

AMERICAN  
ADVERTISING  
AWARDS

## Adfirmation #421

Winning isn't everything.  
Except on this night!

CONGRATULATIONS TO THE WINNERS ANNOUNCED AT OUR  
VIRTUAL AWARDS SHOW, THURSDAY, FEBRUARY 25, 2021



# Special Judge's Awards and Best of Show Winners

### SPECIAL JUDGES AWARD FOR COVID 19/PANDEMIC RESPONSE

**DEUSTER**

**Houston Community College**

HCC COVID Response  
Web/Interactive

### HOUSTON MOSAIC AWARD FOR DIVERSITY

**LANGRAND**

**HCA Houston Healthcare**

Why We're Here  
Cross Platform

### THE DWIGHT DOUTHIT AWARD FOR EXCELLENCE IN DESIGN

**KATY HOLTON**

5+8

Barley Coherent Packaging for  
Southern Star Brewing Company

### THE BRETT ELLIOTT AWARD FOR EXCELLENCE IN COPYWRITING

**ADRIAN WIEDENFELD**

5+8

Inactive Joggers Email Campaign for  
Southern Star Brewing Company

### BEST OF SHOW - INTERACTIVE

**LOVE ADVERTISING**

**Phillips 66 Company**

76 Pinball  
Interactive

### BEST OF SHOW - BROADCAST **LANGRAND**

**HCA Houston Healthcare**

Why We're Here  
Television

*As the Unifying Voice for Advertising, AAF-Houston was proud to present the 59th Annual American Advertising Awards. Yes, 2020 was a challenging year, but it's inspiring to see the way Houston's advertising community rose to those challenges.*

*The American Advertising Awards celebrates Creative Excellence. Our national competition is a three-tier process, and it starts here with our local Houston Show. Work that wins locally moves on to the Tenth District competition. Win there and it's on to the national stage. This is the advertising industry's largest and most representative competition.*

*Congratulations to all of the winners. The judges have "adfirmated" your creative genius!*

# Winners By Company Name

## **2ND.MD**

### **SILVER**

#### **2nd.MD**

The Gift of 2nd.MD  
Sales Kit or Product Information Sheets

#### **2nd.MD**

2nd.MD Coaster  
Direct Mail – 3D/Mixed – Single Unit

#### **2nd.MD**

2nd.MD Testimonial Book  
Book Design

#### **2nd.MD**

2nd.MD App Walkthrough  
Mobile App

#### **2nd.MD**

What if? Reverse Graffiti  
Guerrilla Marketing

## **BRONZE**

#### **2nd.MD**

What if Your Doctor is Wrong?  
Consumer Campaign – Regional/National

#### **2nd.MD**

2nd.MD Mobile App Animated Video  
Internet Commercial – Single Spot –  
Any Length

## **5+8**

### **GOLD**

#### **Southern Star Brewing Company**

Barley Coherent Packaging  
Packaging – Single Unit

## **BRONZE**

#### **Hopscotch**

Hopscotch Website  
Website – Consumer

#### **Southern Star Brewing Company**

Inactive Joggers Email Campaign  
Copywriting

#### **Gallant**

The Gallant Guide Book  
Branded Content & Entertainment –  
Any print medium

## **AMY SCOTT PHOTOGRAPHY**

### **BRONZE**

#### **Glynwood Center**

Local Food for Every Table  
Photography – Color, Single

#### **New York Cider Association**

A New York Cider Story  
Photography Black & White/Color/  
Digitally Enhanced – Campaign

## **AUDIOBOB**

### **BRONZE**

#### **Patreon**

Patreon Draw Free  
Sound Design – Single

#### **National Geographic**

National Geographic Everest Puja Ceremony  
Sound Design – Single

## **AXIOM**

### **BRONZE**

#### **IAGC**

IAGC Website  
Websites – B-to-B

## **BLUE SKY MARKETING**

### **SILVER**

#### **Harvest Green by Johnson Development**

Harvest Green Website Redesign  
User Experience

## **BRONZE**

#### **Harvest Green by Johnson Development**

Harvest Green Website Redesign  
Websites – Consumer

## **BUNKER +58 BRANDING**

### **SILVER**

#### **Courtney Antoinette Portraits**

Courtney Antoinette Portraits – BIC  
Integrated Brand Identity Campaign –  
Local or Regional/National

