL AWARD

# DRIVING FORT WORTH

PANTHER CITY FILMS

for VISIT FORT WORTH

Copywriting

Sitting out on the 700-mile cattle drive from South Texas to Abilene, Kansas, isn't for the faint of heart – especially not in the late 1800s.

It took grit, courage, determination.

Drovers spent months driving thousands of cattle up the Chisholm Trail in the blistering heat, driving rain, and frigid winds.

Each new day meant new challenges to endure, rivers to cross, obstacles to overcome.

The trail was full of uncertainty, but still, they kept on driving. Why?

Because this was the way forward, the path to prosperity, with the promise of their hard-earned reward waiting just at the end of the trail.

The Fort Worth herd was established a quarter century ago to commemorate our great cattle drives of the bygone era.

But when people see this magnificent herd today, they're getting more than just a glimpse into our past. They're seeing Fort Worth's present and our future. The same grit, courage and determination that built this city 150 years ago still pulses through our streets and our people.

Maybe that's what makes this city so unexpected.

The original Texas Spirit, unbroken by time, connects today's pioneers, leaders, drivers and makers to the cowboys and cowgirls who paved the way.

So let's tip our hats to how far we've come, then set our eyes on the trail ahead. Because no matter what hardships we might face, the promise of tomorrow is still calling.

Ride on.

**CREDITS** Chris Rodriguez, Director | Editor | Producer | Aaron Youngblood, Cinematographer | Colorist | Scott Porter, Writer | Hays Smith, Sound Designer | Barry Corbin, Voiceover Talent

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federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**SILVER ADDY**

**ILLUSTRATIONS**

**SCHAEFER ADVERTISING CO.**

.....  
*for* **ANTREK**

.....  
Illustration Series



**CREDITS** Charlie Howlett, Creative Director | Michele Evans, ACD | Ethan Casella, Art Director | Jackie Medling, Production Manager | Jason Shupe, Production Artist | Ken Schaefer, President & CEO | Jake Yarbrough | Amy Smith, Account Supervisor | Audree Fifer, Senior Project Manager | Lincoln Durham

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fort worth

AMERICAN  
ADVERTISING  
AWARDS

# CRYSTAL AWARD

# CAMPAIGN ASSETS – CAMPAIGN

SCHAEFER ADVERTISING CO.

for FORT WORTH  
MUSEUM OF SCIENCE  
AND HISTORY

Illustration Series



**CREDITS** Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Audrey Dao, Designer | Jackie Medling, Production Manager | Jason Shupe, Production Artist | Ken Schaefer, President & CEO | Ali Haney, Group Director | Molly Brennan, Senior Account Manager

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

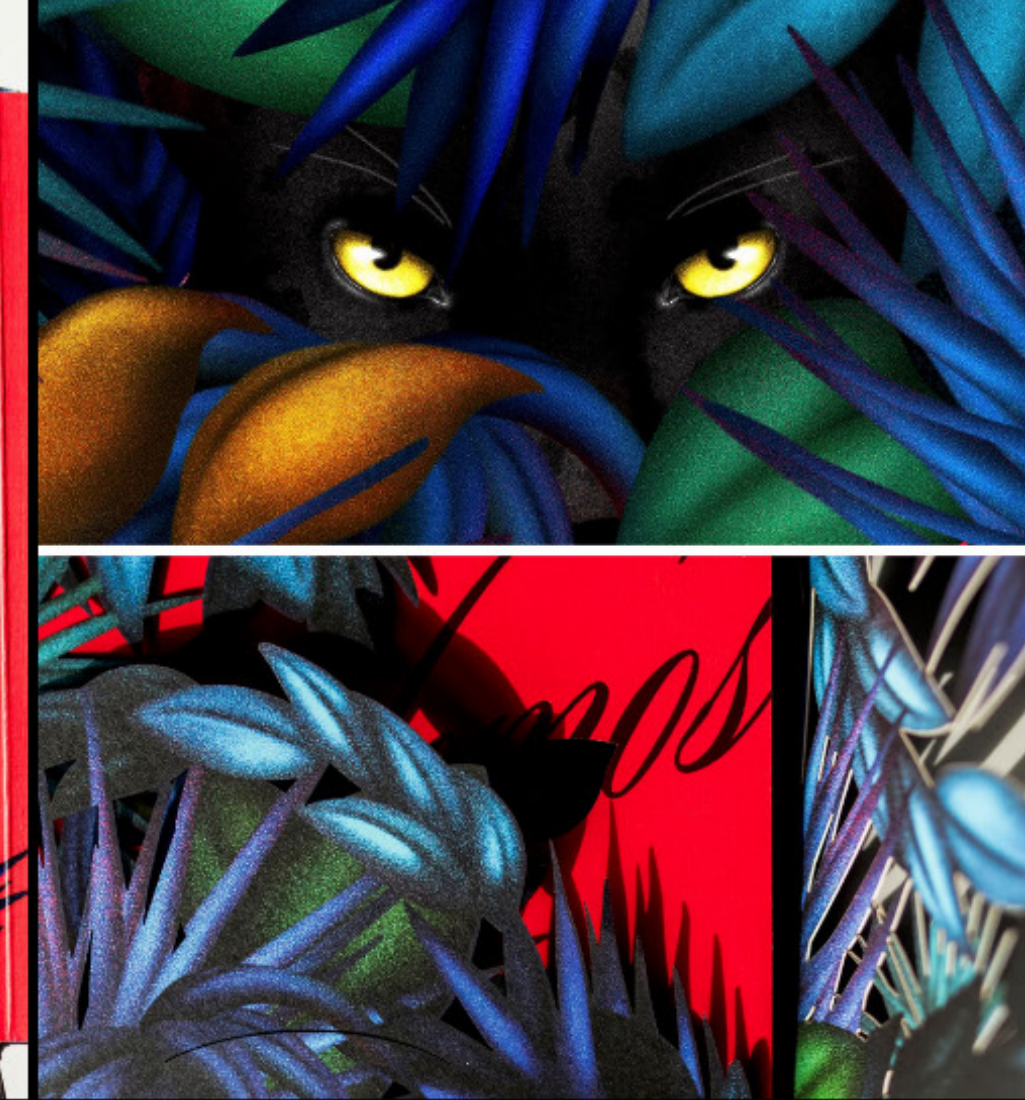
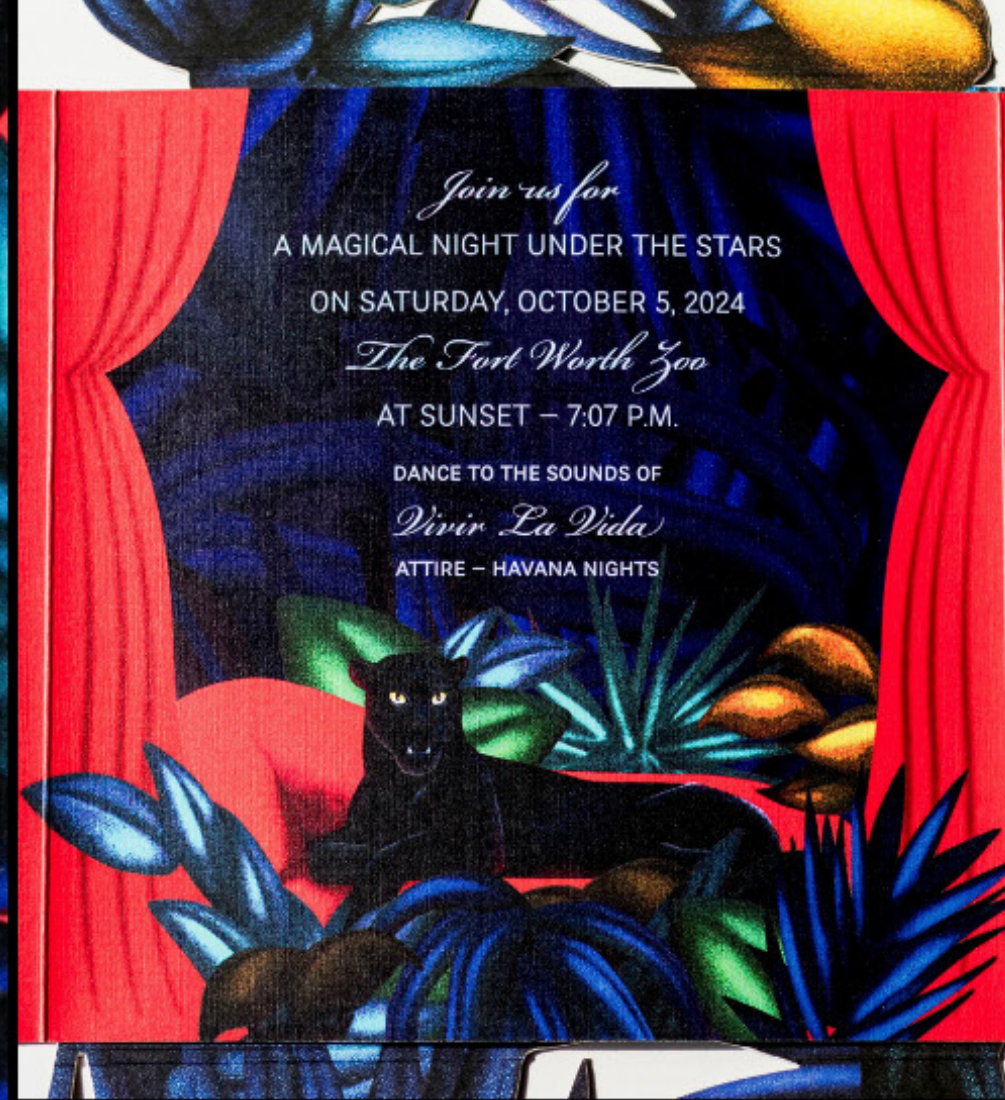
# CRYSTAL AWARD

# ZOO BALL ILLUSTRATIONS

SCHAEFER ADVERTISING CO.

for FORT WORTH ZOO

Illustration Series



CREDITS Charlie Howlett, Creative Director | Blair Lawson, ACD | Margot Ringler, Senior Designer | Audrey Dao, Designer | Ken Schaefer, President & CEO | Ali Haney, Group Director | Molly Brennan, Senior Account Manager

aaf american advertising federation fort worth

AMERICAN ADVERTISING AWARDS

# CRYSTAL AWARD

## TWISTED X WORK PHOTOGRAPHY CAMPAIGN

**TWISTED X**

.....  
*for* **TWISTED X**  
.....  
**GLOBAL BRANDS**

Black & White/Color/  
Digitally Enhanced Still  
Photography Campaign



**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director |  
Brianna Tucker, Photographer/Marketing Manager | Tara Petty, Project Manager

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

# CRYSTAL AWARD

# TX WHISKEY GLOBAL PHOTOGRAPHY

## TWELVE MIDNIGHT

for TX WHISKEY

Black & White/Color/  
Digitally Enhanced Still  
Photography Campaign



**CREDITS** AJ Aiello, Executive Producer | Dustin McLaughlin, Executive Producer, Director | Chloe Gonzales, Creative Director, Photographer | Mary McMillan, Producer | Jewel Noel, Project Manager | Todd Luther, Associate Producer | Dylan Wallis, Director of Photography/Photographer | Isaac Elstoen, Gaffer | Michael Olson, Gaffer | Braxton Berry, 1st AC | Luis Govea, Photo Assistant | Dominic Scalise, Key Grip | Michael Reyes, Grip | Caleb Packer, Set Designer | Meredith Noles, Stylist | Carrigan Sales, Graphic Designer | John Warder, Senior Video Editor | Michael Nguyen, Assistant Video Editor

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fort worth

AMERICAN  
ADVERTISING  
AWARDS

**GOLD ADDY**

# FACTORY MURAL

**BALCOM AGENCY**

for **MRS. RENFRO'S**

Art Direction—Single



**CREDITS** Holly Aguilar, Design Director | Saxonlynn Arts, Muralists | Stephanie Orges, Senior Writer | Carol Glover, Chief Creative Officer | Lesley Dupre, Senior Account Director and PR Specialist | Richie Escovedo, Director of Project Management and PR Specialist | Ashley Freer, President

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federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**GOLD ADDY**

# LONE STAR FILM FESTIVAL BUMPER

**TWELVE MIDNIGHT**

.....  
*for* **LONE STAR**  
.....  
**FILM FESTIVAL**

Art Direction—Single



**CREDITS** Twelve Midnight, Production Company | Carrigan Sales, Art Director | Michael Nguyen, Editor/Motion Designer | Alex Prudic-Dennis, Motion Designer

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fort worth

AMERICAN  
ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# TWISTED X: JEALOUSY

**TWISTED X**

.....  
for **TWISTED X**  
.....  
**GLOBAL BRANDS**

Art Direction—Single



**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director  
| Brianna Tucker, Photographer/Marketing Manager | Tara Petty, Project Manager | Shane Reitzammer, Director |  
Joey Nicotra, Director of Photography | CinemaStory, Production Company

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

# CRYSTAL AWARD

# TWISTED X: RESERVE

**TWISTED X**

.....  
for **TWISTED X**  
.....  
**GLOBAL BRANDS**

Art Direction—Single



**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director  
| Brianna Tucker, Photographer/Marketing Manager | Tara Petty, Project Manager | Shane Reitzammer, Director |  
Joey Nicotra, Director of Photography | CinemaStory, Video Production Company

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

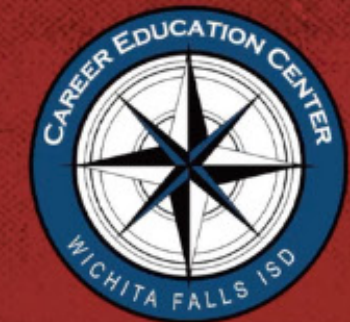
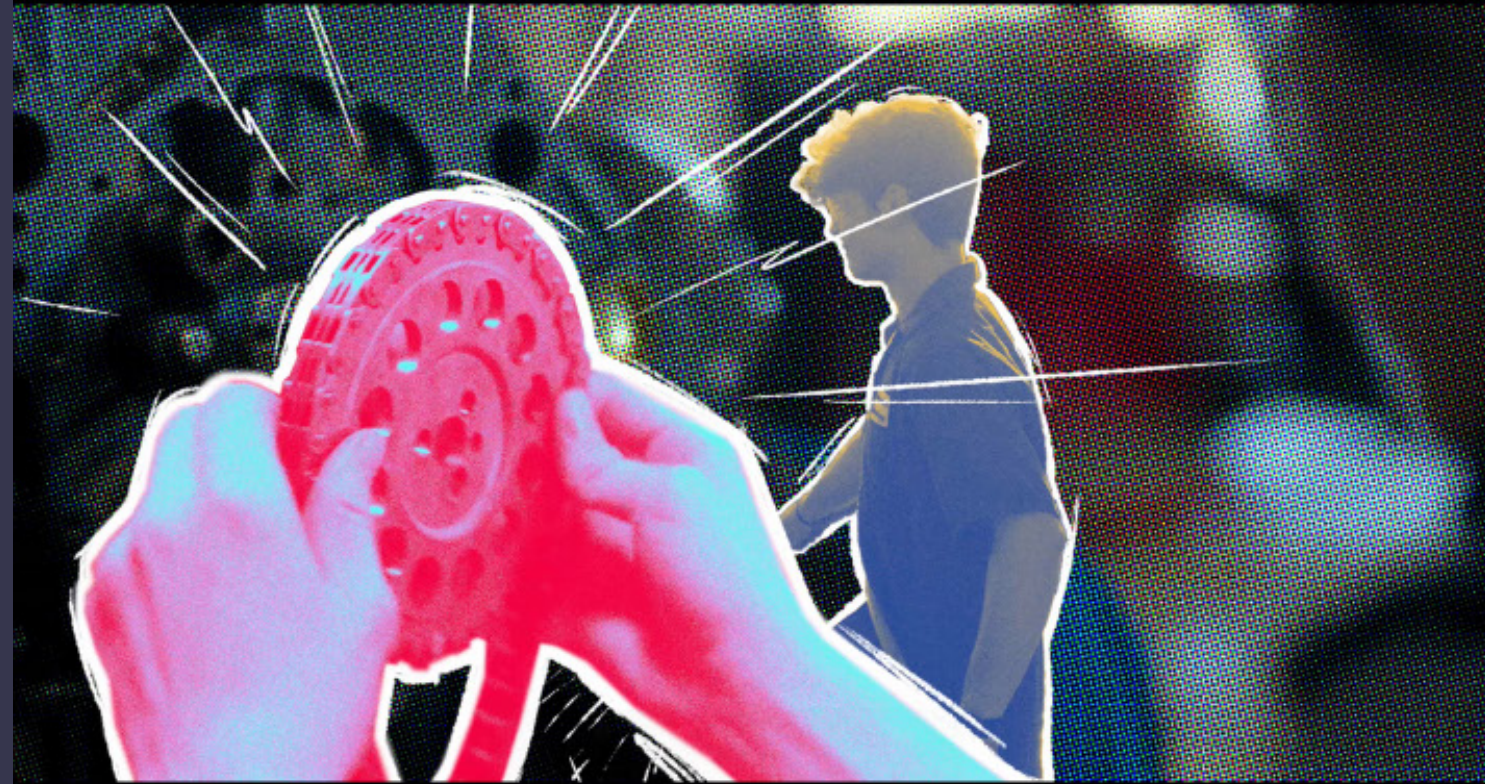
# CRYSTAL AWARD

