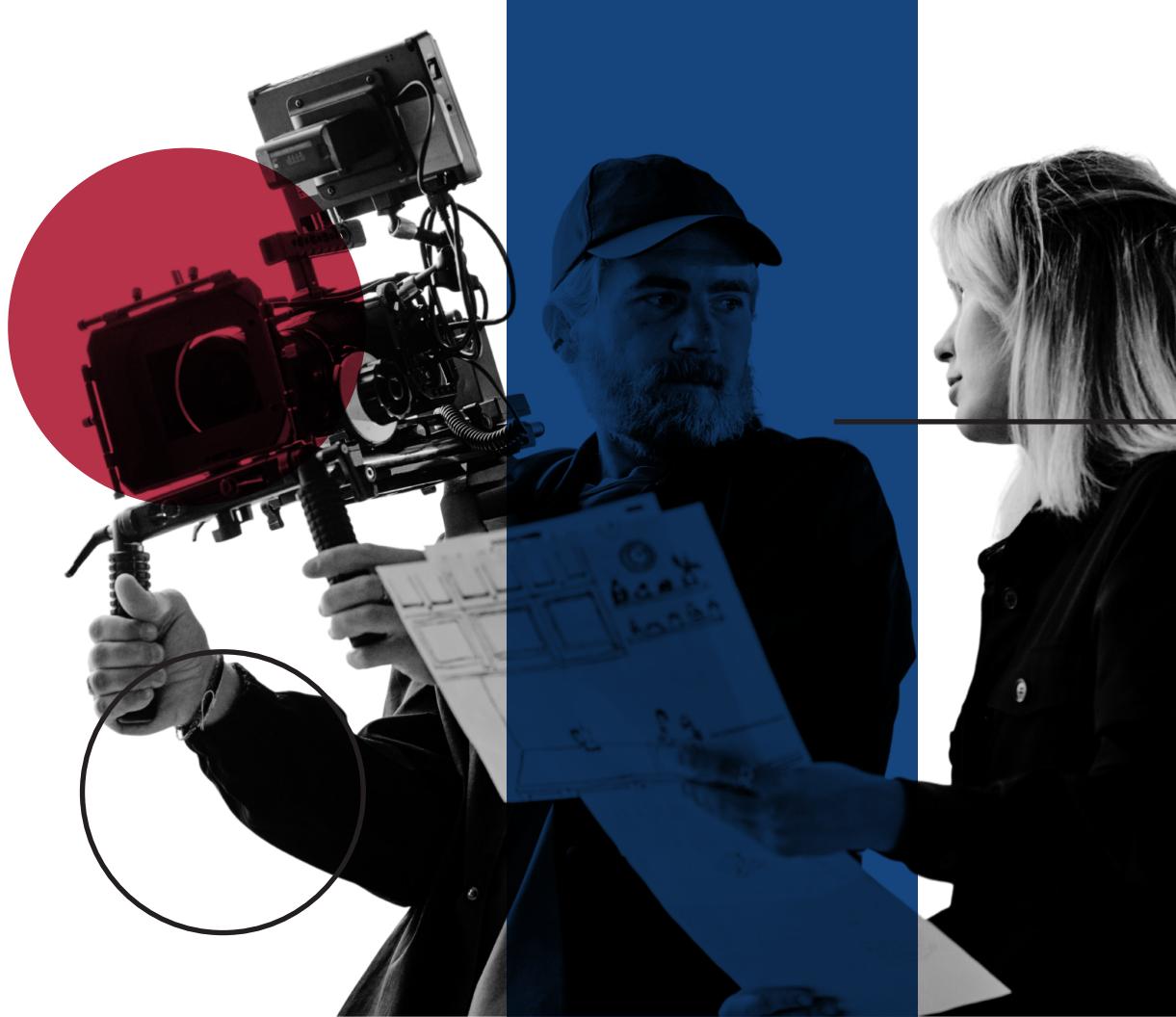


# PROFESSIONAL AWARDS

**2677** Entries  
**452** Submissions  
**53** Silvers  
**36** Golds  
**5** Special Awards  
**1** Best Of Show

AMERICAN  
ADVERTISING  
AWARDS



# PROFESSIONAL AWARDS

---

## OKLAHOMA CITY, OKLAHOMA

McElroy 70th Anniversary Invitation	009A-485513-10-OKC	Special Event Material	833 Creative at McElroy	SILVER
OKCMOA: Renaissance Ball Invite	009A-491699-10-OKC	Special Event Material	Coin Creative	SILVER
"Glass 101"	038-491010-10-OKC	Branded Content & Entertainment	HOEGGER COMMUNICATIONS	SILVER
Commercials Are Fake	044D-484083-10-OKC	Integrated Advertising Campaign	Insight Creative Group	GOLD
Commercials Are Fake	032A-483985-10-OKC	Television Advertising	Insight Creative Group	SILVER
Commercials Are Fake	032B-485698-10-OKC	Television Advertising	Insight Creative Group	SILVER
Transformers 40th Anniversary	022B-490040-10-OKC	Social Media Campaign	Loud Cloud Animation Studio	SILVER
In The Paint	052B-486256-10-OKC	Still Photography	Oklahoma City Thunder	GOLD
Paycom Nemesis Campaign	046-491541-10-OKC	Integrated Branded Content Campaign	Paycom	GOLD
Paycom Nemesis Campaign	044B-489791-10-OKC	Integrated Advertising Campaign	Paycom	GOLD
Paycom Nemesis Art Direction	053B-489734-10-OKC	Art Direction Campaign	Paycom	GOLD

# PROFESSIONAL AWARDS

---

## OKLAHOMA CITY, OKLAHOMA (CONTINUED)

UAH Gymnastics	032A-486663-10-OKC	Television Advertising	Paycom	SILVER
Paycom Nemesis Gone Full	055A-491637-10-OKC	Animation, Special Effects or Motion Graphics	Paycom	SILVER
UAH Campaign	044B-490608-10-OKC	Integrated Advertising Campaign	Paycom	SILVER
Paycom Nemesis Gone Full	036A-489652-10-OKC	Online Film, Video & Sound	Paycom	SILVER
Codeathon 2024	053B-485730-10-OKC	Art Direction Campaign	Paycom	SILVER
