

# PROFESSIONAL WINNERS



**3008** Submissions  
**522** Entries  
**66** Silvers  
**54** Golds  
**5** Special Awards  
**1** Best of Show

AMERICAN  
**ADVERTISING**  
AWARDS

# PROFESSIONAL WINNERS

## AMARILLO, TX

Name	Company	Entry Title	Entry Number	Category	ADDY
Megan Nelson	City of Canyon	"Can't Flush This" Spotify Campaign	022B-456071-10-AML	Campaign	Gold
Brady Hochstein	ColorArt a Marketing.com Company	Route 66 Coin Collection Album	010C-453644-10-AML	010C - 3D / Mixed – Single Unit	Silver
Ismael Burciaga	Circles Co. Collective	Circles Conference 2024 Website	021A-458081-10-AML	021A - Consumer	Silver

## AUSTIN, TX

Name	Company	Entry Title	Entry Number	Category	ADDY
Natalie Gilbert	GSD&M	Crave-Thru	044C-449063-10-AUS	Consumer Campaign-Local	Gold
Natalie Gilbert	GSD&M	Crave-Thru	015-449062-10-AUS	Guerrilla Marketing	Gold
Mariel Salcedo	GSD&M	Pizza Hut - Reverse Deliveries	046-455962-10-AUS	Integrated Branded Content Campaign	Gold
Jessica Wicks	GSD&M	Sewer Delivery	028-456656-10-AUS	028 - Branded Content & Entertainment for Online/Interactive	Gold
Jessica Wicks	GSD&M	Bloody Mary Mi- sogyny	072A-454041-10-AUS	072A - Corporate Responsibility Online/Interactive	Gold
Jessica Wicks	GSD&M	Sewer Delivery	061-456697-10-AUS	061 - Augmented Reality	Gold
Jessica Wicks	GSD&M	Sewer Delivery	023C-456643-10- AUS	023C - Games	Gold
Cody Ground	Arts + Labor	What Do You Love About Texas?	055A-462720-10-AUS	055A - Animation, Special Effects or Motion Graphics	Gold
Cody Ground	Arts + Labor	What Do You Love About Texas?	059A-466032-10-AUS	059A - Sound Design—Single	Gold

# PROFESSIONAL WINNERS

## AUSTIN, TX (Continued)

Name	Company	Entry Title	Entry Number	Category	ADDY
Jessalynn Forde	CALLEN	Power Ballads	033B-465380-10-AUS	033B - Campaign	Gold
Brittany Amador	Hunt, Gather	Chipotle Human Nature Website	072A-453855-10-AUS	072A - Corporate Responsibility Online/Interactive	Gold
Michelle Crosby	Beef and Pie	23rd Street Mural Project	086-460242-10-AUS	086 - Public Service Online Film, Video & Sound	Gold
Katie Mathioudakis	Material	Chuck E. Cheese Social	022A-454325-10-AUS	022A - Single Execution	Silver
Jessica Wicks	GSD&M	Willie Singalong	022A-449740-10-AUS	022A - Single Execution	Silver
Jessalynn Forde	CALLEN	Solar-Umba 4000	070A-465802-10-AUS	070A - Single Occurrence	Silver

## CORPUS CHRISTI, TX

Name	Company	Entry Title	Entry Number	Category	ADDY
Amanda Garcia	ArtFly	Goodwill, Brag About The Tag	083B-471555-10-CCH	083B - Public Service Online/Interactive Campaign	Gold
Amanda Garcia	ArtFly	Goodwill, Brag About The Tag	081B-471554-10-CCH	081B - Out-Of-Home	Gold
Alexandria Canchola	Alexandria Canchola & Michael Cortez	Now Let Us Shift Exhibition Catalog	008E-472038-10-CCH	008E - Book Design	Silver
Amanda Garcia	ArtFly	Goodwill, Brag About The Tag	048-456843-10-CCH	048 - Copywriting	Silver
Stephen Rybak	MDR	NavyArmy Rebrand (Rally)	045-456281-10-CCH	045 - Integrated Brand Identity Campaign	Silver