# UNLOCK YOUR FUTURE

HOEGGER  
COMMUNICATIONS

for **WFISD**

Art Direction—Single



Career Education Center  
Wichita Falls, Texas

**CREDITS** Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Amber Flores, Producer | Andrew Bell, Graphic Design | Affan Syed, Performance Analyst | Deuteronomy DeCrank', Sound Mix

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**GOLD ADDY**

# FACTORY MAKEOVER

**BALCOM AGENCY**

for **MRS. RENFRO'S**

Art Direction—Campaign



**CREDITS** Holly Aguilar, Design Director | Aaron Merritt, Production Artist | Stephanie Orges, Senior Writer | Carol Glover, Chief Creative Officer | Lesley Dupre, Senior Account Director and PR Specialist | Richie Escovedo, Director of Project Management and PR Specialist | Ashley Freer, President | Saxonlynn Arts, Muralists

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

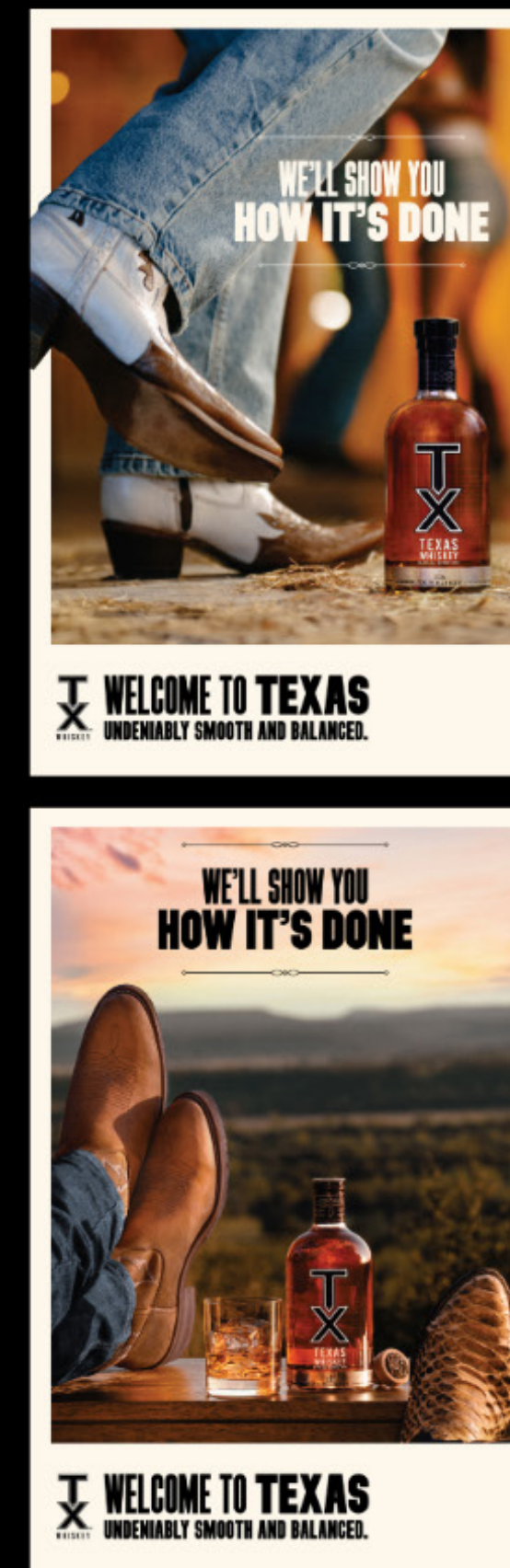
# SILVER ADDY

# TX WHISKEY GLOBAL CAMPAIGN

## TWELVE MIDNIGHT

for TX WHISKEY

Art Direction—Campaign



**CREDITS** AJ Aiello, Executive Producer | Dustin McLaughlin, Executive Producer, Director | Chloe Gonzales, Creative Director, Photographer | Mary McMillan, Producer | Jewel Noel, Project Manager | Todd Luther, Associate Producer | Dylan Wallis, Director of Photography/Photographer | Isaac Elstoen, Gaffer | Michael Olson, Gaffer | Braxton Berry, 1st AC

**aaf** american advertising federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**GOLD ADDY**

# DALLAS MAVERICKS CITY EDITION

**CONTENT SHIFT**

for **DALLAS MAVERICKS**

Cinematography—Single



**CREDITS** Content Shift, Production Company | Alison Panasik, Executive Producer, Co-Director, Set Design, Dallas Mavericks | Todd Brashear, Producer, Dallas Mavericks | Allison Lewis, Producer, Dallas Mavericks | Bonnie Pena, Coordinating Producer, Dallas Mavericks | Mike Marshall, Coordinating Producer, Dallas Mavericks | Nick Utter, Director | Alicia Conner, Producer | Josh Pickering, Director of Photography | Anthony Milton, Line Producer | Content Shift, Post Production

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

# GOLD ADDY DRIVING FORT WORTH

PANTHER CITY FILMS  
for VISIT FORT WORTH  
Cinematography—Single



**CREDITS** Chris Rodriguez, Director, Editor, Producer | Aaron Youngblood, Cinematographer, Colorist | Scott Porter, Writer | Hays Smith, Sound Designer | Barry Corbin, Voiceover Talent

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**GOLD ADDY**

# LOS RANGERS

**RED PRODUCTIONS**

for **TEXAS RANGERS**

Cinematography—Single



**CREDITS** German Torres, Director + Director of Photography | Doug Mangold, Producer | Sam Parnell, Editor | Tim Jansen, Sound Designer | Crespatick de los Reyes, Wardrobe Stylist | Scott Nichols, Account Director

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# MARCEL – SPACESHIP

**TWELVE MIDNIGHT**

.....  
*for* **TWELVE MIDNIGHT**  
.....

Cinematography—Single



**CREDITS** Dustin McLaughlin, Director, Executive Producer, Editor | AJ Aiello, Executive Producer | Dylan Wallis, Director of Photography | Chloe Gonzales, Creative Director | Todd Luther, Associate Producer | Isaac Elstoen, Gaffer | Tauri Partin, Art Director | Brandon Marcel, Talent - Marcel | Priscille Ngomege, Talent - Priscille | Ryan Ewart, 1st AC | Dominic Scalise, Key Grip | Joey Arcisz, Grip | John Warder, Editor | Michael Nguyen, Assistant Editor | Andrew Czap, Colorist | Alex Prudic-Dennis, VFX Artist | Carrigan Sales, Graphic Designer

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fort worth

AMERICAN  
ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# D&M "RIDING SUCCESS"

**HOEGGER  
COMMUNICATIONS**

for **D&M AUTO LEASING**

Cinematography—Single



**CREDITS** Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Emily Shaver, Producer | Andrew Bell, Graphic Design | Deuteronomy DeCrick', Sound Mix

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AWARDS

# CRYSTAL AWARD

# TX WHISKEY GLOBAL CAMPAIGN

TWELVE MIDNIGHT

for TX WHISKEY

Cinematography—Campaign



**CREDITS** AJ Aiello, Executive Producer | Dustin McLaughlin, Executive Producer, Director | Chloe Gonzales, Creative Director, Photographer | Mary McMillan, Producer | Jewel Noel, Project Manager | Todd Luther, Associate Producer | Dylan Wallis, Director of Photography/Photographer | Isaac Elstoen, Gaffer | Michael Olson, Gaffer | Braxton Berry, 1st AC | Luis Govea, Photo Assistant | Dominic Scalise, Key Grip | Michael Reyes, Grip | Caleb Packer, Set Designer | Meredith Noles, Stylist | Carrigan Sales, Graphic Designer | John Warder, Senior Video Editor | Michael Nguyen, Assistant Video Editor

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AWARDS

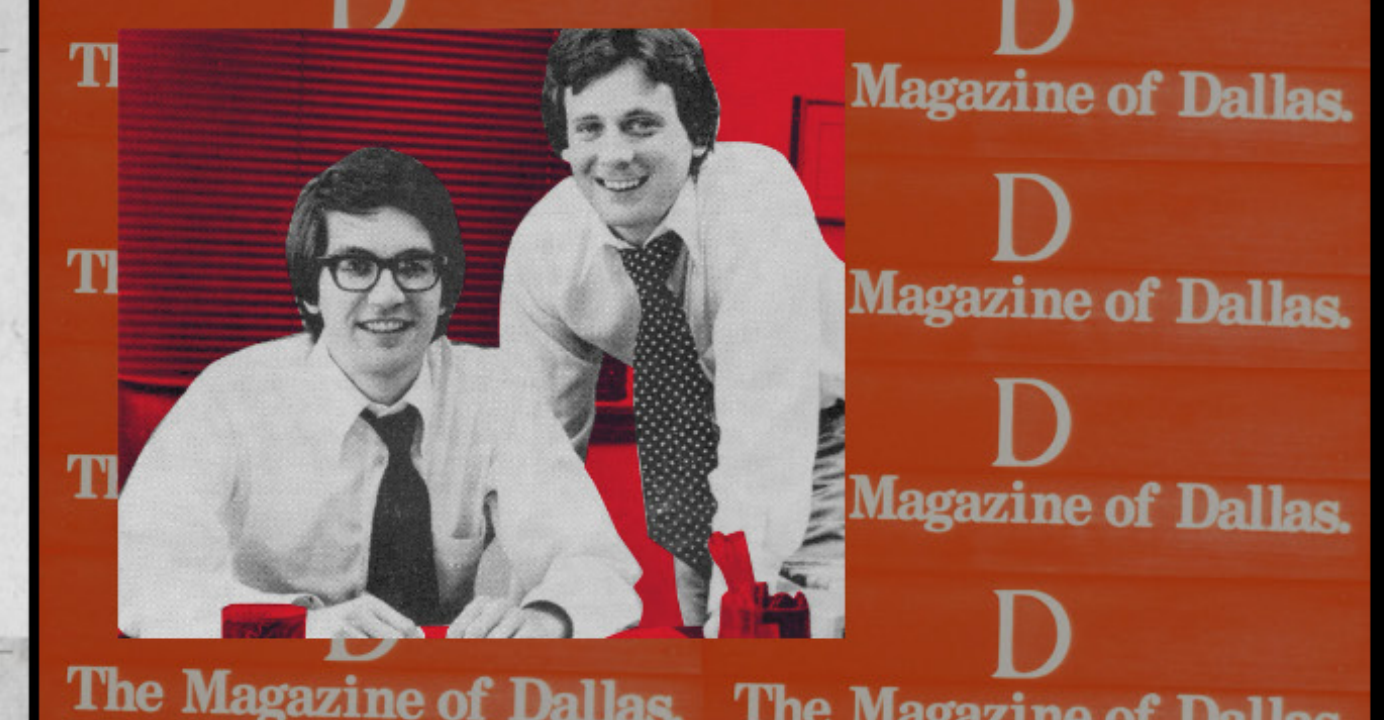
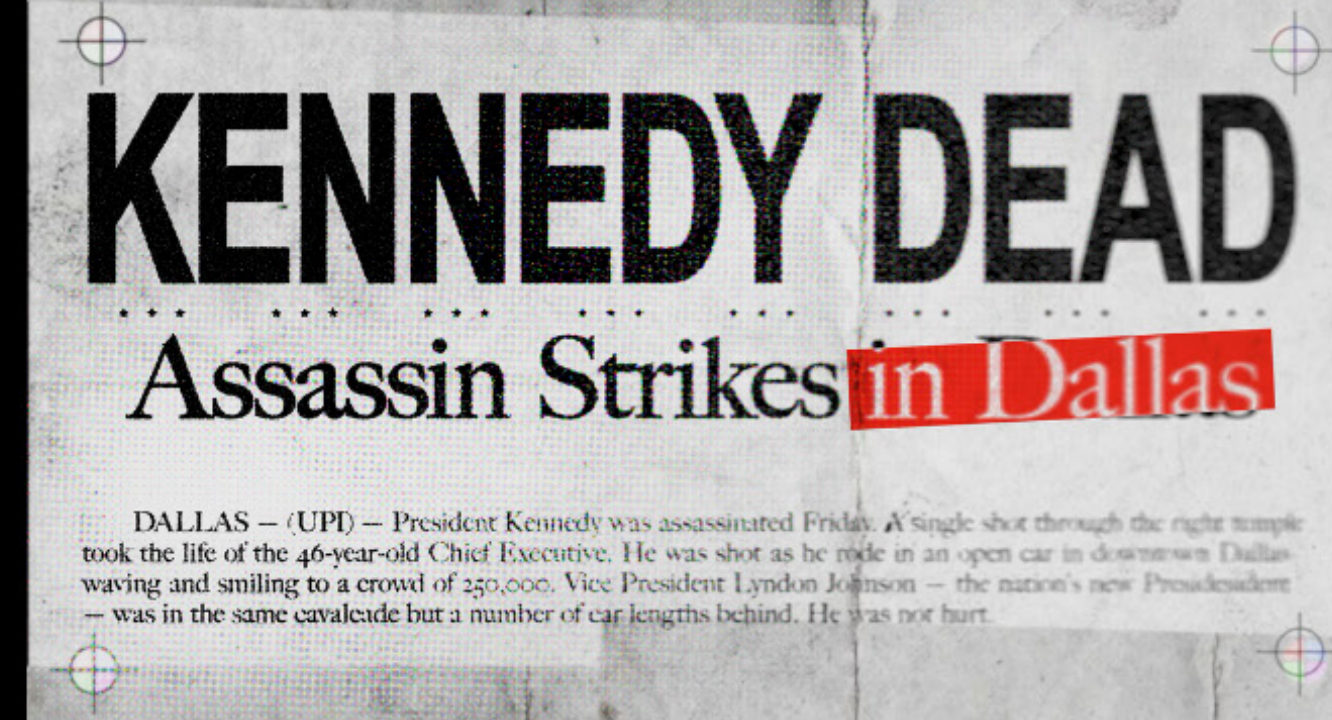
# SILVER ADDY

# D-MAG 50TH ANNIVERSARY ANTHEM

## RED PRODUCTIONS

for **D MAGAZINE**

Animation, Special Effects  
or Motion Graphics



**CREDITS** Austin Crum, Animator | Limbert Fabian, Director | Allison Willoughby, Producer | Tim Jansen, Sound Designer

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**SILVER ADDY**

# LONE STAR FILM FESTIVAL BUMPER

**TWELVE MIDNIGHT**

for **LONE STAR  
FILM FESTIVAL**

Animation, Special Effects  
or Motion Graphics



**CREDITS** Twelve Midnight, Production Company | Carrigan Sales, Art Director | Michael Nguyen, Editor/Motion Designer | Alex Prudic-Dennis, Motion Designer

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AWARDS

**SILVER ADDY**

# SKREWBALL 3D

**TWELVE MIDNIGHT**

for **SKREWBALL PEANUT  
BUTTER WHISKEY**

Computer Generated Imagery (CGI)



**CREDITS** Twelve Midnight, Production Company | Alex Prudic-Dennis, Senior Motion Designer | Jewel Noel, Project Manager | Dustin McLaughlin, Creative Director