Hilti Annual Meeting	056-490073-10-OKC	Video Editing	Retrospec Films	GOLD
The Little Light House - Baylor	036B-490862-10-OKC	Online Film, Video & Sound	Retrospec Films	SILVER
Find Yourself in Oklahoma	033A-485014-10-OKC	Internet Commercial	VI Marketing and Branding	GOLD
Find Yourself in Oklahoma	047-485106-10-OKC	Online/Interactive Campaign	VI Marketing and Branding	GOLD
Find Yourself in Oklahoma - Social	022B-485635-10-OKC	Social Media Campaign	VI Marketing and Branding	GOLD
Routes: Season One	039-483019-10-OKC	Branded Content & Entertainment Campaign	VI Marketing and Branding	GOLD

# PROFESSIONAL AWARDS

---

## OKLAHOMA CITY, OKLAHOMA (CONTINUED)

Routes: Food and Emotion	054A-489515-10-OKC	Cinematography	VI Marketing and Branding	GOLD
Find Yourself in Oklahoma	021C-485005-10-OKC	Websites/Microsites	VI Marketing and Branding	GOLD
ROUTES: A Discover Oklahoma Series	044D-482711-10-OKC	Integrated Advertising Campaign	VI Marketing and Branding	SILVER
Over The Wall	032A-484121-10-OKC	Television Advertising	VI Marketing and Branding	SILVER
Oklahoma Travel Guide	022A-484939-10-OKC	Social Media	VI Marketing and Branding	SILVER
Discover Oklahoma: Routes Trailers	033B-483018-10-OKC	Internet Commercial Campaign	VI Marketing and Branding	SILVER
Routes: A Chef's Playground	036B-483016-10-OKC	Online Film, Video & Sound	VI Marketing and Branding	SILVER
Over The Wall	041-484118-10-OKC	Cinema Advertising	VI Marketing and Branding	SILVER
Routes Documentary Trailer	033A-483017-10-OKC	Internet Commercial	VI Marketing and Branding	SILVER
Poisoning Our Kids	022A-484554-10-OKC	Social Media	VI Marketing and Branding	SILVER
Searching for Answers	041-484035-10-OKC	Cinema Advertising	VI Marketing and Branding	SILVER