# PROFESSIONAL WINNERS

## DALLAS, TX

Name	Company	Entry Title	Entry Number	Category	ADDY
Aldo Quevedo	BeautifulBeast	Cancel the World Cup	072B-475277-10-DAL	Corporate Social Responsibility Online/Interactive Campaign	Gold
Aldo Quevedo	BeautifulBeast	Cancel the World Cup	022B-475245-10-DAL	Campaign	Gold
Aldo Quevedo	BeautifulBeast	Cancel the World Cup	047-475266-10-DAL	Online/Interactive Campaign	Gold
Tyler Kitchens	TracyLocke	Pepsi Mini "I Wish"	048-471767-10-DAL	Copywriting	Gold
Dan Ferguson	Groove Jones	Toyota Crown Virtual Showroom	021C-459719-10-DAL	Microsites	Gold
Tori Moecher	Omnicom	Connecting Changes Everything TV	032B-470375-10-DAL	Campaign	Gold
Tyrone Scott	TRG	Dream in Cayman	053B-463807-10-DAL	053B - Art Direction—Campaign	Gold
Tyrone Scott	TRG	Dream in Cayman	053B-462014-10-DAL	053B - Art Direction—Campaign	Gold
Luz Oseguera	Plot Twist Creativity	H-E-B + Spurs	044D-466238-10-DAL	044D - Consumer Campaign	Gold
Tori Moecher	Omnicom	Next Level Network Campaign	044D-470522-10-DAL	044D - Consumer Campaign	Gold
Camille Long	MBX Real Estate Creative	LV Collective Website	021A-458090-10-DAL	021A - Consumer	Gold
Marshall Detwiler	Cheil Dallas	Intelligence Matters	027B-472504-10-DAL	027B - Digital Publications - Campaign	Gold
Tori Moecher	Omnicom	Connecting Changes Everything	044D-470439-10-DAL	044D - Consumer Campaign	Gold
Tori Moecher	Omnicom	Next Level Network Under Pressure	032A-464501-10-DAL	032A - Single Spot – Up to 2:00	Gold

# PROFESSIONAL WINNERS

## DALLAS, TX (Continued)

Name	Company	Entry Title	Entry Number	Category	ADDY
Diana Kaufmann	Saatchi & Saatchi	Toyota Crown Wordle Partnership	023C-451539-10-DAL	023C - Games	Silver
Marshall Detwiler	Cheil Dallas	Samsung Galaxy Z Series - 3D OOH	019C-466802-10-DAL	019C - Animated/Video Boards	Silver
Matthew Johnson	White Unicorn Agency	Hempyz	020B-468092-10-DAL	020B - Out-Of-Home Campaign	Silver
April Steinbach	Launch Agency	Motivotter	044C-460179-10-DAL	044C - Consumer Campaign-Local	Silver
Julia Cardali	Spire Agency	Slacktoberfest Event Illustrations	051B-459361-10-DAL	051B - Illustration - Series	Silver
Tyrone Scott	TRG	Second Chance Employment	077-462136-10-DAL	077 - Corporate Social Responsibility Campaign	Silver
Aldo Quevedo	BeautifulBeast	"Bugs" Indoor Plants Campaign	051B-475438-10-DAL	051B - Illustration - Series	Silver
April Steinbach	Launch Agency	Never Fear	054B-465234-10-DAL	054B - Cinematography—Campaign	Silver
Dan Ferguson	Groove Jones	Fudge Stripe sELFie Studio	023B-463589-10-DAL	023B - Website Based App	Silver
Tyler Kitchens	TracyLocke	Tito's Game Day Packaging	002A-471005-10-DAL	002A - Single Unit	Silver
Malley Armstrong	LERMA/ Advertising	He Gets Us	044D-462347-10-DAL	044D - Consumer Campaign-Regional/National	Silver
Tyler Kitchens	TracyLocke	Pizza Hut March Madness Packaging	002A-471079-10-DAL	002A - Single Unit	Silver
Tim McCarthy	The Infinite Agency	Dallas Mavs - "From Man To ManiaAC"	038-472295-10-DAL	038 - Branded Content & Entertainment – Non-Broadcast	Silver
Tyrone Scott	TRG	Dream in Cayman	012C-464133-10-DAL	012C - Campaign	Silver

