

# STUDENT AWARDS



**745** Entries  
**200** Submissions  
**21** Silvers  
**23** Golds  
**5** Special Awards  
**1** Best Of Show

AMERICAN  
**ADVERTISING**  
AWARDS  
STUDENT DIVISION



# STUDENT AWARDS

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## NORTHEAST ARKANSAS

Highland Zoo Branding	S22B-504101-10-NEA	Integrated Brand Identity Campaign	Anna Claire Curtis	Harding University	GOLD
Wyld Energy	S01A-500995-10-NEA	Packaging	Hannah Stark	Arkansas State University	SILVER
Scaly Suds	S01A-499759-10-NEA	Packaging	Charlee Hounihan	Arkansas State University	SILVER
Vine Berry	S12-497812-10-NEA	Website	Hannah Stark	Arkansas State University	SILVER

## OKLAHOMA CITY, OKLAHOMA

Merry Go Rolls	S01A-482622-10-OKC	Packaging	Sam Washburn	Univerdity of Central Oklahoma	GOLD
Children's Book - Cassie's Journey	S05E-482603-10-OKC	Book Design	Sam Washburn	Univerdity of Central Oklahoma	GOLD
High Contrast Dracula	S05E-485835-10-OKC	Book Design	Katelynn Potts	University of Central Oklahoma	SILVER
Tidal Roots	S25B-481741-10-OKC	Illustration Campaign	Antoinette Slaughter	Southern Nazarene University	SILVER
Pejorative	S04-482596-10-OKC	Special Event Materials	Sam Washburn	Univerdity of Central Oklahoma	SILVER

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## OKLAHOMA CITY, OKLAHOMA (CONTINUED)

Tide Detergent "Love It Longer"	S21-485501-10-OKC	Integrated Advertising Campaign	2024 Gaylord College NSAC Team	The University of Oklahoma Gaylord College of Journalism and Mass Communication	SILVER
Toyota "Grand daughter"	S23-485415-10-OKC	Copywriting	Allie Cole	The University of Oklahoma Gaylord College of Journalism and Mass Communication	SILVER
Louvre-If These Frames Could Speak	S21-485331-10-OKC	Integrated Advertising Campaign	Evan Johnson & Chelsea Rose	The University of Oklahoma Gaylord College of Journalism and Mass Communication	SILVER
Kalido Cultural Center	S22B-479737-10-OKC	Integrated Brand Identity Campaign	Margarita Rodriguez	The University of Oklahoma School of Visual Arts	SILVER
BMMA "Protect Black Motherhood"	S21-485067-10-OKC	Integrated Advertising Campaign	Sydney-Aerin Simpson & Chelsea Rose	The University of Oklahoma Gaylord College of Journalism and Mass Communication	SILVER

## AUSTIN, TEXAS

"Zero Is Your Hero" - Heineken 0.0	S09B-503024-10-AUS	Poster Campaign	Erin Pfeiffer	The University of Texas at Austin	GOLD
"Calms Anything" - Trad. Medicinals	S07B-503128-10-AUS	Magazine Advertising Campaign	Avery Thorpe	The University of Texas at Austin	GOLD
"The Art of Mess" - Wet Ones	S07B-503074-10-AUS	Magazine Advertising Campaign	Tobi Morrow & Isabel Orozco	The University of Texas at Austin	SILVER

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## COASTAL BEND, TEXAS

Grain & Stitch Magazine	S05D-496797-10-CCH	Magazine Design	Lanah Phan	Texas A&M Corpus Christi	GOLD
Cholula Re-brand Campaign	S22B-492209-10-CCH	Integrated Brand Identity Campaign	Chloe Hill	Texas A&M University Corpus Christi	SILVER
Kahua Pacific Grill: Brand Design	S22B-490910-10-CCH	Integrated Brand Identity Campaign	Grace Eaton	Texas A&M University- Corpus Christi	SILVER

## DALLAS, TEXAS

Social Media, Made to be Addictive	S21-499337-10-DAL	Integrated Advertising Campaign	Jordan Naivar	SMU	GOLD
Social Media, Made to be Addictive	S27B-499376-10-DAL	Art Direction Campaign	Jordan Naivar	SMU	GOLD
Singer - Sewing for Peace Program	S07B-485314-10-DAL	Magazine Advertising	Douglas May	University of North Texas	GOLD
Please Play with the Exhibits.	S21-499138-10-DAL	Integrated Advertising Campaign	Bernadette Cruz	SMU	GOLD
Grin Tongue Scrapers	S09B-499245-10-DAL	Poster Campaign	Kaya Lee	SMU	GOLD
Pinterest	S19A-499547-10-DAL	Television Advertising	Linh Vu	SMU	GOLD
Screamfest Horror Film Festival	S09B-499166-10-DAL	Poster Campaign	Spencer Hogan	SMU	GOLD