# PROFESSIONAL AWARDS

---

## AUSTIN, TEXAS

Five Seconds of Magic	011B-502720-10-AUS	Specialty Advertising	CALLEN	GOLD
Hold For Wings	058-503802-10-AUS	Voiceover Talent	GSD&M	GOLD
Chuck Blimp	020B-502659-10-AUS	Out-of-Home Campaign	GSD&M	GOLD
Thousand Miles for Care	043-494381-10-AUS	Music Video	GSD&M	GOLD
Thousand Miles for Care	033A-493841-10-AUS	Internet Commercial	GSD&M	GOLD
Thousand Miles for Care	036A-494379-10-AUS	Online Film, Video & Sound	GSD&M	GOLD
Thousand Miles for Care	036B-494380-10-AUS	Online Film, Video & Sound	GSD&M	GOLD
Hold For Wings	057B-502431-10-AUS	Music With Lyrics	GSD&M	GOLD
Chuck Blimp	015-483482-10-AUS	Guerrilla Marketing	GSD&M	GOLD
Hold For Wings	048-503803-10-AUS	Copywriting	GSD&M	GOLD
Save the Planet	031A-502907-10-AUS	Television Advertising	GSD&M	GOLD

# PROFESSIONAL AWARDS

---

## AUSTIN, TEXAS (CONTINUED)

Save the Planet	033A-503804-10-AUS	Internet Commercial	GSD&M	SILVER
Air Force Special Warfare Website	021C-502388-10-AUS	Websites/ Microsites	GSD&M	SILVER
Rambler Texas State Parks 100 Years	002A-493173-10-AUS	Packaging	Guerilla Suit	GOLD
ZiegenBock	002B-489540-10-AUS	Packaging Campaign	Guerilla Suit	SILVER
Bring it Home From the Store	086-501943-10-AUS	Public Service Online Film, Video & Sound	Sherry Matthews Group	GOLD
Bring it Home From Work	086-501949-10-AUS	Public Service Online Film, Video & Sound	Sherry Matthews Group	SILVER
Boundless	036B-479706-10-AUS	Online Film, Video & Sound	Pipeline Films	SILVER

# PROFESSIONAL AWARDS

---

## DALLAS, TEXAS

Sticky Note	022A-491335-10-DAL	Social Media	BeautifulBeast	SILVER
Samsung Rube Galaxyberg	019C-479794-10-DAL	Outdoor Board	Cheil USA	GOLD
See the Unseen	089-495638-10-DAL	Public Service Campaign	Launch Agency	GOLD
See the Unseen	083B-495639-10-DAL	Public Service Campaign	Launch Agency	GOLD
See the Unseen	080A-495438-10-DAL	Public Service Print Advertising	Launch Agency	SILVER
Foot Washing	052D-495672-10-DAL	Still Photography Campaign	LERMA/ Advertising	GOLD
Love Your Neighbor	031C-495678-10-DAL	Television Advertising Campaign	LERMA/ Advertising	SILVER
South Side Studios Website	021B-493538-10-DAL	Websites	Matchbox Studio	SILVER
Shopping For Love	032A-487902-10-DAL	Television Advertising	Plot Twist Creativity	GOLD
Anthem	032A-485211-10-DAL	Television Advertising	Plot Twist Creativity	SILVER
See's Candies - TV Campaign	032B-500284-10-DAL	Television Advertising	Poke The Bear	SILVER