# PROFESSIONAL WINNERS

## DALLAS, TX (Continued)

Name	Company	Entry Title	Entry Number	Category	ADDY
Tyrone Scott	TRG	Dream in Cayman	044D-464148-10-DAL	044D - Consumer Campaign	Silver
Julia Cardali	Spire Agency	Mabee Coffee Table Book	008E-468325-10-DAL	008E - Book Design	Silver
Tim McCarthy	The Infinite Agency	Southwest - Denver Heart	044C-472892-10-DAL	044C - Consumer Campaign-Local	Silver
Luz Oseguera	Plot Twist Creativity	H-E-B + State Park Centennial	073-465860-10-DAL	073 - Corporate Responsibility Television	Silver
Aldo Quevedo	BeautifulBeast	Flying Hungry Radio Campaign	030C-475247-10-DAL	030C - Campaign	Silver
Tyrone Scott	TRG	Fashionable Octopus	012B-464040-10-DAL	012B - Spread, Multiple Page or Insert	Silver
April Steinbach	Launch Agency	Never Fear	044C-468701-10-DAL	044C - Consumer Campaign-Local	Silver
Tyrone Scott	TRG	Starfish Sky	012B-464123-10-DAL	012B - Spread, Multiple Page or Insert	Silver
Tim McCarthy	The Infinite Agency	Southwest - Denver Heart	017B-472920-10-DAL	017B - Multiple Events	Silver
Haley Ivy	3Headed Monster	OnePlus Open Launch - Bigfoot	033A-458769-10-DAL	033A - Single Spot - Any Length	Silver
Haley Ivy	3Headed Monster	OnePlus Open Launch - Bigfoot	048-468818-10-DAL	048 - Copywriting	Silver
Sean Fowler	Dallas Zoo	"Adventure Awaits" Invitation Suite	009B-469075-10-DAL	009B - Card, Invitation, Announcement - Campaign	Silver
Matthew Johnson	White Unicorn Agency	EQ Book	008E-468166-10-DAL	008E - Book Design	Silver
Matthew Johnson	White Unicorn Agency	Mango: Some Things are Better Hard	033B-463193-10-DAL	033B - Campaign	Silver

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## EAST TEXAS

Name	Company	Entry Title	Entry Number	Category	ADDY
Callynth Finney	Callynth Photography	Community Collaborative	052D-462095-10-ETX	052D - Black & White/ Color/ Digitally Enhanced—Campaign	Silver

## FORT WORTH, TX

Name	Company	Entry Title	Entry Number	Category	ADDY
Matt Hamilton	HOEGGER COMMUNICATIONS	Loving: The Exhibition	056-454908-10-FTW	Video Editing	Gold
Matt Hamilton	HOEGGER COMMUNICATIONS	Loving: The Exhibition	033A-454888-10-FTW	Single Spot – Any Length	Gold
Seehum Isa	Prelude Films	BetterHelp - It Looks Different	033B-449506-10-FTW	033B - Campaign	Gold
Seehum Isa	Prelude Films	BetterHelp - Not There	033B-449487-10-FTW	033B - Campaign	Gold
Sammi Brown	Red Productions	Home   TX Rangers City Connect 2023	056-449495-10-FTW	056 - Video Editing	Gold
Sammi Brown	Red Productions	Home   TX Rangers City Connect	036B-448643-10-FTW	036B - Single entry – more than :60 seconds	Gold
Caroline Fischer	Agency Habitat	Agency Habitat Website	098-458442-10-FTW	098 - Advertising Industry Self-Promotion Online/ Interactive/ Virtual Reality	Gold
Sammi Brown	Red Productions	Be a Braver Life Saver	086-456206-10-FTW	086 - Public Service Online Film, Video & Sound	Silver
Caroline	Agency Habitat	The Norumbega Website	021A-449077-10-FTW	021A - Consumer	Silver