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ADVERTISING  
AWARDS

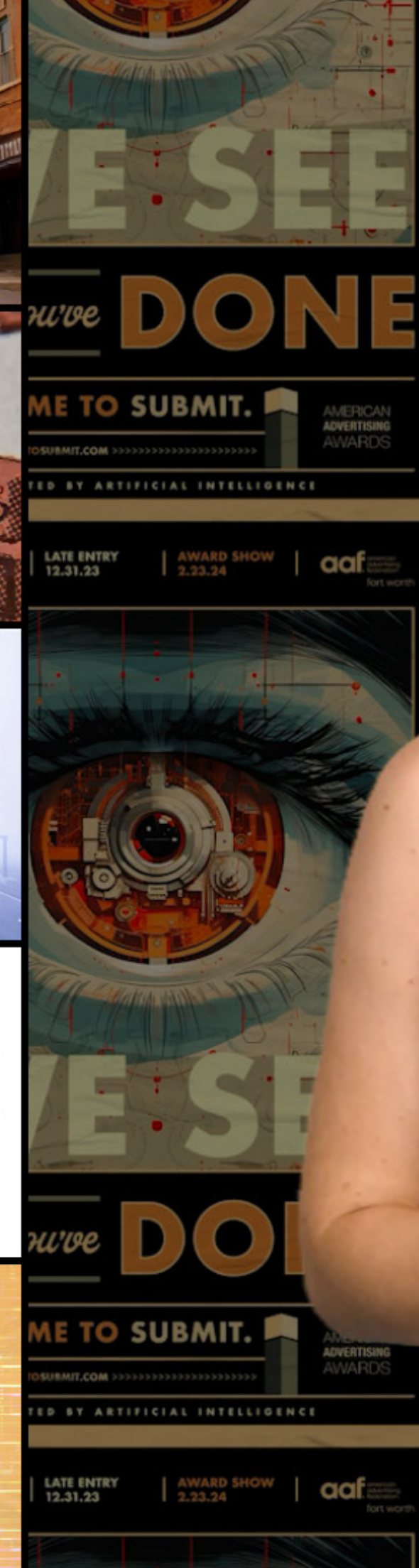
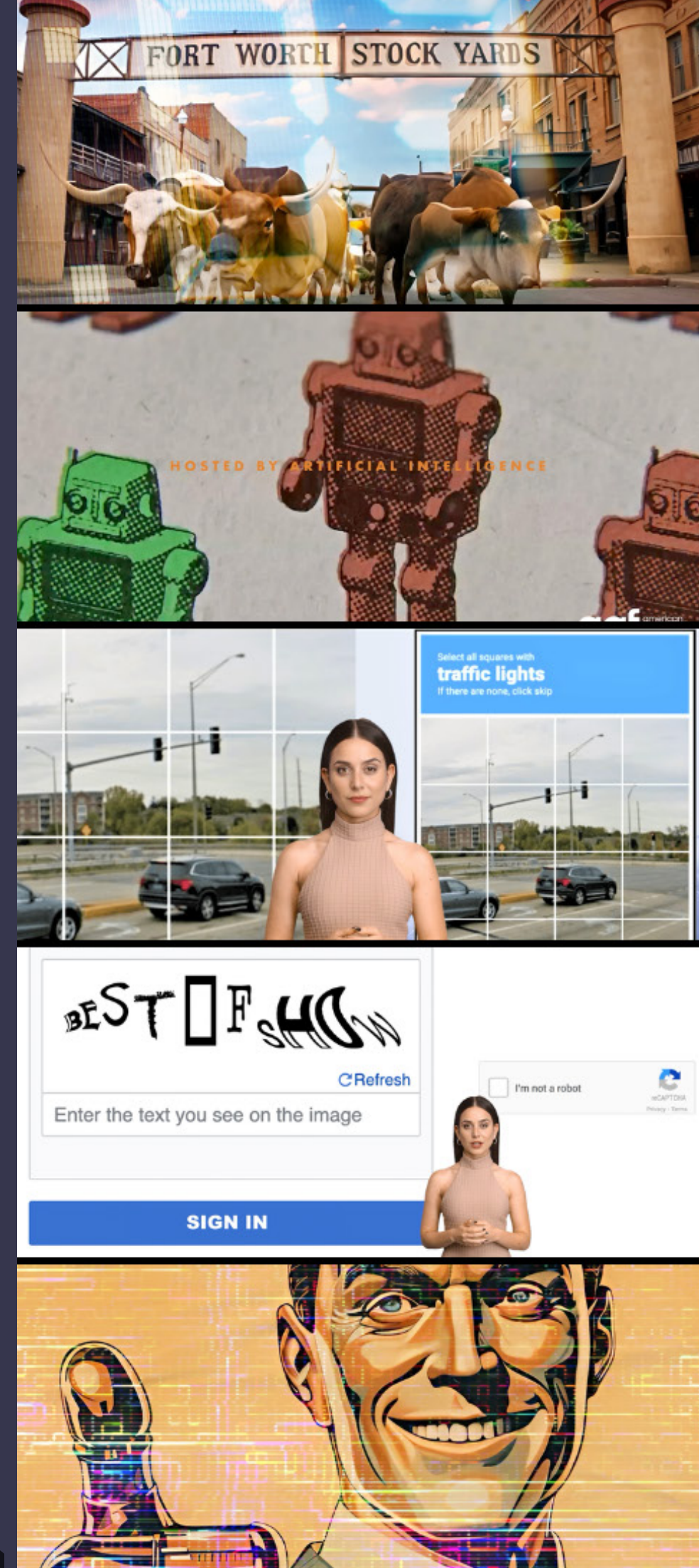
# GOLD ADDY

# 2024 FW ADDY AWARDS SHOW CONTENT

## CONTENT SHIFT

## for CONTENT SHIFT

Video Editing



CREDITS Nick Utter, Editor, Director | Chase Honaker, Assistant Editor

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ADVERTISING  
AWARDS

**GOLD ADDY**

# DALLAS MAVERICKS CITY EDITION

**CONTENT SHIFT**

for **DALLAS MAVERICKS**

Video Editing



**CREDITS** Content Shift, Production Company | Alison Panasik, Executive Producer, Co-Director, Set Design, Dallas Mavericks | Todd Brashear, Producer, Dallas Mavericks | Allison Lewis, Producer, Dallas Mavericks | Bonnie Pena, Coordinating Producer, Dallas Mavericks | Mike Marshall, Coordinating Producer, Dallas Mavericks | Nick Utter, Director | Alicia Conner, Producer | Josh Pickering, Director of Photography | Anthony Milton, Line Producer | Content Shift, Post Production

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ADVERTISING  
AWARDS

**GOLD ADDY**

# LOS RANGERS

**RED PRODUCTIONS**  
.....  
for **TEXAS RANGERS**  
.....

Video Editing



**CREDITS** German Torres, Director + Director of Photography | Doug Mangold, Producer | Sam Parnell, Editor | Tim Jansen, Sound Designer | Crespatick de los Reyes, Wardrobe Stylist | Scott Nichols, Account Director

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ADVERTISING  
AWARDS

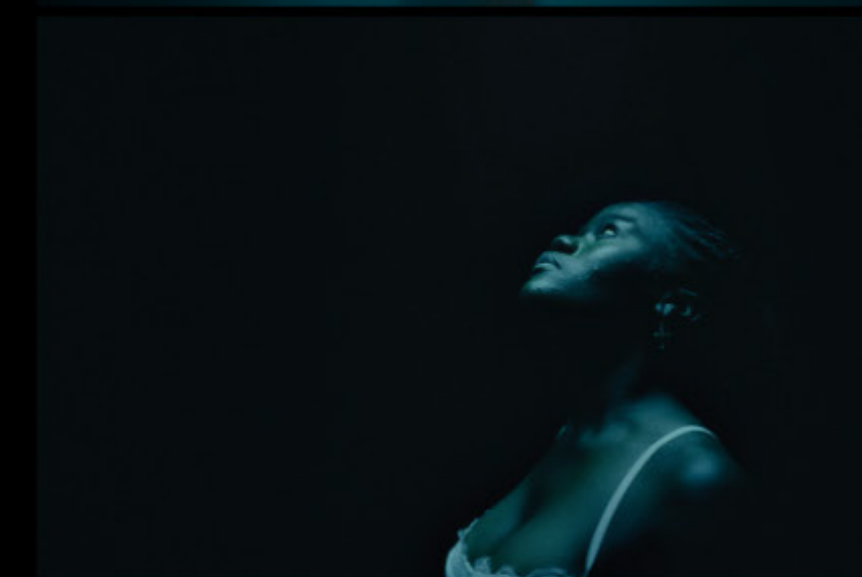
**SILVER ADDY**

# MARCEL - SPACESHIP

**TWELVE MIDNIGHT**

.....  
*for* **TWELVE MIDNIGHT**  
.....

Video Editing



**CREDITS** Dustin McLaughlin, Director, Executive Producer, Editor | AJ Aiello, Executive Producer | Dylan Wallis, Director of Photography | Chloe Gonzales, Creative Director | Todd Luther, Associate Producer | Isaac Elstoen, Gaffer | Tauri Partin, Art Director | Brandon Marcel, Talent - Marcel | Priscille Ngomege, Talent - Priscille | Ryan Ewart, 1st AC | Dominic Scalise, Key Grip | Joey Arcisz, Grip

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AWARDS

**SILVER ADDY**

# UNEXPECTED STORIES TRAILER

**SAWTOOTH**

.....  
for **SAWTOOTH**

.....  
Video Editing



# Unexpected Stories

**CREDITS** Chris Salters, Editor

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ADVERTISING  
AWARDS

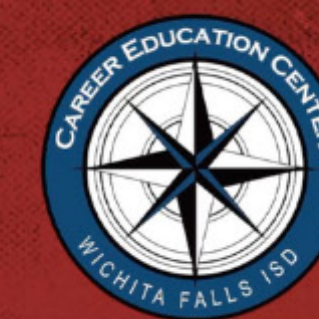
**SILVER ADDY**

# UNLOCK YOUR FUTURE

**HOEGGER  
COMMUNICATIONS**

.....  
*for* **WFISD**

.....  
Video Editing



Career Education Center  
Wichita Falls, Texas

**CREDITS** Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Amber Flores, Producer | Andrew Bell, Graphic Design | Affan Syed, Performance Analyst | Deuteronomy DeCrick', Sound Mix

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ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# BEYOND THE CLASSROOM

**HOEGGER COMMUNICATIONS**

.....  
for **WFISD**

.....  
Video Editing



**CREDITS** Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Amber Flores, Producer | Affan Syed, Performance Analyst | Crickle Cridge, Sound Design

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AWARDS

**CRYSTAL AWARD**

# D&M "RIDING SUCCESS"

**HOEGGER  
COMMUNICATIONS**

for **D&M AUTO LEASING**

Video Editing



**CREDITS** Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Emily Shaver, Producer | Andrew Bell, Graphic Design | Deuteronomy DeCrick', Sound Design

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ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# DRIVING FORT WORTH

**PANTHER CITY FILMS**

for **VISIT FORT WORTH**

Video Editing



**CREDITS** Chris Rodriguez, Director, Editor, Producer | Aaron Youngblood, Cinematographer, Colorist | Scott Porter, Writer | Hays Smith, Sound Designer | Barry Corbin, Voiceover Talent

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ADVERTISING  
AWARDS

**SILVER ADDY**

# DRIVING FORT WORTH

**PANTHER CITY FILMS**  
for **VISIT FORT WORTH**

Voiceover Talent



**CREDITS** Chris Rodriguez, Director, Editor, Producer | Aaron Youngblood, Cinematographer, Colorist | Scott Porter, Writer | Hays Smith, Sound Designer | Barry Corbin, Voiceover Talent

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ADVERTISING  
AWARDS

**GOLD ADDY**

# LOS RANGERS

**RED PRODUCTIONS**

for **TEXAS RANGERS**

Sound Design—Single



**CREDITS** German Torres, Director + Director of Photography | Doug Mangold, Producer | Sam Parnell, Editor | Tim Jansen, Sound Designer | Crespatick de los Reyes, Wardrobe Stylist | Scott Nichols, Account Director

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ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# DRIVING FORT WORTH

**PANTHER CITY FILMS**

for **VISIT FORT WORTH**

Sound Design—Single



**CREDITS** Chris Rodriguez, Director, Editor, Producer | Aaron Youngblood, Cinematographer, Colorist | Scott Porter, Writer | Hays Smith, Sound Designer | Barry Corbin, Voiceover Talent

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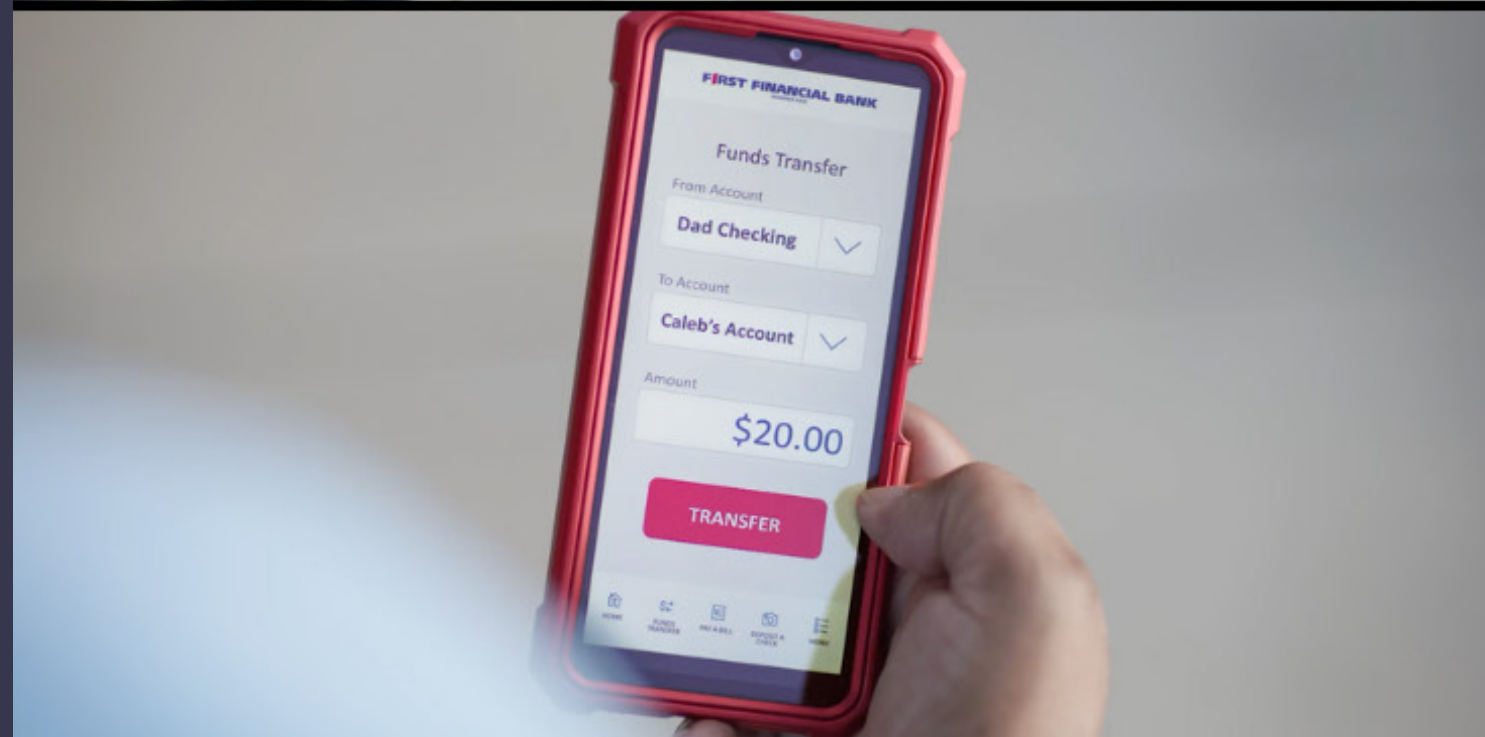
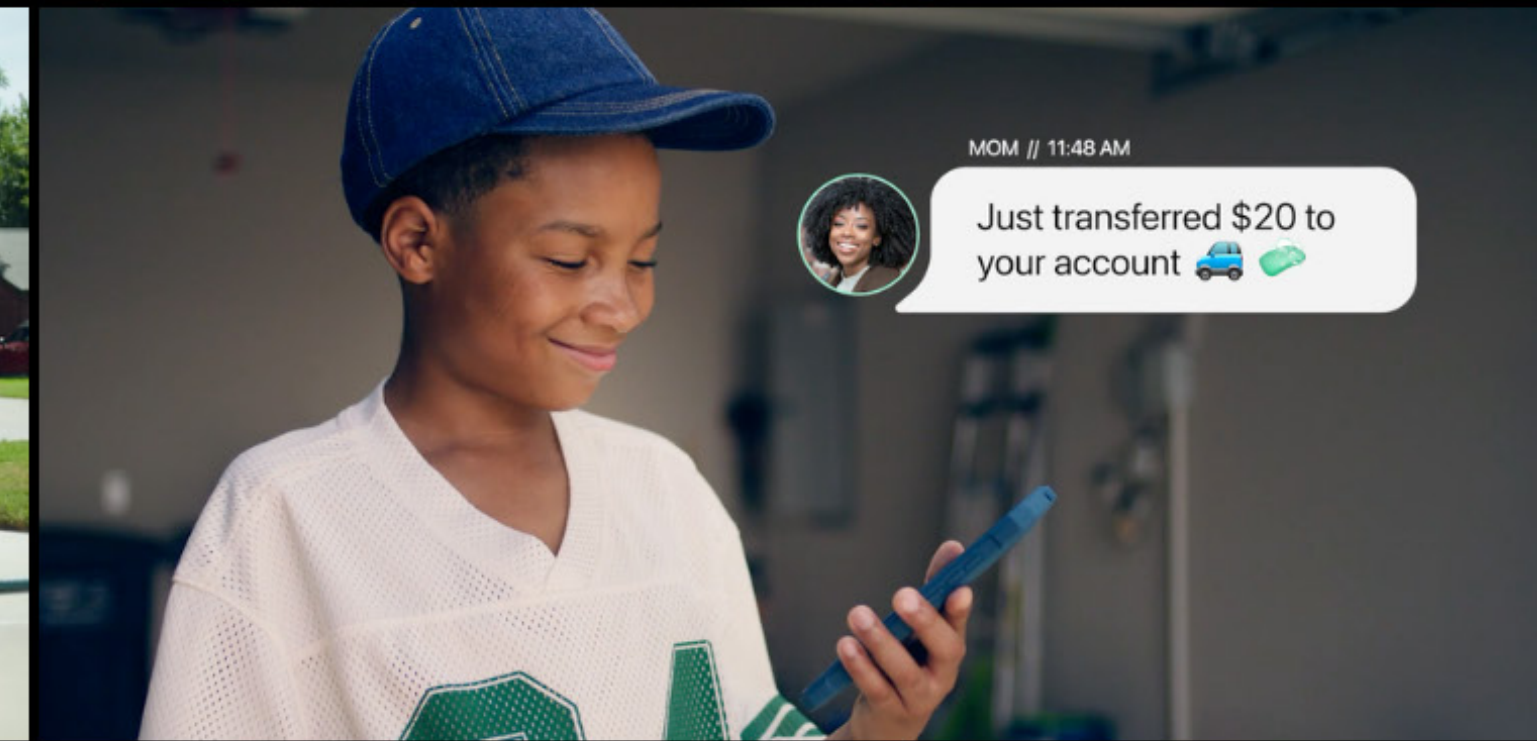
AMERICAN  
ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# FIRST CHECKING