## **BRONZE**

#### **Fuel Hub Services**

Fuel Hub – Logo  
Logo Design

## **DECODE DIGITAL**

### **GOLD**

#### **The Rose**

Priorities – Two Masks Billboard  
Houston Only – Healthcare –  
Outdoor Board

#### **The Rose**

Priorities – Two Masks Billboard  
Outdoor Board – Single Unit

#### **The Rose**

Priorities – Two Masks Billboard  
Houston Only – Pandemic Response –  
Outdoor Board

## DECODE DIGITAL

**GOLD** continued

### St. Luke's Health

Pause - TV

Houston Only – Pandemic Response –  
Television

**SILVER**

### St. Luke's Health

Pause – TV

Houston Only – Television

### St. Luke's Health

World Kindness Day - Microsite

Houston Only – Web/Interactive

### The Rose

Priorities – Two Masks Social Media

Social Media – Single Execution

### St. Luke's Health

Pause – Radio

Houston Only – Radio Advertising

**BRONZE**

### The Rose

Priorities – Two Masks Social Media

Houston Only – Healthcare – Web/Interactive

### St. Luke's Health

Shine A Light – Microsite

Microsites

### The Rose

Priorities – Two Masks Social Media

Houston Only – Pandemic Response –

Web/Interactive

### The Rose

Priorities – Integrated Campaign

Consumer Campaign – Local

### St. Luke's Health

Shine A Light- Microsite

Houston Only – Healthcare – Web/Interactive

### St. Luke's Healthcare

Big Houston Heart – Microsite

Houston Only – Healthcare – Web/Interactive

## DEUTSER

**GOLD**

### Houston Community College

HCC COVID Response

Houston Only – Pandemic Response –  
Web/Interactive

**SILVER**

### Deutser

Deutser Change Video

Advertising Industry Self Promotion Film,  
Video & Sound

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## DIGITAL IMAGING GROUP

**GOLD**

### Dell Blue Creative

Alienware Aurora R11 Animation

Animation, Special Effects or Motion Graphics

**SILVER**

### Dell Blue Creative

Dell XPS Catalog CGI Environments

Computer Generated Imagery (CGI)

**BRONZE**

### Dell Blue Creative

Alienware AW2521 Monitor Launch

Animation, Special Effects or Motion Graphics

### Dell Blue Creative

Dell QHD 4K Monitor Launch

Animation, Special Effects or Motion Graphics

### Dell Blue Creative

Dell XPS Catalog CGI Imagery

Computer Generated Imagery (CGI)

### Dell Blue Creative

Alienware CES UFO Concept

Animation, Special Effects or Motion Graphics

### Dell Blue Creative

Dell Inspiron 7000 Launch

Animation, Special Effects or Motion Graphics

## HIERARCHY ADVERTISING

**SILVER**

### capSpire

capSpire around the World Campaign

Social Media Campaign

### Permission Whiskey Services Co.

Permission Whiskey Branding

Logo Design

### Back Pew Brewing

Back Pew Blue Testament Can Debut

Internet Commercial – Single Spot –  
Any Length

### Permission Whiskey Services Co.

Permission Whiskey Photography

Photography Black & White/Color/Digitally

Enhanced – Campaign

**BRONZE**

### Permission Whiskey Services Co.

Permission Whiskey Photography

Photography - Color, Single

### Back Pew Brewing

Back Pew Blue Can Release

Copywriting

### Mambo Chelada

Mambo Chelada Promotional Video

Animation, Special Effects or Motion Graphics

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## HOUSTON ROCKETS

**SILVER**

### Houston Rockets

H-Town Blue

Integrated Branded Content Campaign –

Local or Regional/National

**LANGRAND**  
**GOLD**

**Blue Cross of Idaho**

Home – Cinematography  
Cinematography – Single

**HCA Houston Healthcare**

Practice - Editing  
Video Editing

**HCA Houston Healthcare**

Why We're Here – Campaign  
Consumer Campaign – Local

**Anthem, Inc.**

MGM/Anthem – This Is The Show  
Microsites

**HCA Houston Healthcare**

Why We're Here – Photography  
Black & White/Color/Digitally Enhanced –  
Campaign