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## DALLAS, TEXAS (CONTINUED)

Appliance Repair Shouldn't Be Scary	S27B-499212-10-DAL	Art Direction Campaign	Lucy Kieffer	SMU	SILVER
Raid Wasp & Hornet Killer	S10D-499327-10-DAL	Outdoor & Transit Advertising Campaign	Knox Miller	SMU	SILVER
Birkenstock / Where to Next?	S21-502631-10-DAL	Integrated Advertising Campaign	Spencer Hogan	SMU	SILVER
DeWalt High-Performance Trade Tools	S10C-486097-10-DAL	Outdoor & Transit Advertising	Douglas May	University of North Texas	SILVER

## FORT WORTH, TEXAS

Jack Daniels Zero Launch Campaign	S21-479327-10-FTW	Integrated Advertising Campaign	Hailey Bogner	Texas Christian University	GOLD
Stellers Leather Treatment	S01A-479725-10-FTW	Packaging	Hailey Bogner	Texas Christian University	GOLD
The Obsidian	S22B-488122-10-FTW	Integrated Brand Identity Campaign	Adrienne Carson	Texas Christian University	GOLD
Harney & Sons - Matcha Tea Camapign	S07B-486066-10-FTW	Magazine Advertising Campaign	Douglas May	University of North Texas	GOLD
YETI "Hibernmate" Launch Campaign	S21-481060-10-FTW	Integrated Advertising Campaign	Brooke Budde	Texas Christian University	SILVER

# STUDENT AWARDS

## LUBBOCK, TEXAS

Auxiliary Services Annual Report	S03-483541-10-LUB	Printed Annual Report or Brochure	Scott Layher	Texas Tech University Recreation	GOLD
Owl's Roost Brand Identity	S22B-486261-10-LUB	Integrated Brand Identity Campaign	Zoe Glover	Texas Tech University	SILVER

## RIO GRANDE VALLEY, TEXAS

Terramia Pasta Packaging Design	S01A-482415-10-RGV	Packaging	Yong Chang Yi	The University of Texas Rio Grande Valley	GOLD
Joyu: Juice Box Package Design	S01A-487990-10-RGV	Packaging	Alma Morales	The University of Texas Rio Grande Valley	GOLD

## SAN ANTONIO, TEXAS

Capparelli's	S02-483360-10-SAT	Stationery Package	Abel Pedraza	University of the Incarnate Word	GOLD
Saru Springs	S02-495222-10-SAT	Stationery Package	Abel Pedraza	University of the Incarnate Word	GOLD
Station Cafe Rebrand Campaign	S22B-495743-10-SAT	Integrated Brand Identity Campaign	Adriana Arellano	University of the Incarnate Word	GOLD
Mind. Body. Soul.	S01A-483344-10-SAT	Packaging	Abel Pedraza	University of the Incarnate Word	SILVER
Evergreen Rock Park	S02-483590-10-SAT	Stationery Package	Araceli Sanchez Robles	University of the Incarnate Word	SILVER

# STUDENT AWARDS

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## BEST IN SHOW

## MOSAIC AWARD

## SPECIAL JUDGES'

### **Social Media, Made to be Addictive**

S27B-499376-10-DAL  
Art Direction Campaign  
Jordan Naivar  
SMU

### **Singer - Sewing for Peace Program**

S07B-485314-10-DAL  
Magazine Advertising  
Douglas May  
University of North Texas

### **Jack Daniels Zero Launch Campaign**

S21-479327-10-FTW  
Integrated Advertising Campaign  
Hailey Bogner  
Texas Christian University

### **Terramia Pasta Packaging Design**

S01A-482415-10-RGV  
Packaging  
Yong Chang Yi  
The University of Texas Rio Grande Valley

### **Capparelli's**

S02-483360-10-SAT  
Stationery Package  
Abel Pedraza  
University of the Incarnate Word

### **Station Cafe Rebrand Campaign**

S22B-495743-10-SAT  
Integrated Brand Identity Campaign  
Adriana Arellano  
University of the Incarnate Word