# PROFESSIONAL AWARDS

## DALLAS, TEXAS (CONTINUED)

Break Out The Good Stuff	044D-500170-10-DAL	Integrated Advertising Campaigns	Poke The Bear	SILVER
Home Smelling Party	016A-494809-10-DAL	Installations	TRG	GOLD
Zaggy Stirdust	065B-495718-10-DAL	Innovative Use of Interactive / Technology	TRG	SILVER
Tick Tick Tick	033B-495259-10-DAL	Internet Commercial Campaign	The Marketing Arm - Dallas, TX	GOLD
Tick Tick Tick	036B-495260-10-DAL	Online Film, Video & Sound	The Marketing Arm - Dallas, TX	GOLD
Tick Tick Tick	033A-492949-10-DAL	Internet Commercial	The Marketing Arm - Dallas, TX	SILVER
Eclipse Cookies	003A-499224-10-DAL	Point of Purchase	The Shop	SILVER

# PROFESSIONAL AWARDS

---

## FORT WORTH, TEXAS

DRIVING FORT WORTH	054A-483599-10-FTW	Cinematography	Panther City Films	SILVER
D-Mag 50th Anniversary Anthem	055A-479719-10-FTW	Animation, Special Effects or Motion Graphics	Red Productions	GOLD
Los Rangers	059A-479659-10-FTW	Sound Design	Red Productions	SILVER
Los Rangers	054A-479655-10-FTW	Cinematography	Red Productions	SILVER
Los Rangers	056-479651-10-FTW	Video Editing	Red Productions	SILVER
Zoo Ball Invitation – Bailamos	009A-487432-10-FTW	Special Event Material	Schaefer Advertising Co.	GOLD

## HOUSTON, TEXAS

Tucson - Rightsizing	054A-485477-10-HOU	Cinematography	Lopez Negrete Communications	SILVER
What's below?	010C-487541-10-HOU	Direct Mail	Love Advertising	SILVER
Jonathan Nyberg Country Gentleman	058-483047-10-HOU	Voiceover Talent	Love Advertising	SILVER

# PROFESSIONAL AWARDS

## LUBBOCK, TEXAS

2024 UMC EMS Holiday Light Show	036B-486823-10-LUB	Online Film, Video & Sound	UMC Health System	SILVER
---------------------------------	--------------------	----------------------------	-------------------	--------

## SAN ANTONIO, TEXAS

Astros Telenovela	031B-490168-10-SAT	Television Advertising	H-E-B	GOLD
Houston Texans	044C-490158-10-SAT	Integrated Advertising Campaign	H-E-B	SILVER
H-E-B x SASpurs Stand Out Campaign	046-490668-10-SAT	Integrated Branded Content Campaign	H-E-B	SILVER
Hospital Opening Invitation Series	009B-488686-10-SAT	Special Event Material	Parallel	SILVER
"The Road Runs Through UTSA"	055A-490192-10-SAT	Animation, Special Effects or Motion Graphics	Parallel	SILVER
VSA-ROW-Chamoy-Film Adv Elements	054B-491479-10-SAT	Cinematography Campaign	Rest of the World Agency	SILVER
The Road Runs Through UTSA	055A-489458-10-SAT	Animation, Special Effects or Motion Graphics	Tomiga	SILVER

# PROFESSIONAL AWARDS

---

## BEST IN SHOW

## MOSAIC AWARD

## SPECIAL JUDGES'

### **Find Yourself in Oklahoma**

047-485106-10-OKC  
Online/Interactive Campaign  
VI Marketing and Branding

### **Los Rangers**

056-479651-10-FTW  
Video Editing  
Red Productions

### **Routes: Season One**

039-483019-10-OKC  
Branded Content  
& Entertainment Campaign  
VI Marketing and Branding

### **Thousand Miles for Care**

033A-493841-10-AUS  
Internet Commercial  
GSD&M

### **Tick Tick Tick**

033B-495259-10-DAL  
Internet Commercial Campaign  
The Marketing Arm - Dallas, TX

### **Astros Telenovela**

031B-490168-10-SAT  
Television Advertising  
H-E-B