**HCA Houston Healthcare**

Why We're Here – Campaign  
Television – Local Campaign

**HCA Houston Healthcare**

Choir  
Television – Local – Single Spot :30 seconds

**SILVER**

**HCA Houston Healthcare**

Choir – Cinematography  
Cinematography – Single

**HCA Houston Healthcare**

Baby  
Television – Local – Single Spot :30 Seconds

**Blue Cross of Idaho**

Home – Editing  
Video Editing

**Anthem, Inc.**

Anthem – Every Moment Matters  
Microsites

**HCA Houston Healthcare**

Why We're Here – Print Campaign  
Magazine Advertising Campaign

**PrimeWay Federal Credit Union**

Dreams – Copywriting  
Copywriting

**HCA Houston Healthcare**

Why We're Here – OOH Campaign  
Out-of-Home Campaign

**BRONZE**

**PrimeWay Federal Credit Union**

Dreams – Editing  
Video Editing

**HCA Houston Healthcare**

Wedding  
Television – Local – Single Spot  
:30 seconds

**HCA Houston Healthcare**

Why We're Here – Social Media  
Social Media Campaign

**PrimeWay Federal Credit Union**

Dreams  
Television – Local – Single Spot  
:30 seconds

**HCA Houston Healthcare**

Practice  
Television – Local – Single Spot  
:30 seconds

**Blue Cross of Idaho**

Home :30  
Television – Local – Single Spot  
:30 seconds

**Blue Cross of Idaho**

Home :15  
Television – Local – Single Spot  
:15 or less

**LIMB**  
**GOLD**

Phantom Lighting  
Phantom Lighting Website Rebrand  
Websites – Consumer

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**LOPEZ NEGRETE**  
**COMMUNICATIONS**  
**GOLD**

**Walmart**

We've Got Your Back  
Cinematography – Campaign

**Lopez Negrete Communications**

We Know Cars  
Advertising Industry Self Promotion

**Walmart**

Road to Success  
Television – Regional/National –  
Single Spot – Up to 2:00

**SILVER**

**Walmart**

Let's End the Year With Joy  
Television – National Campaign

**Walmart**

More than Neighbors  
Television – Single Spot – Up to 2:00

**Houston Health Department**

Don't Stop, Don't Forget. Routines  
Integrated Campaign – Consumer Campaign  
– Local

**Association of National Advertisers**  
**(ANA)/Alliance for Inclusive**  
**Multicultural Marketing (AIMM)**

Time to Look Closer, #SeeALL  
Corporate Social Responsibility  
Non-Broadcast Audio/Visual

**LOPEZ NEGRETE COMMUNICATIONS** continued  
**BRONZE**

**Walmart**

We've Got Your Back  
Television – National Campaign

**Association of National Advertisers (ANA)/Alliance for Inclusive Multicultural Marketing (AIMM)**

Time to Look Closer, #See ALL  
Copywriting

**Lopez Negrete Communications**

The LatinXicon Campaign  
Social Media Campaign

**City of Houston Planning & Development and Harris County Community Services Department**

Yes! to Census 2020  
Integrated Campaigns – Consumer Campaign – Local

**AAF-Houston**

58th ADDY Awards Show "Be Seen"  
Integrated Campaigns – Ad Club or Marketing Club

**Lone Star College**

Now's Our Time  
Integrated Campaigns – Consumer Campaign – Local

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**LOVE ADVERTISING**  
**GOLD**

**Phillips 66 Company**

Bedlam Campaign 2020  
Online/Interactive Campaign

**Phillips 66 Company**

76 Pinball  
Games

**CenterPoint Energy**

CIP Natural Gas Relevancy  
Social Media Campaign

**Phillips 66 Company**

Bedlam Campaign 2020  
Integrated Branded Content Campaign – Local or Regional/National

**Phillips 66 Company**

76 Pinball  
Art Direction – Campaign

**The Jones Companies**

Jones Pipeline Website  
Websites B-to-B

**SILVER**

**Phillips 66 Company**

76 Pinball  
Online/Interactive Campaign

**Phillips 66 Company**

76 Road Rules  
Email

**Phillips 66 Company**

Bedlam Campaign 2020  
Animation, Special Effects or Motion Graphics

**Phillips 66 Company**

Conoco Adventure Game Email  
Innovative Use of Interactive / Technology

**BRONZE**

**Phillips 66 Company**

Bedlam Campaign 2020  
Websites – Consumer

**Phillips 66 Company**

Bedlam Campaign 2020  
Social Media Campaign

**Deutsch Houston**

2020 Escape Campaign  
Social Media Campaign

**Phillips 66 Company**

Conoco Dark Skies  
Email

**Phillips 66 Company**

Bedlam Campaign 2020  
Internet Commercial Campaign

**Phillips 66 Company**

66 Water Wonders Illustrations  
Illustrations – Series

**Phillips 66 Company**

Conoco Adventure Game Email  
Email

**Stackrabbitt**

Stackrabbitt Logo Design  
Logo Design

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**M2 THE AGENCY**  
**BRONZE**