**RED PRODUCTIONS**  
.....  
for **FIRST FINANCIAL BANK**  
.....

Sound Design—Single



WE PUT YOUR  
**FAMILY**  
FIRST

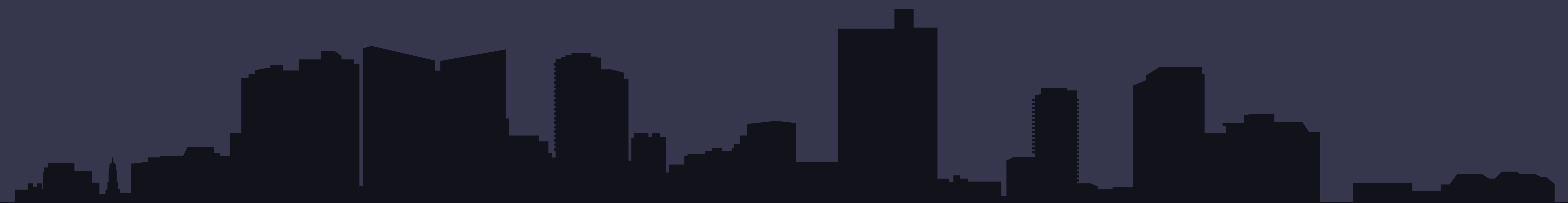
MEMBER FDIC

**CREDITS** Tim Jansen, Editor | Andrew Czap, Director of Photography | Cody Tidmore, Writer | Doug Mangold, Producer | Craig Ramus, Director | Crespatick de los Reyes, Wardrobe | Natalie Ponciano, Wardrobe | Sam Parnell, Creative Director | Scott Nichols, Account Director

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**ADVERTISING**  
AWARDS

# CORPORATE SOCIAL RESPONSIBILITY



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**ADVERTISING**  
AWARDS



**GOLD ADDY**

# THE HIGHEST ROAD – TEASER

**SAWTOOTH**

for **SAWTOOTH**

Corporate Social Responsibility  
Non-Broadcast Audio/Visual



**CREDITS** Chris Salters, Editor | Allan Thompson, Producer

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AWARDS

# SILVER ADDY

# AI VOICE RESTORATION | TCU NEELEY

## CONTENT SHIFT

for **TCU NEELEY BUSINESS SCHOOL**

Corporate Social Responsibility  
Non-Broadcast Audio/Visual



**CREDITS** Content Shift, Production Company | Tiara Richard, Director of Communications, TCU Neeley School Of Business | Erin Smutz, Director of Marketing, TCU Neeley School Of Business | Nick Utter, Director of Photography | Braxton Berry, Camera Operator | Chase Honaker, Editor

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# PUBLIC SERVICE



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**ADVERTISING**  
AWARDS



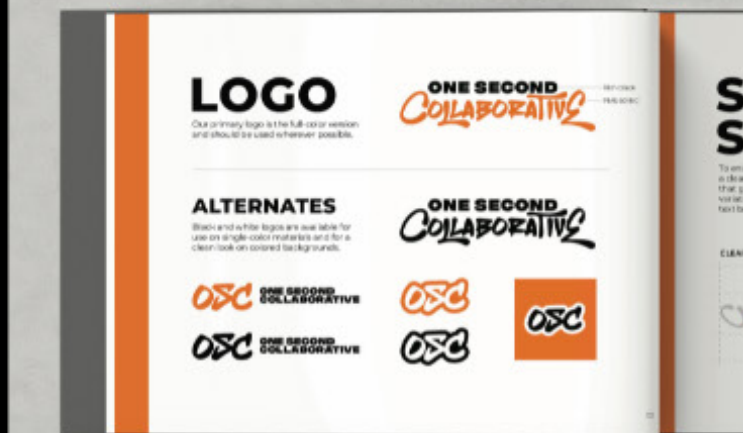
# CRYSTAL AWARD

# ONE SECOND COLLABORATIVE BRANDING

BALCOM AGENCY

for UNITED WAY OF TARRANT COUNTY

Brand Elements



CREDITS Holly Aguilar, Design Director | Aaron Merritt, Production Artist | Wallace Cruz, Multimedia Art Director | Carol Glover, Chief Creative Officer | Lesley Dupre, Senior Account Director and PR Specialist | Christanne Knorr, Program Director | Ashley Freer, President

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AMERICAN ADVERTISING AWARDS

# SILVER ADDY

# AIM FOR SAFETY

# | COOK CHILDREN'S

# COOK CHILDREN'S HEALTH SYSTEM

.....  
for **COOK CHILDREN'S**  
.....  
**CENTER FOR COMMUNITY HEALTH**

Public Service Online/  
Interactive Campaign



**CREDITS** Josh Flores, Producer | Jake H. Guy, Director | Josh Flores, Writer | Coleman Anderson, Editor | Erik Clapp, Director of Photography | Mitch Windberg, Cinematographer

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ADVERTISING  
AWARDS

# SILVER ADDY

# AIM FOR SAFETY

# | COOK CHILDREN'S

# COOK CHILDREN'S HEALTH SYSTEM

for **COOK CHILDREN'S CENTER FOR COMMUNITY HEALTH**

Public Service Campaign



**CREDITS** Josh Flores, Producer | Jake H. Guy, Director | Josh Flores, Writer | Coleman Anderson, Editor | Erik Clapp, Director of Photography | Mitch Windberg, Cinematographer

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ADVERTISING  
AWARDS

# ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION



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**ADVERTISING**  
AWARDS



**GOLD ADDY**

# N8 VISUALS REBRAND | CONTENT SHIFT

**CONTENT SHIFT**

.....  
*for* **CONTENT SHIFT**  
.....

Brand Elements



**CONTENTSHIFT**



**CREDITS** Nick Utter, Director, Editor



**AMERICAN  
ADVERTISING  
AWARDS**

# CRYSTAL AWARD

# ALL A LITTLE NUTS ABOUT SOMETHING

**BALCOM AGENCY**

.....  
*for* **BALCOM AGENCY**  
.....

Brand Elements



**CREDITS** Nichole Ott, Art Director | Wallace Cruz, Multimedia Art Director | Chase Correll, Copywriter | Holly Aguilar, Design Director | Taylor Potts, Multimedia Creative Director | Carol Glover, Chief Creative Officer | Kathryn Hankinson, Account Director | Andy Begay, Program Supervisor | Ashley Freer, President

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ADVERTISING  
AWARDS

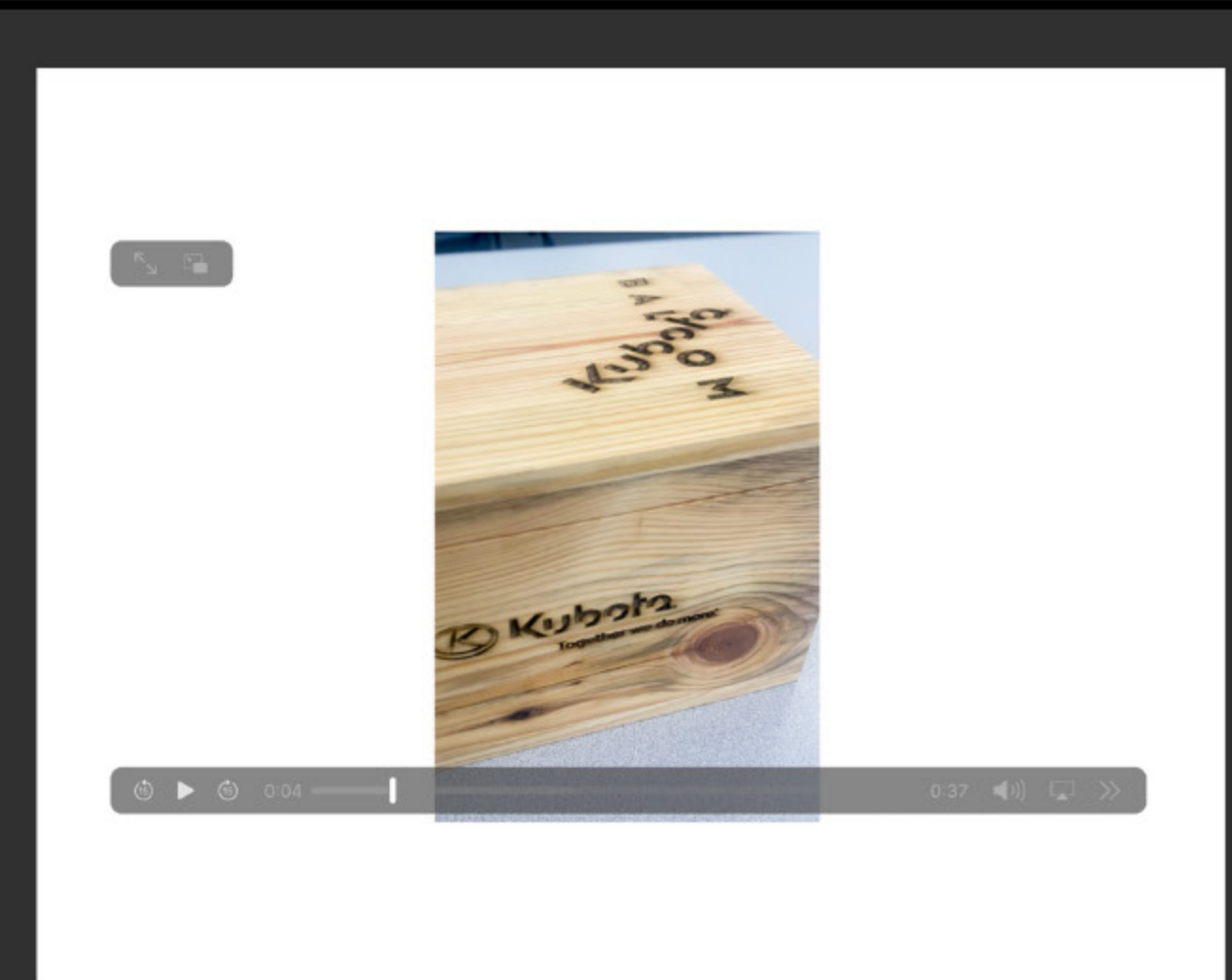
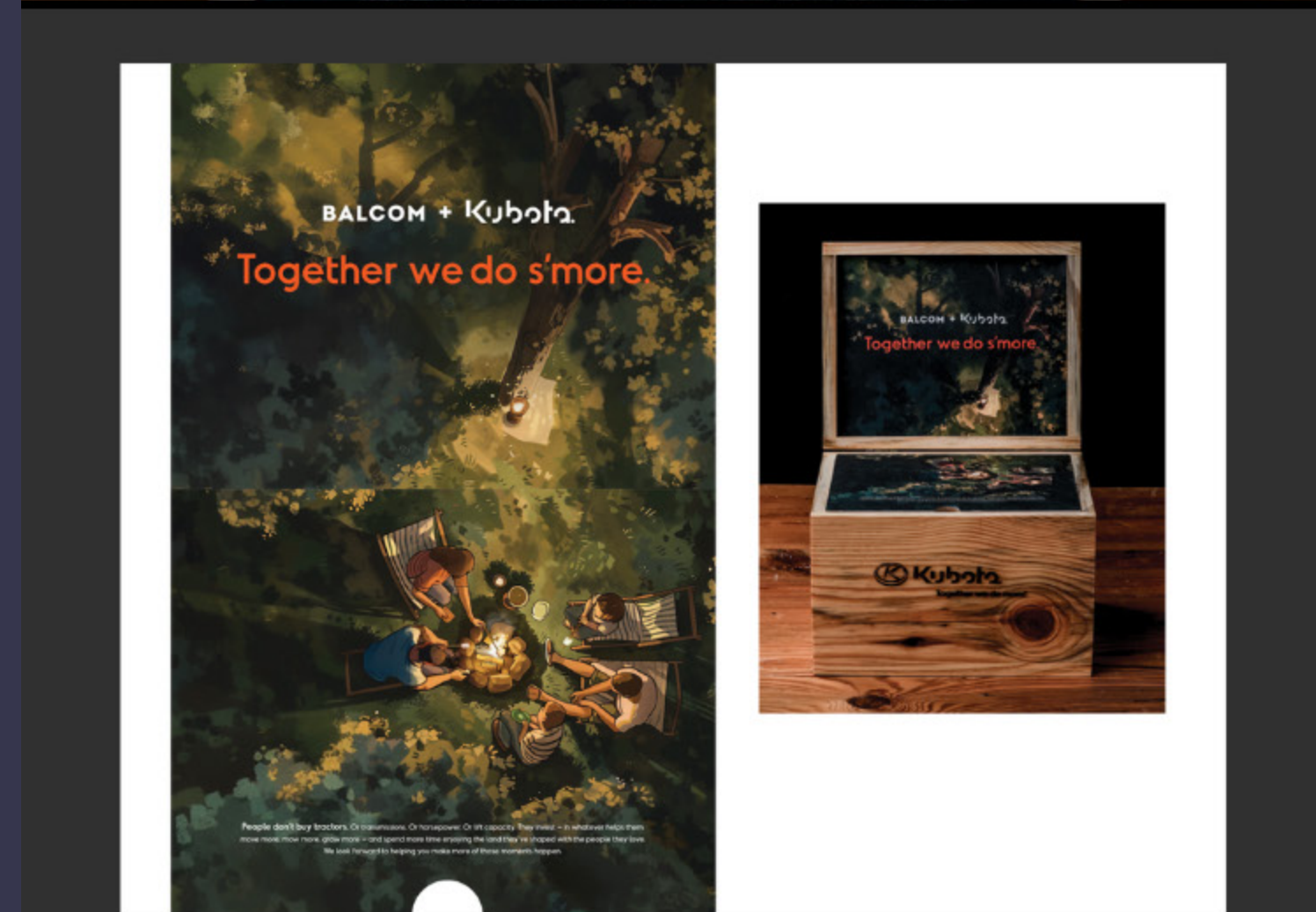
**SILVER ADDY**

# “TOGETHER WE DO S'MORE” WOOD

**BALCOM AGENCY**

for **BALCOM AGENCY**

Direct Marketing & Specialty Advertising (printed or digital)



**CREDITS** Holly Aguilar, Design Director | Taylor Potts, Multimedia Creative Director | Chase Correll, Copywriter | Krystal Lewis, Group Director | Chris McIntyre, Senior Account Manager | Lauren Papenfuss, Senior Account Manager | Christine Cantrell, Program Supervisor | Christanne Knorr, Program Director | Vikki Phy, Program Supervisor

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ADVERTISING  
AWARDS

# CRYSTAL AWARD

# ALL A LITTLE NUTS ABOUT SOMETHING

**BALCOM AGENCY**

.....  
for **BALCOM AGENCY**  
.....