# PROFESSIONAL WINNERS

## FORT WORTH, TX (Continued)

Name	Company	Entry Title	Entry Number	Category	ADDY
Sammi Brown	Red Productions	Be a Braver Life Saver	086-456206-10-FTW	086 - Public Service Online Film, Video & Sound	Silver
Caroline	Agency Habitat	The Norumbega Website	021A-449077-10-FTW	021A - Consumer	Silver
Caroline Fischer	Agency Habitat	The Norumbega Brand Identity	045-449328-10-FTW	045 - Integrated Brand Identity Campaign	Silver
Julia Cooper	The Cooper Studio	Paslay Foundation Invitation	078A-449512-10-FTW	078A - Brand Elements	Silver
Ismael Burciaga	Circles Co. Collective	Circles Conference 2024 Website	021A-458128-10-FTW	021A - Consumer	Silver

## HOUSTON, TX

Name	Company	Entry Title	Entry Number	Category	ADDY
Ryan Ingram	Love Advertising	Title Night Pre-Game	017A-451688-10-HOU	017A - Single Event	Gold
Carrie Cash	Pennebaker	BKV 2022 Sustainability Report	066B-457846-10-HOU	066B - Annual Report	Silver
Alex Garcia	Lopez Negrete Communications	Failing to plan is planning to fail	089-454467-10-HOU	089 - Integrated Media Public Service Campaign	Silver



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## LUBBOCK, TX

Name	Company	Entry Title	Entry Number	Category	ADDY
Glenys Young	Texas Tech University	Evermore at Arrowhead Box	009B-455750-10-LUB	009B - Card, Invitation, Announcement	Gold
Blayne Beal	Centennial Planning Committee, Texas Tech University	Centennial Closing Ceremony	017A-458009-10-LUB	017A - Single Event	Silver

## NORTHEAST ARKANSAS

Name	Company	Entry Title	Entry Number	Category	ADDY
Jeff Savage	I am Savage	2023 Annual Report	005-475132-10-NEA	005 - Printed Annual Report	Silver
Leslie Parker	Arkansas State University	Collage Club Spring 2023	018A-475130-10-NEA	018A - Poster - Single Unit	Silver

## OKLAHOMA CITY, OK

Name	Company	Entry Title	Entry Number	Category	ADDY
Jackie Hoegger	HOEGGER COMMUNICATIONS	Loving: The Exhibition	059A-460132-10-OKC	Sound Design	Gold
Jackie Hoegger	HOEGGER COMMUNICATIONS	Loving: The Exhibition	038-460090-10-OKC	038 - Branded Content & Entertainment - 032A - Single Spot - Up to 2:00	Gold
Doug Farthing	Insight Creative Group	988: Get Your Burden Off Your Back	032A-463829-10-OKC	032A - Single Spot - Up to 2:00	Gold
Addie Sanders	Beyond Theory	Devon Energy Brand Guide	027A-461878-10-OKC	027A - Digital Publications - Single	Gold
John Evans	Frank.	HWY Lines Website	021A-464652-10-OKC	021A - Consumer	Gold
Jackie Hoegger	HOEGGER COMMUNICATIONS	Janie's Life Changing Baked Goods	059A-462088-10-OKC	059A - Sound Design—Single	Gold