**University Credit Union**

UCU Logo  
Logo Design

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**MICHAEL HART PHOTOGRAPHY**

**SILVER**

Michael Hart Photography  
Riding Home for Christmas  
Photography – Color, Single

**BRONZE**

Michael Hart Photography  
Riding Home for Christmas  
Photography – Digitally Enhanced, Single

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**MOGER MEDIA**  
**SILVER**

**Apollo Plumbing**

Apollo Plumbing Campaign  
Audio/Radio – Local Campaign

**Apollo Plumbing**

Promises  
Audio/Radio – Local – Single Spot more than :30 seconds

**MOGER MEDIA** continued  
**BRONZE**

**CJS Heating and Air**

Balloon AC  
Audio/Radio – Local – Single Spot more than :30 seconds

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**NATHAN LINDSTROM PHOTOGRAPHY**  
**GOLD**

**Nuro, Inc.**

Nuro – Autonomous Delivery Vehicle  
Still Photography – Digitally Enhanced, Single

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**QUILL & INK**  
**BRONZE**

**The Mid-Continent Companies**

Symbolizing New Life  
Copywriting

**The Mid-Continent Companies**

Celebrating the American Workforce  
Copywriting

**The Mid-Continent Companies**

Tidings of Comfort and Joy  
Copywriting

**The Mid-Continent Companies**

2020 Celebrations  
Direct Mail – Flat Campaign

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**STRONG VISUALS COMPANY**  
**SILVER**

**Phenx Athletica**

Rise Again  
Internet Commercial Campaign

**THE LEE GROUP**  
**BRONZE**

**Brazos Towers at Bayou Manor**

Brazos Towers Calendar Video  
Branded Content & Entertainment – Single Entry – more than :60 seconds

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**THOMAS GUERRERO**  
**BRONZE**

**Daniel Reed Ferrell**

Daniel Reed Ferrell – Actor Poster  
Poster – Single Unit

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**TIPPIT AND MOO ADVERTISING**  
**GOLD**

**Tippit and Moo Advertising**

Offscreen Holidays Mailing  
Direct Marketing & Specialty Advertising (printed or digital)

**American Cancer Society**

ACS Sneakercam  
Guerrilla Marketing

**SILVER**

**American Cancer Society**

ACS Sneakercam  
Branded Content & Entertainment for Online/Interactive

**BRONZE**

**BakerRipley**

Turkey Trot Bibs  
Social Media Campaign

**BakerRipley**

Turkey Trot  
Integrated Campaigns – Consumer Campaign – Local

**BakerRipley**

Turkey Trot Double Page Spread  
Social Media Campaign  
Magazine – Spread, Multiple Page or Insert – Single Unit

**BakerRipley**

Turkey Trot Posters  
Poster – Campaign

**Sonic Drive-In**

Chilanga Radio  
Music with Lyrics – Single

**Tippit and Moo Advertising**

Welcome to Our Home  
Advertising Industry Self-Promotion Film, Video & Sound

**BakerRipley**

Turkey Trot Poster 1  
Poster – Single Unit

**BakerRipley**

Turkey Trot Poster 2  
Poster – Single Unit

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**TOPSPOT INTERNET MARKETING**  
**SILVER**

**The Shade Shop**

The Shade Shop Website  
Houston Only – Retail – Web/Interactive

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**UPSTREAM MARKETING**  
**GOLD**

**Double R Brands Food**

Burton Sausage Website  
Houston Only – Web/Interactive

**SILVER**

Double R Brand Foods  
Burton Sausage Website  
Websites – Consumer

## WIRE ROAD STUDIOS

### BRONZE

#### Houston Galveston Area Council

Drive Slower or Pay the Price  
Sound Design – Campaign

#### Houston Galveston Area Council

Oh No He Didn't  
Audio/Radio Advertising/Local – Single Spot  
:30 seconds or less