Special Event Materials  
(printed or digital)



**CREDITS** Nichole Ott, Art Director | Wallace Cruz, Multimedia Art Director | Chase Correll, Copywriter | Brian Blankenship, Interactive Creative Director | Lauren Bice, Interactive Developer | Holly Aguilar, Design Director | Taylor Potts, Multimedia Creative Director | Carol Glover, Chief Creative Officer | Kathryn Hankinson, Account Director | Andy Begay, Program Supervisor | Ashley Freer, President

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AMERICAN  
ADVERTISING  
AWARDS

**GOLD ADDY**

# CREATE – SHORT FILM

**CIRCLES CO. COLLECTIVE**  
.....  
for **CIRCLES CONFERENCE**  
.....

Advertising Industry Self-  
Promotion Film, Video & Sound



**CREDITS** Ismael Burciaga, Creative Director & Producer | Luke Asper, Videographer & Director

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AMERICAN  
ADVERTISING  
AWARDS

# GOLD ADDY

# TWISTED X 2024 SIZZLE REEL

**TWISTED X**  
for **TWISTED X**  
**GLOBAL BRANDS**

Advertising Industry Self-  
Promotion Film, Video & Sound



twistedx.com

**+40%**  
Engagement  
Rate Increase

**272,000**  
Store  
Locator  
Pageviews  
(+47%)



Over 30 Pieces of  
Sales Collateral

Consumer Email Campaign

**2,877,472**  
Delivered



Earth Day UGC Campaign



Full Video



NFR Campaign Breakdown

Viewership (Impressions)

- 9,800 Video Views of Interview
- 26,000 Reels Impressions from Interview
- 1.2M Households Spots & Interview
- 10K (+20% from 2023) Cowboy Channel Tailgate Interview

Including Tailgate Show, NFR Encores, & Tailgate Interview

NFR Social Assets



Hope for the Crown Coverage



\*Making of a World Champion Presented by Twisted X

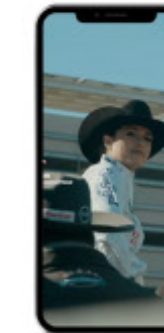
facebook NFR

131,200  
Likes  
306,400  
Impressions  
225,300  
Daily Reach  
4,900  
Engaged Users



TikTok NFR

32,100  
Video Views  
1,200  
Profile Views  
12,200  
Unique Viewers



**COVERAGE**  
890,000,000 Impressions  
\$7,700,000 Publicity Value  
9 Media Placements

**CREDITS** Tricia Mahoney, Chief Marketing Officer | Taylor Torcellini, Creative Director | Shanna Rossi, Art Director  
| Brianna Tucker, Photographer/Marketing Manager | Tara Petty, Project Manager | Andy Baeza, Editor |  
CinemaStory, Video Production Company

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ADVERTISING  
AWARDS

**SILVER ADDY**

# BTS OF A MUSIC VIDEO – SPACESHIP

**TWELVE MIDNIGHT**

for **TWELVE MIDNIGHT**

Advertising Industry Self-  
Promotion Film, Video & Sound



CREDITS John Warder, Editor | Michael Nguyen, BTS Videographer/Edito

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ADVERTISING  
AWARDS

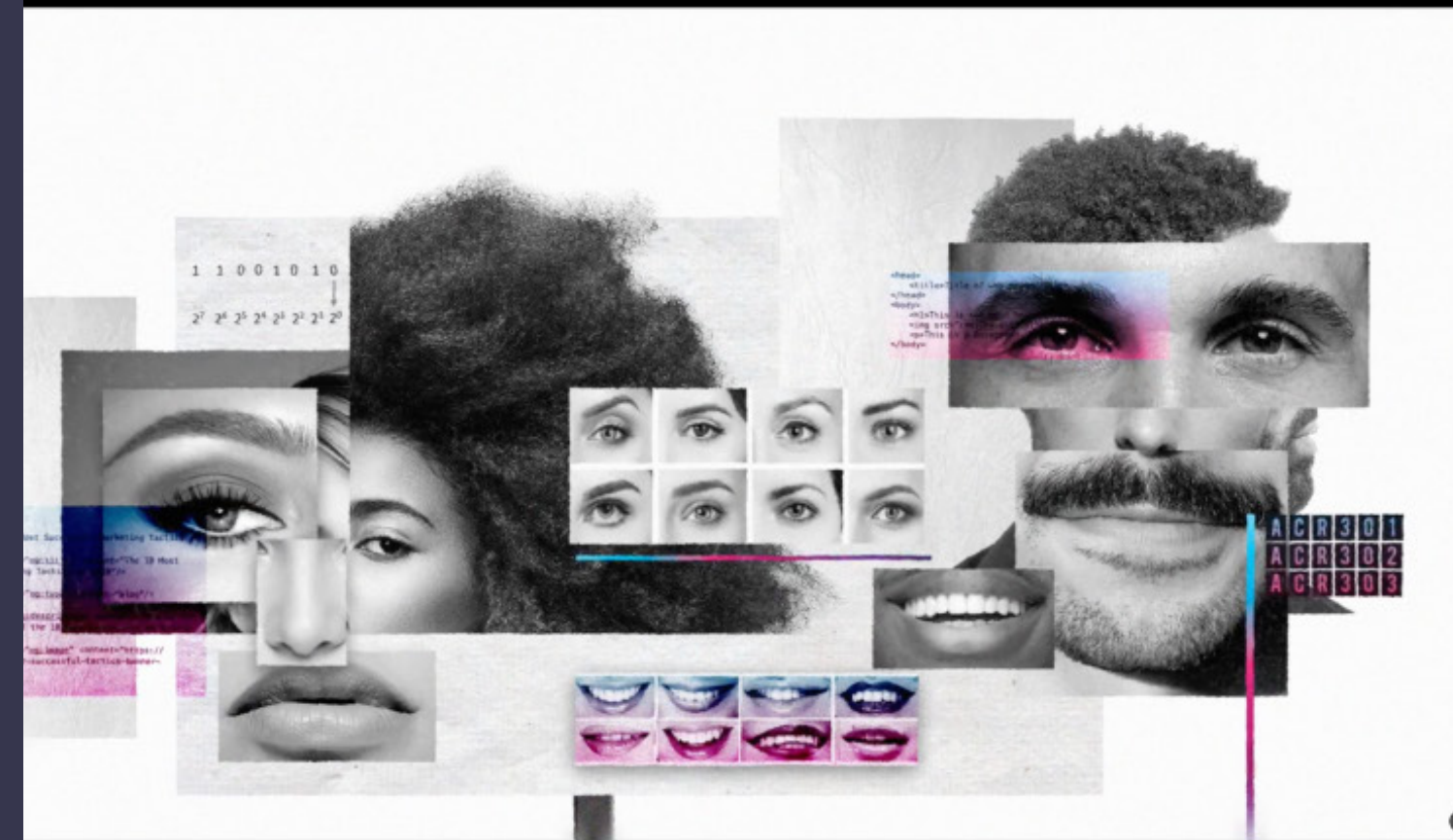
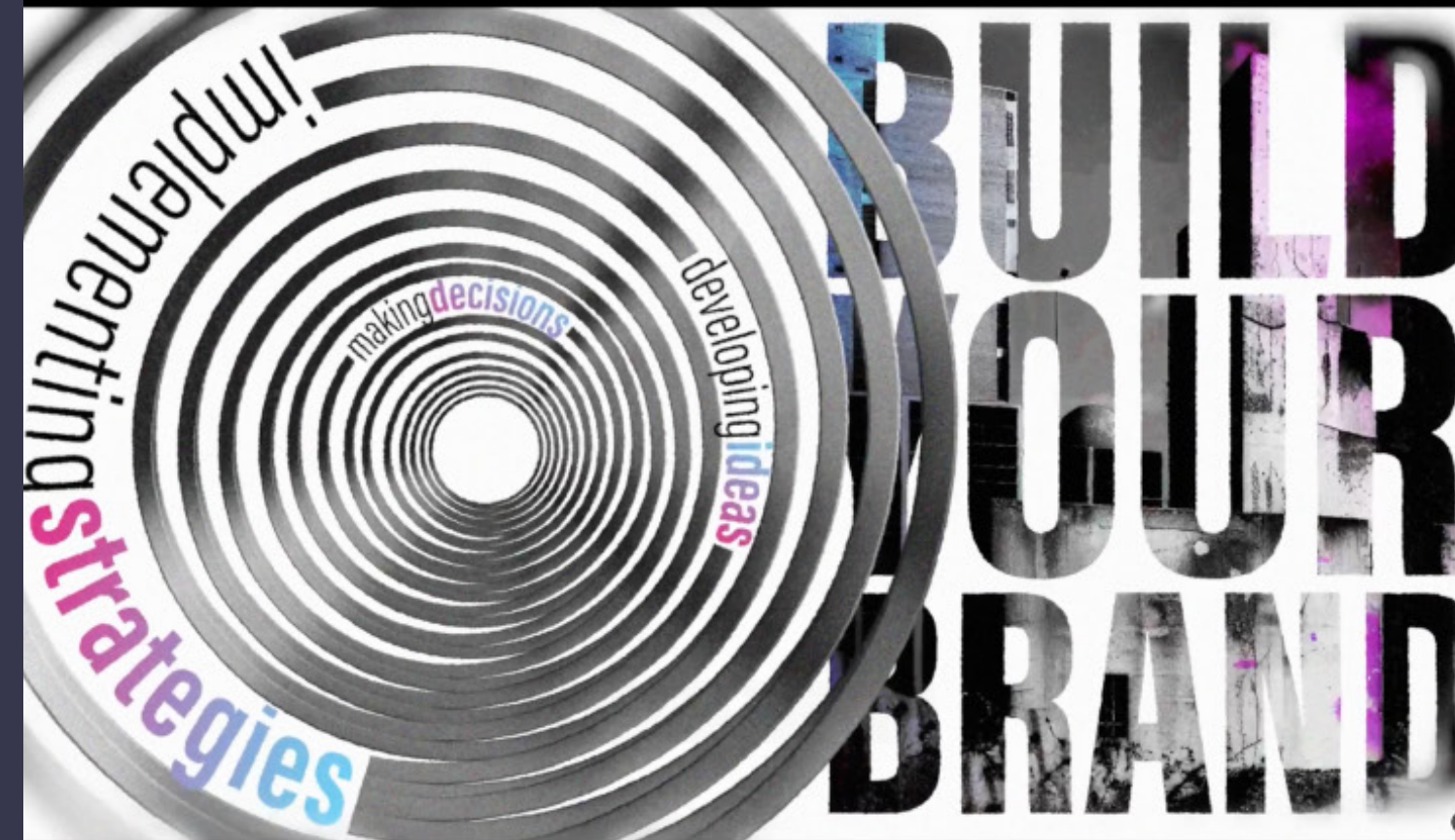
# CRYSTAL AWARD

# "MAKE IT COUNT"

**HOEGGER  
COMMUNICATIONS**

for **HOEGGER  
COMMUNICATIONS**

Advertising Industry Self-Promotion Film, Video & Sound



**CREDITS** Matt Hamilton, Director/Editor | Jackie Hoegger, Producer | Andrew Bell, Graphic Design | Clarence Boddicker, Dick Jones Sound Mixing Co

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fort worth

AMERICAN  
ADVERTISING  
AWARDS

**GOLD ADDY**

# POSTER SERIES (3)

**SCHAEFER ADVERTISING CO.**

for **AAF**

Single-Medium Campaign



**CREDITS** Charlie Howlett, Creative Director | Ethan Casella, Art Director | Jason Shupe, Production Artist | Maren Gibbs, Director of Production Services | Blair Lawson, ACD | Amber Arnold, Sr. Copywriter

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AMERICAN  
ADVERTISING  
AWARDS

# GOLD ADDY

# ADDY CAMPAIGN IT'S TIME TO SUBMIT

SCHAEFER ADVERTISING CO.

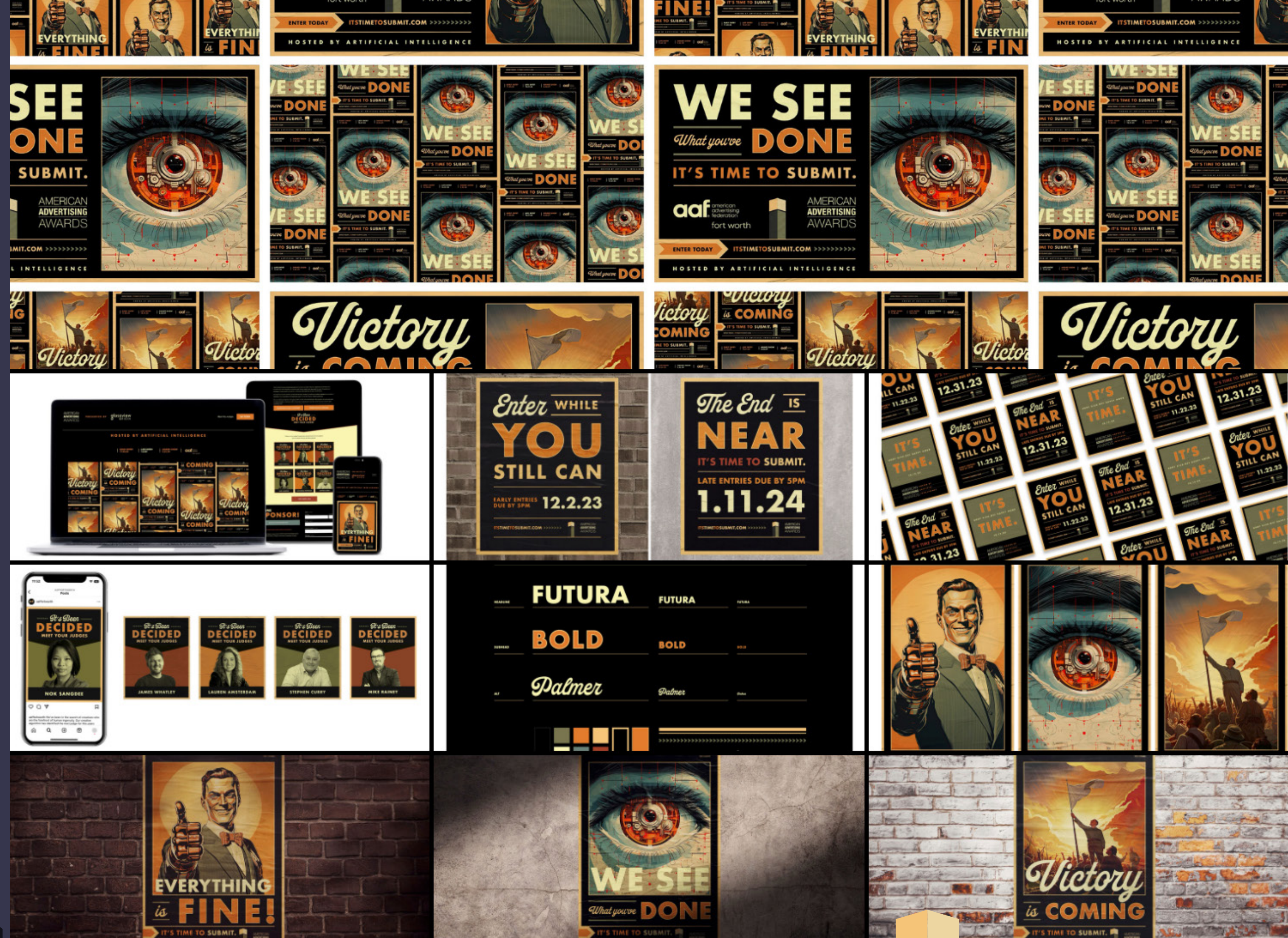
for **AAF**

Integrated Media Campaign

**CREDITS** Charlie Howlett, Creative Director | Ethan Casella, Art Director | Jason Shupe, Production Artist | Maren Gibbs, Director of Production Services | Blair Lawson, ACD | Amber Arnold, Sr. Copywriter