# PROFESSIONAL WINNERS

## OKLAHOMA CITY, OK (Continued)

Name	Company	Entry Title	Entry Number	Category	ADDY
Jen Blevins	VI Marketing and Branding	Tobacco Stops With Me Shadow Morph	055A-455381-10-OKC	055A - Animation, Special Effects or Motion Graphics	Silver
Jen Blevins	VI Marketing and Branding	Tobacco Stops With Me Shapeshifter	033A-456485-10-OKC	033A - Single Spot – Any Length	Silver
Jen Blevins	VI Marketing and Branding	The Cloud Campaign	044D-455858-10-OKC	044D - Consumer Campaign-Regional/National	Silver
Jen Blevins	VI Marketing and Branding	Tobacco Stops With Me – The Cloud	033B-462770-10-OKC	033B - Campaign	Silver
Erick Worrell	Coin Creative	James Grey Homes & Rentals	051B-461168-10-OKC	051B - Illustration - Series	Silver
Bethany Scott	Ghost	GET IT? GOT IT. GOOD! Vending	015-462253-10-OKC	015 - Guerrilla Marketing	Silver
Jason Burks	Retrospec Films	OK Smoke Divers	086-462466-10-OKC	086 - Public Service Online Film, Video & Sound	Silver
Mason Drumm	Loud Cloud Animation Studio	Oddly Satisfying	039-459957-10-OKC	039 - Branded Content & Entertainment Campaign	Silver
Tiffany Lea Magill	Toast Design Studio	OKC Rep 2023-2024 Season Identity	045-465080-10-OKC	045 - Integrated Brand Identity Campaign – Local or Regional/National	Silver

# PROFESSIONAL WINNERS

## SAN ANTONIO, TX

Name	Company	Entry Title	Entry Number	Category	ADDY
Julian Lopez	Tomiga	Love of Craft VOL1:Divide & Conquer	036B-468419-10-SAT	Single entry – more than :60 seconds	Gold
Maureen O'Donoghue	H-E-B	2023 H-E-B x SA Spurs "One Trip"	032A-462011-10-SAT	032A - Single Spot – Up to 2:00	Gold
Julian Lopez	Tomiga	Love of Craft VOL1:Divide & Conquer	102-468636-10-SAT	102 - Advertising Industry Self-Promotion Film, Video & Sound	Gold
Julian Lopez	Tomiga	Love of Craft VOL1:Divide & Con- quer	054A-468635-10- SAT	054A - Cinematography– Single	Gold
Kristin Johnson	H-E-B	H-E-B Our Texas, Our Future: Bats	075-462528-10-SAT	075 - Corporate Responsibility Film, Video & Sound	Gold
Kristin Johnson	H-E-B	H-E-B Our Texas, Our Future: Fish	075-462542-10-SAT	075 - Corporate Responsibility Film, Video & Sound	Gold
Ali Palmerson	Parallel	Vibrant Works See Through Our Eyes	060-456002-10-SAT	060 - Interface & Navigation	Gold
Julian Lopez	Tomiga	Love of Craft VOL1:Di- vide & Conquer	056-468631-10-SAT	056 - Video Editing	Gold
Karla Valenzuela	FPO Marketing and Advertising	Portrait of Warmth	070A-458765-10-SAT	070A - Single Occurrence	Gold
Kristin Johnson	H-E-B	H-E-B Our Texas, Our Future: Bears	075-462537-10-SAT	075 - Corporate Social Responsibility Film, Video & Sound	Gold

# PROFESSIONAL WINNERS

## SAN ANTONIO, TX (Continued)

Name	Company	Entry Title	Entry Number	Category	ADDY
Kristin Johnson	H-E-B	H-E-B Our Texas, Our Future: Ocelot	075-462533-10-SAT	075 - Corporate Responsibility Film, Video & Sound	Silver
Kristin Johnson	H-E-B	H-E-B Our Texas, Our Future	077-461524-10-SAT	077 - Corporate Responsibility Campaign	Silver
Kristin Johnson	H-E-B	H-E-B Our Texas, Our Future: Parks	075-462505-10-SAT	075 - Corporate Responsibility Film, Video & Sound	Silver
Ali Palmerson	Parallel	Shann M. Chaudhry Brand Identity	045-454374-10-SAT	045 - Integrated Brand Identity Campaign	Silver
Ali Palmerson	Parallel	Vibrant Works Brand Identity	045-454366-10-SAT	045 - Integrated Brand Identity Campaign	Silver
Sarah Hockley	GDC Marketing and Ideation	Ethan Hawke	084-461129-10-SAT	084 - Public Service Television	Silver
Ali Palmerson	Parallel	SA Chamber Brand Identity	045-461419-10-SAT	045 - Integrated Brand Identity Campaign	Silver
Sarah Hockley	GDC Marketing and Ide- ation	Ethan Hawke	088-461960-10-SAT	088 - Public Service Campaign	Silver
Ali Palmerson	Parallel	Talk About it Texas Website	021A-455968-10-SAT	021A - Consumer	Silver
Sara Helmy	Tribu	Oilfant Medical	049-458717-10-SAT	049 - Logo Design	Silver
Antony Abilez	H-E-B	H-E-B Summer O'Clock	053B-462477-10-SAT	053B - Art Direction— Campaign	Silver