#### Sesame Street Workshop

M is for Matching  
Sound Design – Single

## ZAPBOOMBANG STUDIOS

### SILVER

#### Walmart

"Thank You"  
Music Without Lyrics – Single

### BRONZE

#### Alliance for Inclusive Multicultural Marketing

See All  
Music With Lyrics – Single

# Student Show Winners

### GOLD

#### AMERICAN ADVERTISING FEDERATION

##### University of Houston

AAF-UH Website  
Website  
University of Houston

#### ALEXANDER R. DECOS

##### Iris Logo Animation

Animation or Special Effects  
University of Houston

### SILVER

#### ERIKA CUTRERA

##### Rebrand of Cocoa Fusion

Packaging  
University of Houston

#### MATTHEW STONE

##### The Sankofa Program

Logo Design  
University of Houston

#### AMERICAN ADVERTISING FEDERATION

##### University of Houston

AAF-UH Fall Social Media Posts – 2020  
Social Media Campaign  
University of Houston

### BRONZE

#### Valenti Group/University of Houston

Adobe NSAC Plan Book  
Printed Annual Report or Brochure  
University of Houston

#### Valenti Group/University of Houston

Adobe Adobify Campaign  
Magazine Advertising – Campaign  
University of Houston

#### Valenti Group/University of Houston

Adobe Adobify Decision Maker  
Magazine Advertising – Single  
(Full Page or Less)  
University of Houston

#### Valenti Group/University of Houston

Adobe Ever Changing Media Plan  
Television Advertising – Single  
University of Houston

#### Paul Macias

The Fine Art of Adtech Campaign  
Printed Annual Report or Brochure  
Texas A&M Univeristy

AMERICAN  
ADVERTISING  
AWARDS

# Thank You To All

## 2021 AMERICAN ADVERTISING AWARDS TEAM

### Joni Verdina

Co-Team Leader  
Ad Impressions, Inc.

### Ray Schilens

Co-Team Leader  
Radio Lounge

### Dave Henry

iFilm Productions  
Judging Chair

### Bob Vance

AUDIOBOB/Wire Road Studios  
Portal Master

### Kelley Robinson

Brivic Media  
Communications

### Kay Krenek

Kay Krenek Creative  
AAF-Houston Chair

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## IN GRATITUDE

To our Sponsors, In-Kind Partners and  
Volunteers

## SPONSORS

### Silver Medal Supporter Sponsors

Family, Friendz and Fanz of Z  
Langrand  
Love Advertising  
Oxford Ideaz

### Print Sponsors

9th Wonder  
STA Wealth Management

## IN-KIND PARTNERS

### Ad 2 Houston

Guido Falconi  
Jacob Dantone  
Production Assistants

### Access Sciences

Tracy Prater  
Digital Broadcast Platform Integration

### Bayside Printing

Rose Mary Bundscho  
Printing & Fulfillment

### Black Jade Creative

Rose Mulrone  
Program Design & Production

### Sean Michael Johnston

Cinematographer, VFX Artist

### Michael Hart Photography

Michael Hart  
Trophy Photo

### Tracy Anne Hart

Production Photographer

### Konrad Film & Photography

Konrad Chandler  
Editing/Digital Content

### Monarch Trophy & Awards

Michael Brummel  
ADDY Trophies

### Nuphoria Digital Media

Jyun Hughes  
Shooting/Editing/Production

### Pastorni-Bosby Talent

M. Bruce Abbott  
Voice Talent

Nicky Mondellini  
Voice Talent

A successful virtual event  
doesn't happen without the  
diligent and hard work of a  
group of tireless volunteers,  
in-kind partners and sponsors.

Thank you all for your countless  
hours of dedication, generosity  
and support. You help make  
our industry better.



### Rockefeller's

Shoot location

### Radio Lounge

Ray Schilens  
Show Creative/Producer

### The Lee Group

Thomas Guerrero  
Show Creative/Director

### VCI Artists

Victoria Calloway/Makeup  
Kathy Rugh/Hair



# Thank You To All continued

## SILVER MEDAL RECIPIENT

### **Suzie “Z” Jennings**

Oxfore Ideaz

2021 Silver Medal Recipient

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## SILVER MEDAL VIDEO

### **South Coast Media Services**

Wyatt Cagle

Director

Michael Bell

Production Coordinator

Katy Bomar

Producer

Kerry Babb

Art Direction

Audiobob/Wire Road Studios

Audio Mix

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## SPECIAL RECOGNITION

### **Brenda Love**

Love Advertising

Silver Medal Selection Committee Chair

### **Patty Eldridge**

AAF-Houston

Everything Else, seriously

**Apologies to those we have  
accidentally overlooked.**

# AMERICAN ADVERTISING AWARDS