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS



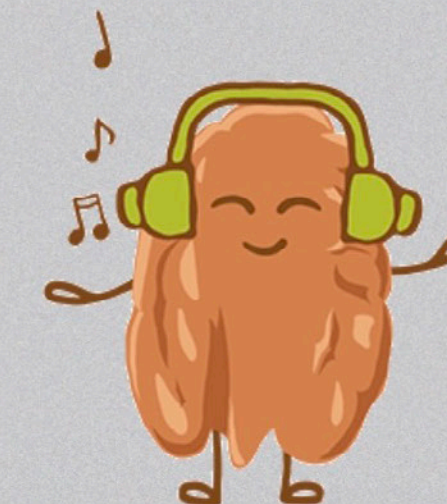
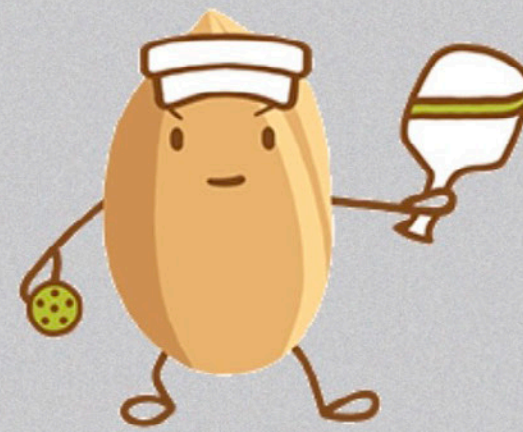
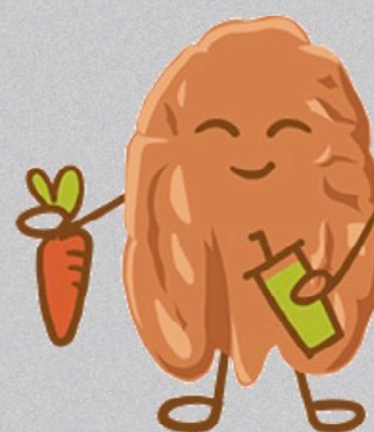
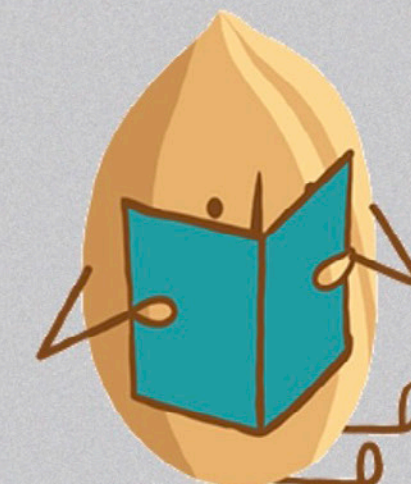
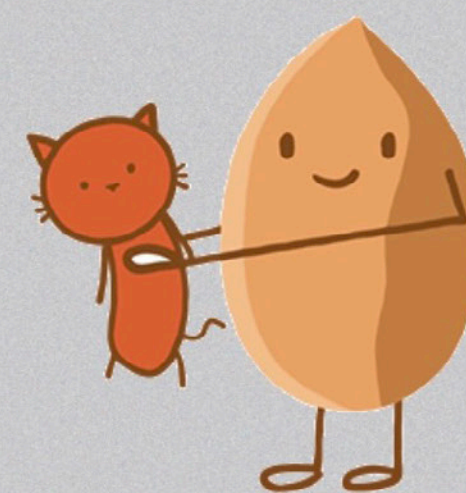
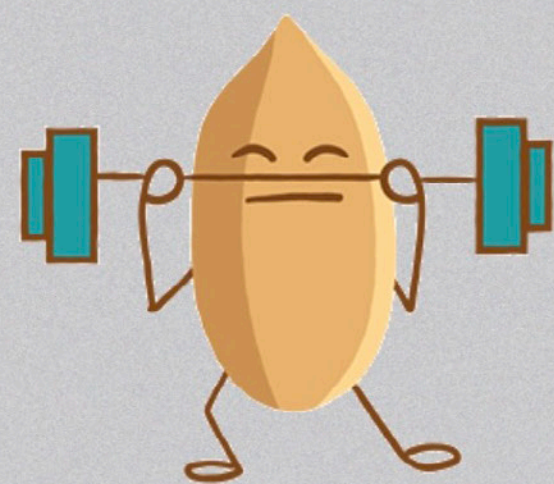
# SILVER ADDY

## ALL A LITTLE NUTS ABOUT SOMETHING

**BALCOM AGENCY**

.....  
for **BALCOM AGENCY**  
.....

Integrated Media Campaign

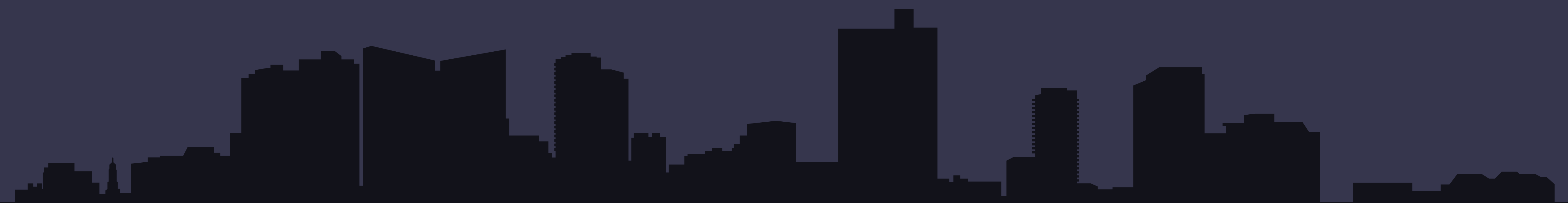


**CREDITS** Nichole Ott, Art Director | Wallace Cruz, Multimedia Art Director | Chase Correll, Copywriter | Brian Blankenship, Interactive Creative Director | Lauren Bice, Interactive Developer | Kyle Suva, Interactive Development Director | Holly Aguilar, Design Director | Taylor Potts, Multimedia Creative Director | Carol Glover, Chief Creative Officer | Kathryn Hankinson, Account Director | Andy Begay, Program Supervisor | Ashley Freer, President

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ADVERTISING  
AWARDS

# STUDENT WINNERS

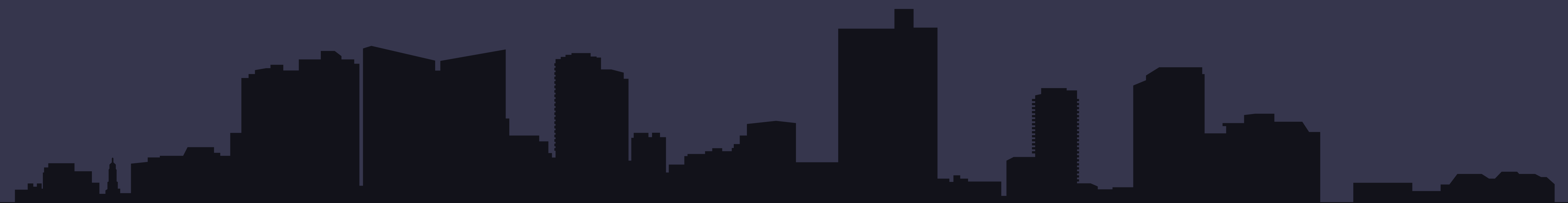


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AMERICAN  
**ADVERTISING**  
AWARDS



STUDENT  
**BEST OF SHOW**



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advertising  
federation  
fort worth



AMERICAN  
**ADVERTISING**  
AWARDS

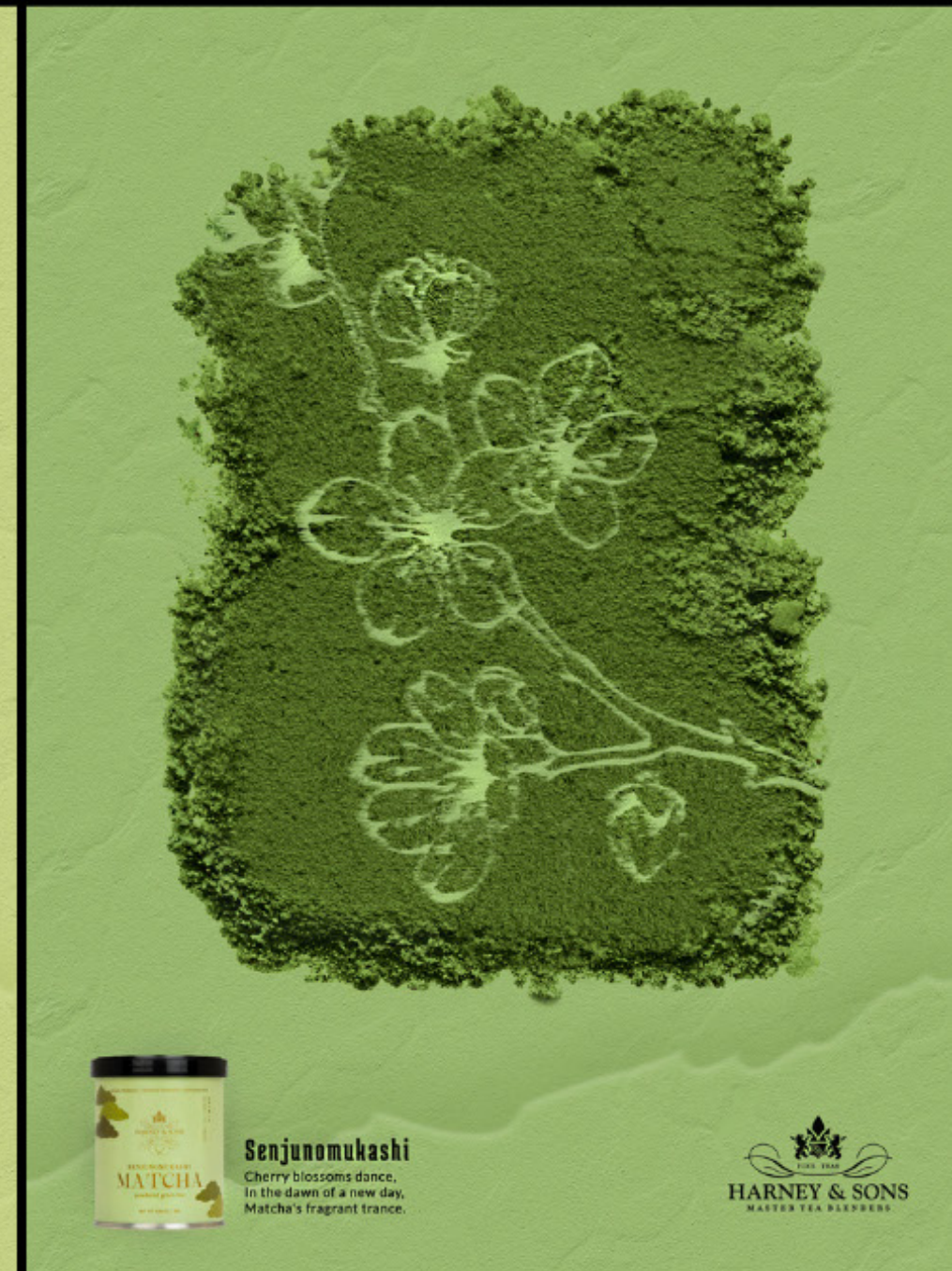
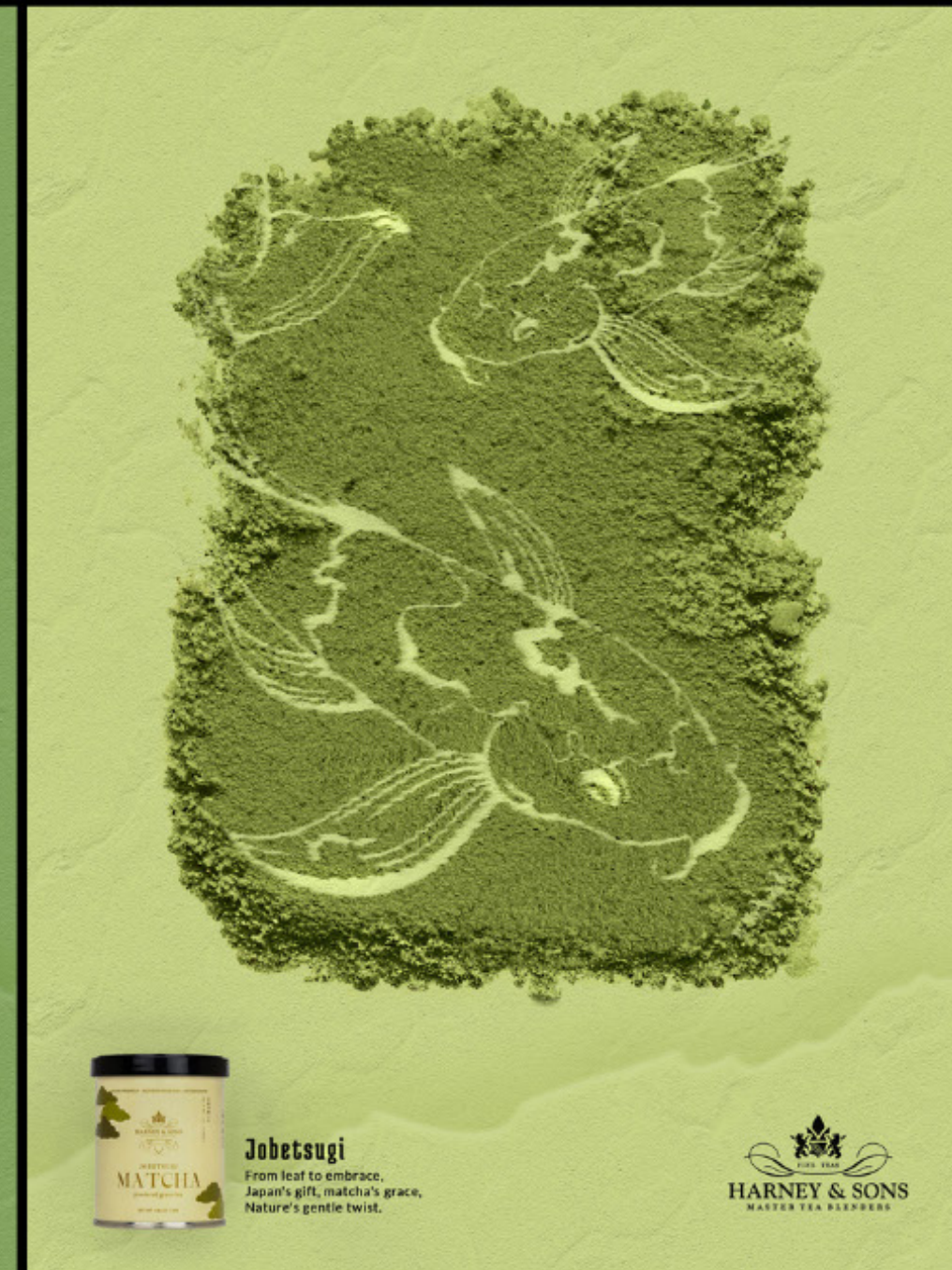
**STUDENT  
BEST OF SHOW**

# HARNEY & SONS – MATCHA TEA CAMPAIGN

**GRACIE WADE**

for **UNIVERSITY OF  
NORTH TEXAS**

Magazine Advertising Campaign



**CREDITS** Gracie Wade, Art Director, Designer

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

STUDENT  
**SALES & MARKETING**



**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
**ADVERTISING**  
AWARDS



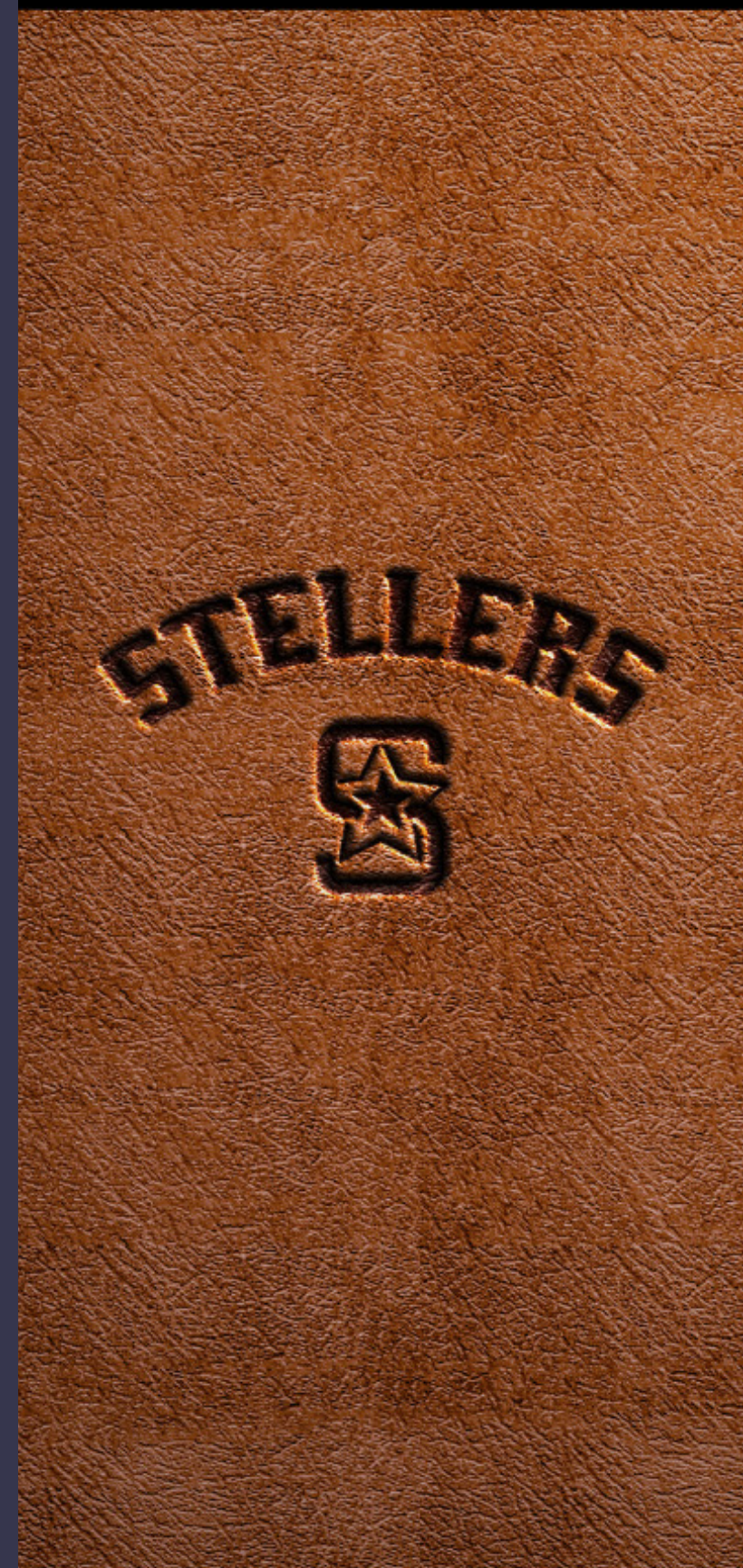
**SILVER ADDY**

# STELLERS LEATHER TREATMENT

**HAILEY BOGNER**

for **TEXAS CHRISTIAN  
UNIVERSITY**

Packaging



CREDITS Hailey Bogner, Designer, Photographer

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**SILVER ADDY**

# CECILE'S HOT SAUCE

**MADELINE MAHALAK**

for **TEXAS CHRISTIAN  
UNIVERSITY**

Packaging



CREDITS Madeline Mahalak, Illustrator

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# THE OLD ALCHEMIST GIN BOTTLE