## HONORABLE MENTION CERTIFICATES

These entries provided outstanding work that we are honoring with a district-only Honorable Mention Certificate.

Name	Company	Entry Title	Entry Number	Category	Club
Ali Palmerson	Parallel	Talk About It Texas Brand Identity	045-454359-10-SAT	045 - Integrated Brand Identity Campaign	San Antonio
Sarah Hockley	GDC Marketing and Ideation	Ethan Hawke	085-461950-10-SAT	085 - Public Service Radio	San Antonio
Nick Utter	N8 Visuals Inc.	Trinity River Blues-Dallas Mavericks	054A-453506-10-FTW	054A - Cinematography—Single	Fort Worth
Julia Cardali	Spire Agency	Mabee's 75th Anniversary Logo	049-467734-10-DAL	049 - Logo Design	Dallas
Tyrone Scott	TRG	Soup's On!	045-461560-10-DAL	045 - Integrated Brand Identity Campaign	Dallas
Erick Worrell	Coin Creative	amshot	045-460993-10-OKC	045 - Integrated Brand Identity Campaign	Oklahoma City
Rachel Thieme	Sun Bear Photography	Hold on Tight	052B-475173-10-NEA	052B - Color - Single	Northeast Arkansas
Jackie Hoegger	HOEGGER COMMUNICATIONS	Welcome to UNT	035A-460054-10-OKC	035A - Single Webisode	Oklahoma City
Ali Palmerson	Parallel	Charcuterie Guide Illustrations	051B-455997-10-SAT	051B - Illustration - Series	San Antonio
Karla Valenzuela	FPO Marketing and Advertising	Ponle Tu Extra	057B-462169-10-SAT	057B - Music With Lyrics—Single	San Antonio

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Name	Company	Entry Title	Entry Number	Category	Club
Katherine Scoggin	*TraceElement	CCSWB Circuit of the Americas Mural	015-468207-10-DAL	015 - Guerrilla Marketing	Dallas
Katherine Scoggin	*TraceElement	Central Market Passport Portugal	046-468702-10-DAL	046 - Integrated Branded Content Campaign	Dallas
Alec Martinez	Augustine Agency	Avocados Invade the Big Apple	019D-463350-10-DAL	019D - Outdoor Board Campaign	Dallas
Tyrone Scott	TRG	Sit Up	075-462128-10-DAL	075 - Corporate Social Responsibility Film, Video & Sound	Dallas
Tyler Kitchens	TracyLocke	Pepsi Colachup	044D-471742-10-DAL	044D - Consumer Campaign-Regional/National	Dallas
Aldo Quevedo	BeautifulBeast	Flying Hungry Radio Campaign	048-475274-10-DAL	048 - Copywriting	Dallas
Glenys Young	Texas Tech University	Songs of Love We'll Sing to Thee	008B-455710-10-LUB	008B - Editorial Spread or Feature	Lubbock
Nicole (Nikki) Arnell	Arkansas State University	BikeWell Logo	078A-449473-10-NEA	078A - Brand Elements	Northeast Arkansas
Emily Martin	Idea Peddler	The Truth Behind PETs: A CRUA Story	036B-453941-10-AUS	036B - Single entry – more than :60 seconds	Austin
Luz Oseguera	Plot Twist Creativity	H-E-B + Astros 2023	031C-463339-10-DAL	031C - Campaign	Dallas
Erick Worrell	Coin Creative	OKCMOA: True Nature	045-461154-10-OKC	045 - Integrated Brand Identity Campaign	Oklahoma City