**ANDY NHAN NGUYEN**

for **TEXAS CHRISTIAN  
UNIVERSITY**

Packaging



**CREDITS** Andy Nhan Nguyen, Art Director, Designer

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federation  
fort worth

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ADVERTISING  
AWARDS

# STUDENT PRINT ADVERTISING



**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
**ADVERTISING**  
AWARDS



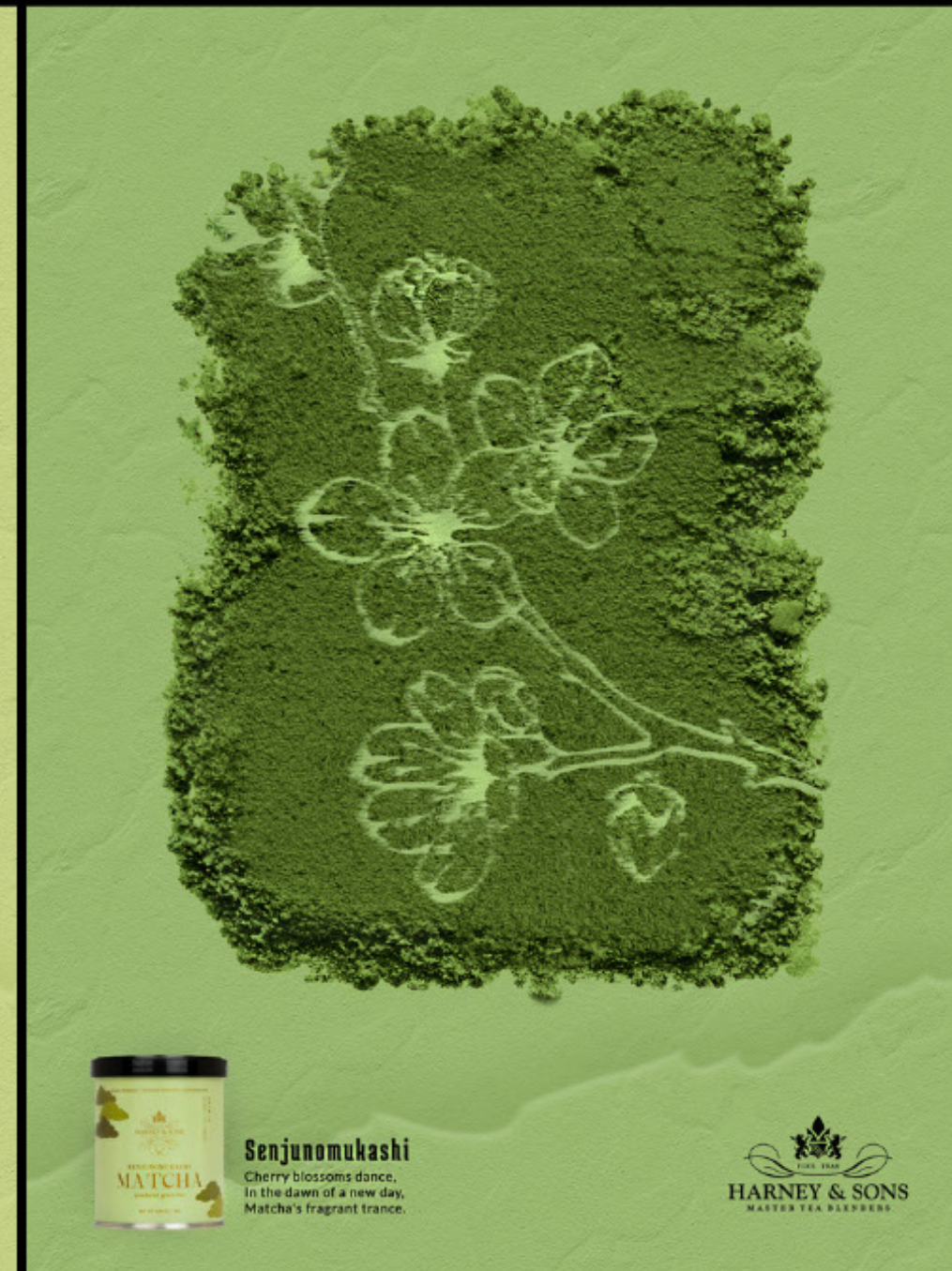
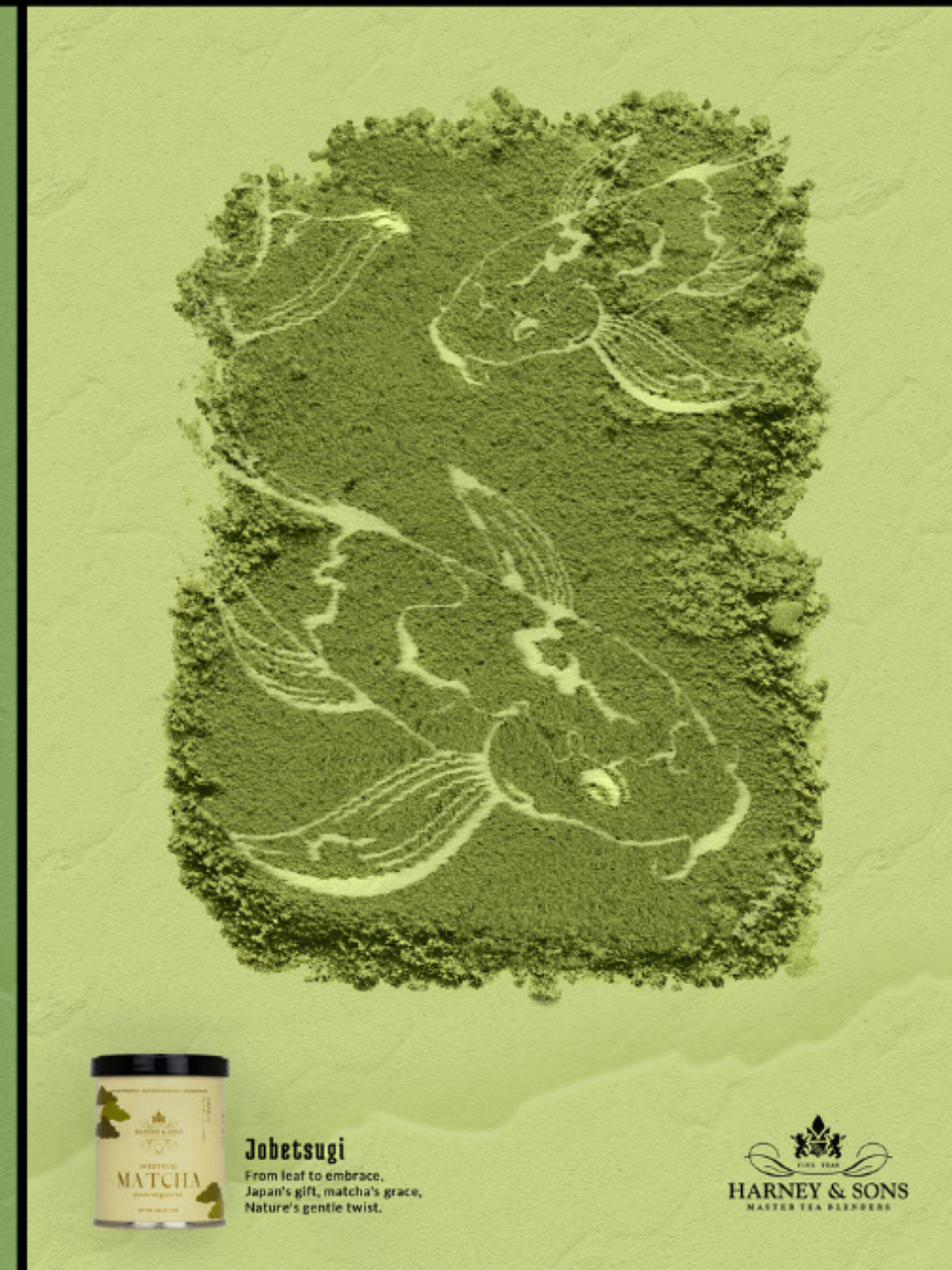
**GOLD ADDY**

# HARNEY & SONS – MATCHA TEA CAMPAIGN

**GRACIE WADE**

for **UNIVERSITY OF NORTH TEXAS**

Magazine Advertising Campaign



**CREDITS** Gracie Wade, Art Director, Designer

**aaf** american advertising federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**CRYSTAL AWARD**

# SOUTHWEST WINDOW TO THE WORLD

**REAGAN OATES**

for **TEXAS CHRISTIAN  
UNIVERSITY**

Magazine Advertising Campaign



**CREDITS** Reagan Oates, Copywriter, Art Director, Illustrator

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

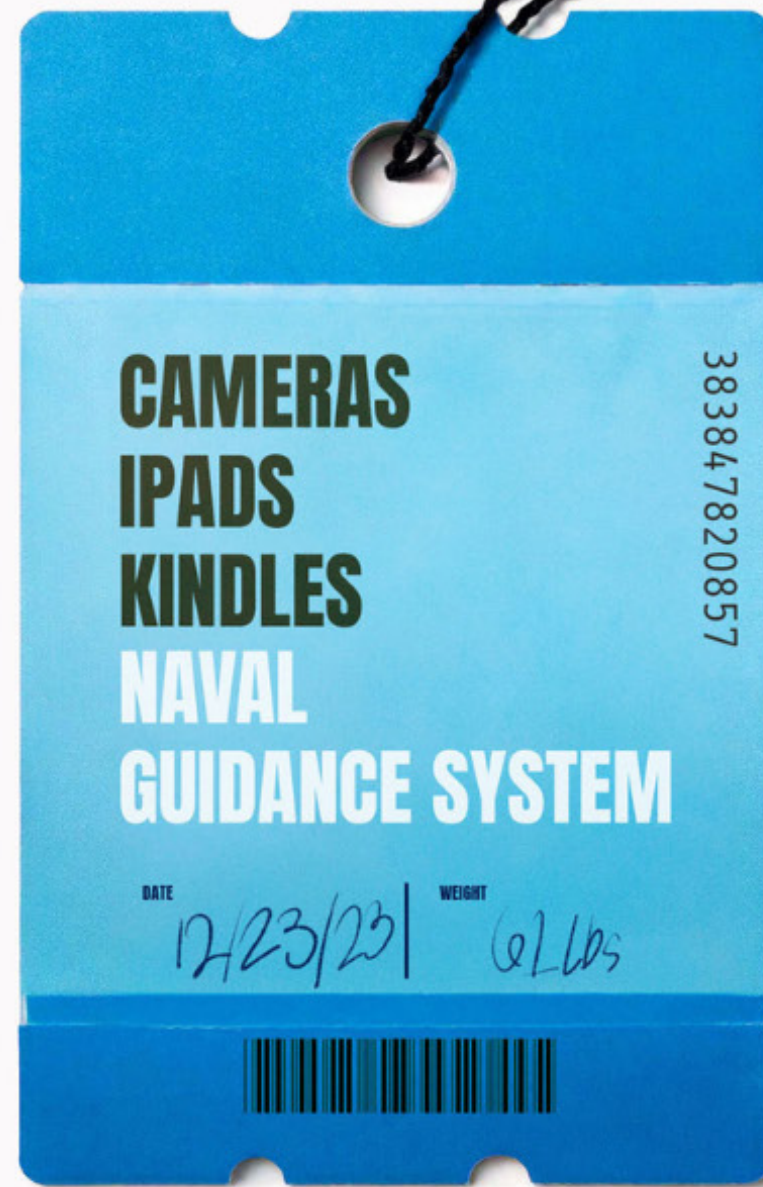
**CRYSTAL AWARD**

# UNCLAIMED BAGGAGE

**ANNABELLE NEHER**

for **UNIVERSITY OF  
NORTH TEXAS**

Newspaper Advertising Campaign



**UNCLAIMED**  
*Baggage*  
EST. 1970

unclaimedbaggage.com  
509 West Willow St.  
Scotsburrow AL



**UNCLAIMED**  
*Baggage*  
EST. 1970

unclaimedbaggage.com  
509 West Willow St.  
Scotsburrow AL



**UNCLAIMED**  
*Baggage*  
EST. 1970

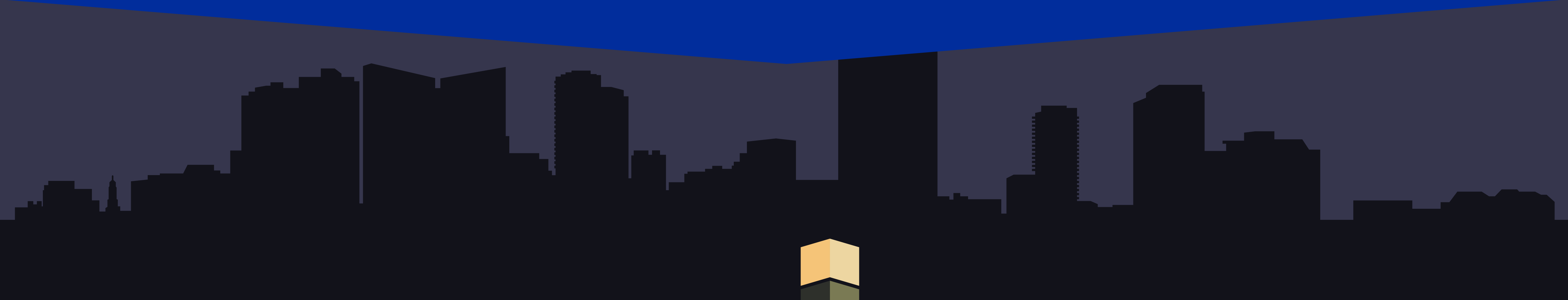
unclaimedbaggage.com  
509 West Willow St.  
Scotsburrow AL

**CREDITS** Annabelle Neher, Art Director, Designer

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advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

STUDENT  
**OUT-OF-HOME &  
AMBIENT MEDIA**



**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
**ADVERTISING**  
AWARDS



**SILVER ADDY**

# STANLEY CUPS

**MICHAEL LOVETT**

for **UNIVERSITY OF  
NORTH TEXAS**

Guerilla Marketing, Installations  
and Events - Campaign



**CREDITS** Michael Lovett, Art Director, Designer

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federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