# PROFESSIONAL WINNERS

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## MOSAIC ADDY

### **Loving: The Exhibition**

HOEGGER COMMUNICATIONS

Fort Worth, TX

033A - Single Spot – Any Length

033A-454888-10-FTW

## SPECIAL JUDGES'

### **“Can’t Flush This” Spotify Campaign**

City of Canyon

Amarillo, TX

Campaign

022B-456071-10-AML

### **Love of Craft VOL1 : Divide & Conquer**

Tomiga

San Antonio, TX

036B - Single entry

– more than :60 seconds

036B-468419-10-SAT

### **Bloody Mary Misogyny**

GSD&M

Austin, TX

072A - Corporate Social

Responsibility Online/Interactive

072A-454041-10-AUS

### **Chuck E. Cheese Social**

Material

022A - Single Execution

Austin, TX

022A-454325-10-AUS

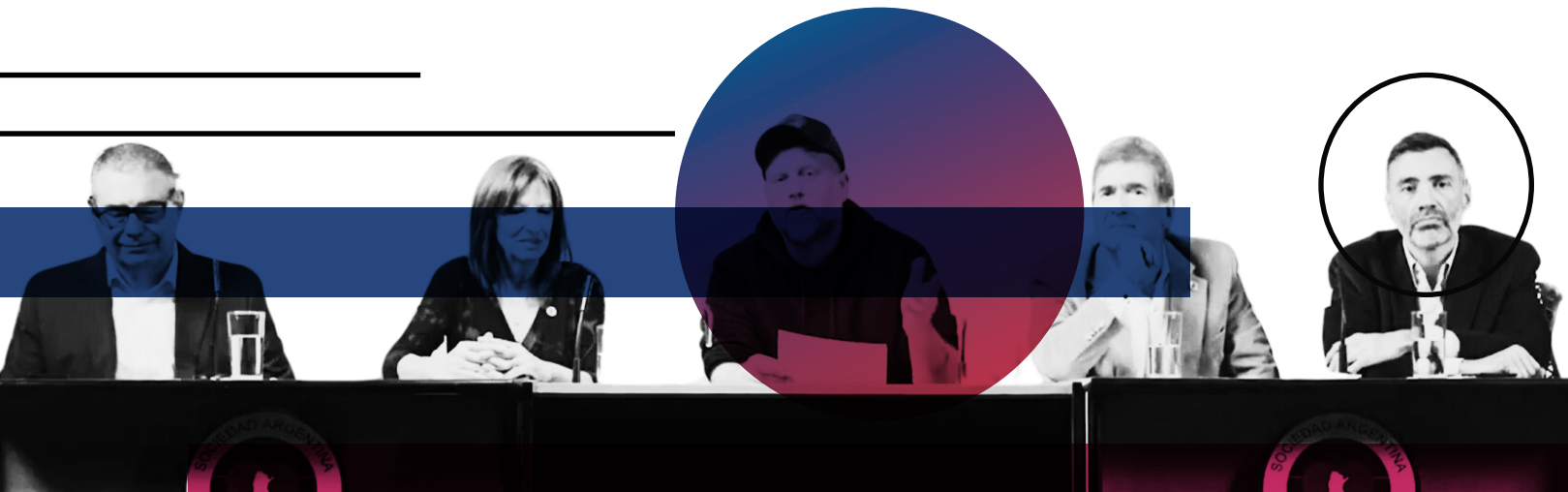


# PROFESSIONAL WINNERS

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## BEST OF SHOW

Cancel the World Cup  
BeautifulBeast  
Dallas, TX  
022B - Campaign  
022B-475245-10-DAL



# THANK YOU

Thank you to everyone who submitted to the 2024 American Advertising Awards. If you received a GOLD Addy at the District level, your entry has already been forwarded to the National Competition; no further action is necessary. If you received a SILVER Addy at the District level, you have the option to forward your entry to the National level. More information will be available shortly.