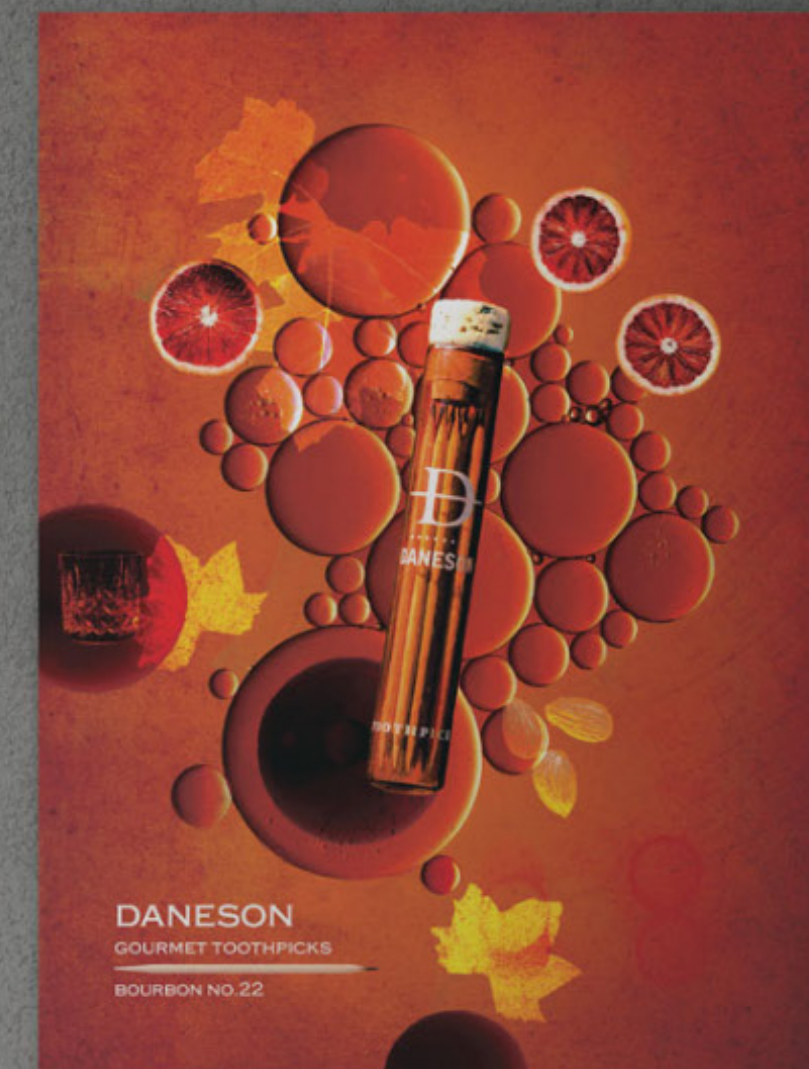
# CRYSTAL AWARD

# DANESON GOURMET TOOTHPICKS

EMAAN NOORZAIE

for UNIVERSITY OF  
NORTH TEXAS

Out-Of-Home Poster Campaign



CREDITS Emaan Noorzaie, Art Director, Designer

**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

STUDENT  
**CROSS-PLATFORM**



**aaf** american  
advertising  
federation  
fort worth

AMERICAN  
**ADVERTISING**  
AWARDS



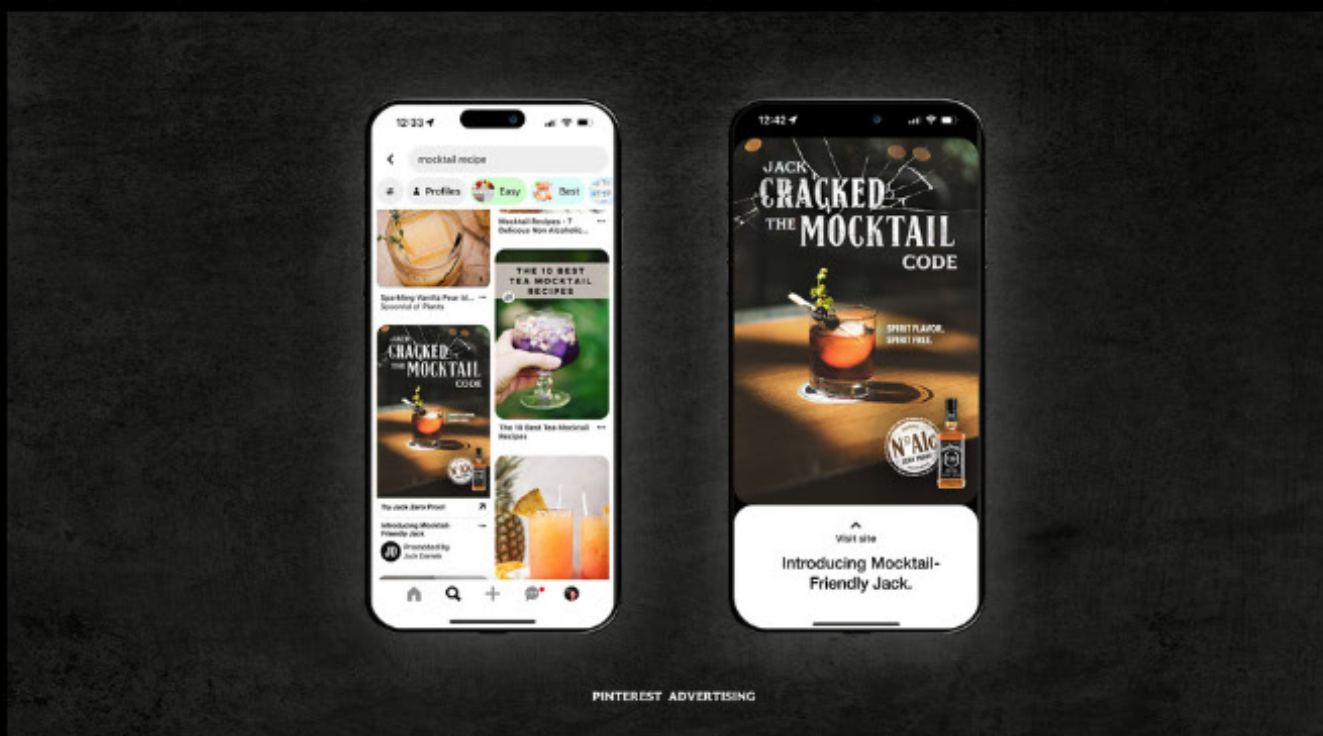
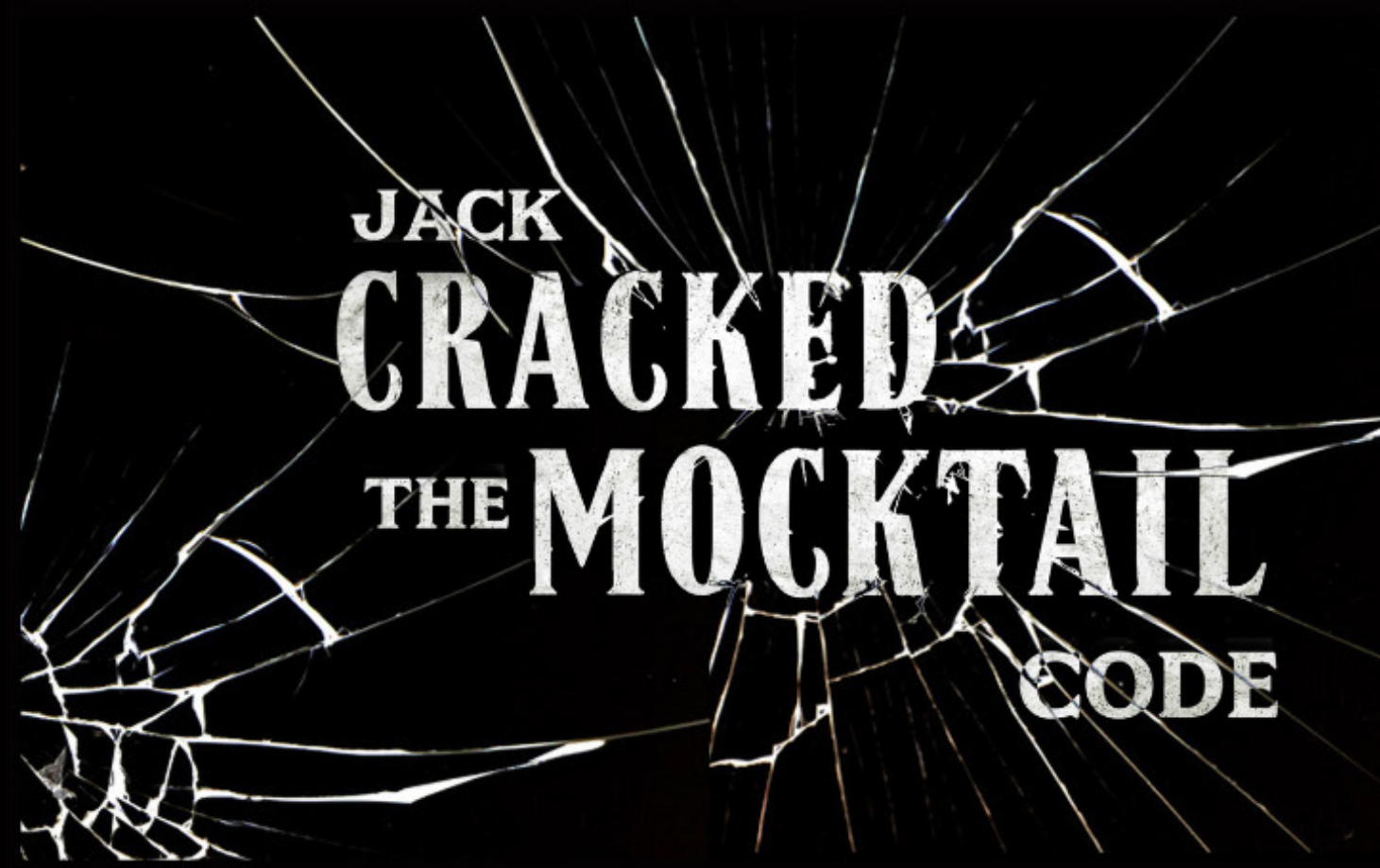
# GOLD ADDY

# JACK DANIEL'S ZERO LAUNCH CAMPAIGN

**HAILEY BOGNER**

for **TEXAS CHRISTIAN  
UNIVERSITY**

Integrated Advertising Campaign -  
Consumer Campaign



**CREDITS** Hailey Bogner, Creative Director, Copywriter, Designer

**aaf** american  
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federation  
fort worth

AMERICAN  
ADVERTISING  
AWARDS

**GOLD ADDY**

# YETI "HIBERMATE" LAUNCH CAMPAIGN

**BROOKE BUDDÉ**

for **TEXAS CHRISTIAN  
UNIVERSITY**

Integrated Advertising Campaign -  
Consumer Campaign



**CREDITS** Brooke Budde, Art Director, Copywriter, Designer

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AMERICAN  
ADVERTISING  
AWARDS

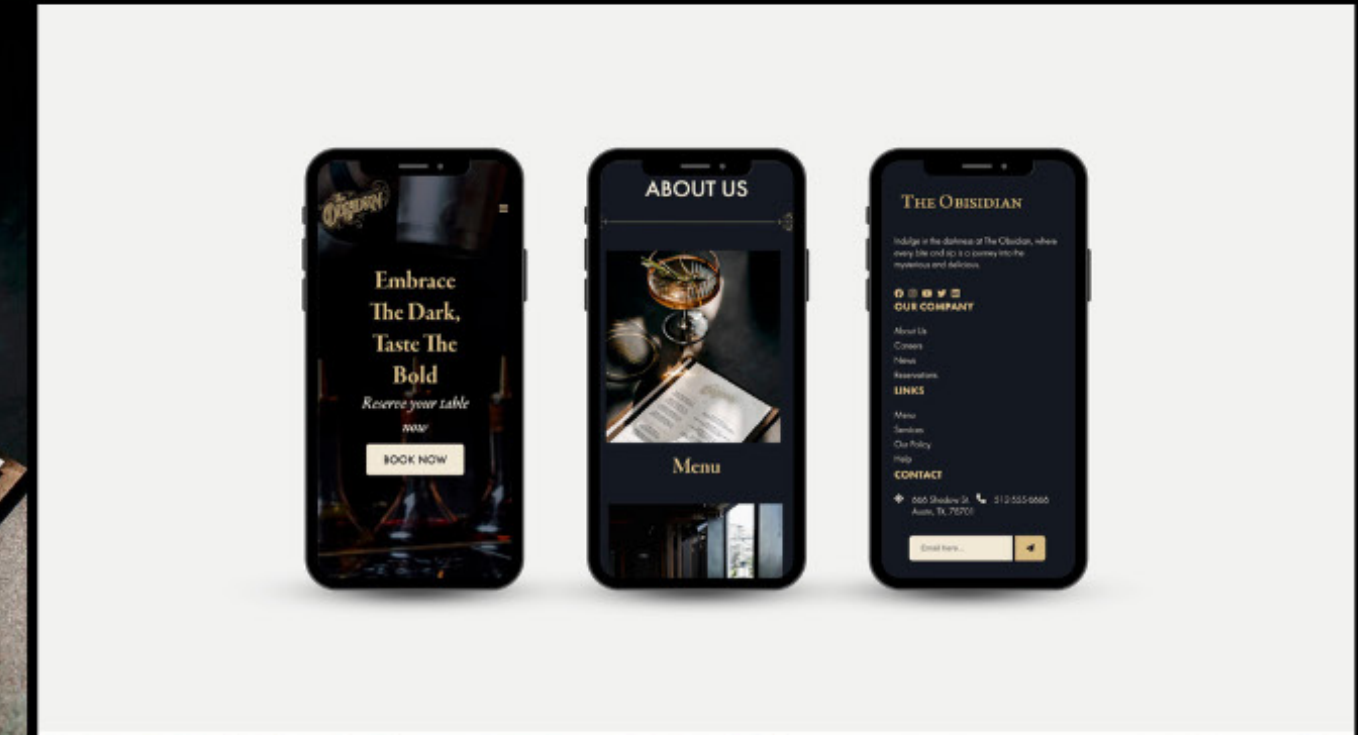
SILVER ADDY

ADRIENNE  
CARSON

AGENCY NAME

for TEXAS CHRISTIAN  
UNIVERSITY

Integrated Brand Identity Campaign



CREDITS Adrienne Carson, Art Director, Copywriter, Designer

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fort worth

AMERICAN  
ADVERTISING  
AWARDS

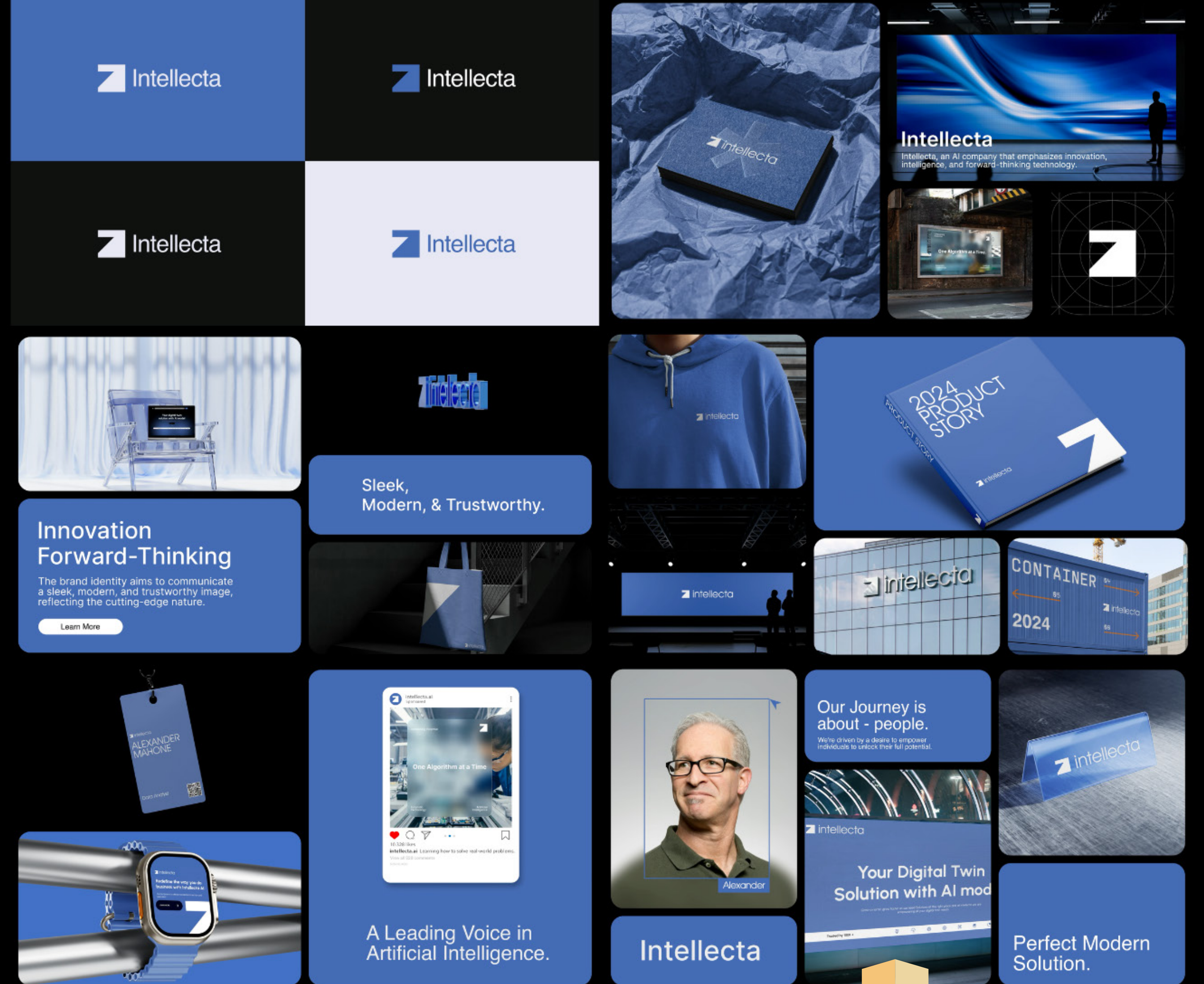
# CRYSTAL AWARD

# INTELLECTA ARTIFICIAL INTELLIGENCE

ANDY NHAN NGUYEN

for **TEXAS CHRISTIAN  
UNIVERSITY**

Integrated Brand Identity Campaign



CREDITS Andy Nhan Nguyen, Art Director | Designer

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# AAF FORT WORTH BOARD & AWARDS COMMITTEE

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