

FEBRUARY 20, 2015

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INDIANAPOLIS

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2015 WINNERS BOOK



2015 ENTRANTS

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BEST OF SHOW

Agenices/People

Beck's
BLASTMedia
Bohlsen Group
Borshoff
Cabello Associates
CVR
Clear Channel Outdoor
CMG
CODO Design
Comcast Spotlight
Element Three
Eric Gray
Fairway Outdoor Advertising
GrinOn Industries
Heavyweights
Hirons
Indiana Grand / Hoosier Park
IU Communications
JCC Indianapolis
Magnet Films
Magnitude Agency
MediaFuel
Miles Design
Miller Brooks
MillerWhite Marketing
Mortenson Safar Kim
Noah Gregg
Pattern Magazine
Pivot Marketing
PTS Diagnostics
Publicis
Red Gold, Inc
Redwall
RHB
Seal Ideas
Second Street Creative
Tactic
Timber Design Co.
TrendyMinds
Well Done Marketing
Williams Randall Marketing
Xiik

Students

Indiana University
Craig Wood
Marian University
Jordan Barker
Harrison Thee
University Indianapolis
Annelise Berger
Blake Childers
Brianna Gannon
Kathleen Graves
Dominique Pence
Brittany Smigelski

Sponsors

2015 AAF Sponsors
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Eastern Engineering
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Strata
2015 Addy Partners
Bayonet Media
Buffalo Trace
CMG
CVR
Earshot Audio Post
Magnet Films
Miles Design
Miles Printing
Scofield Editorial
Society of Salvage

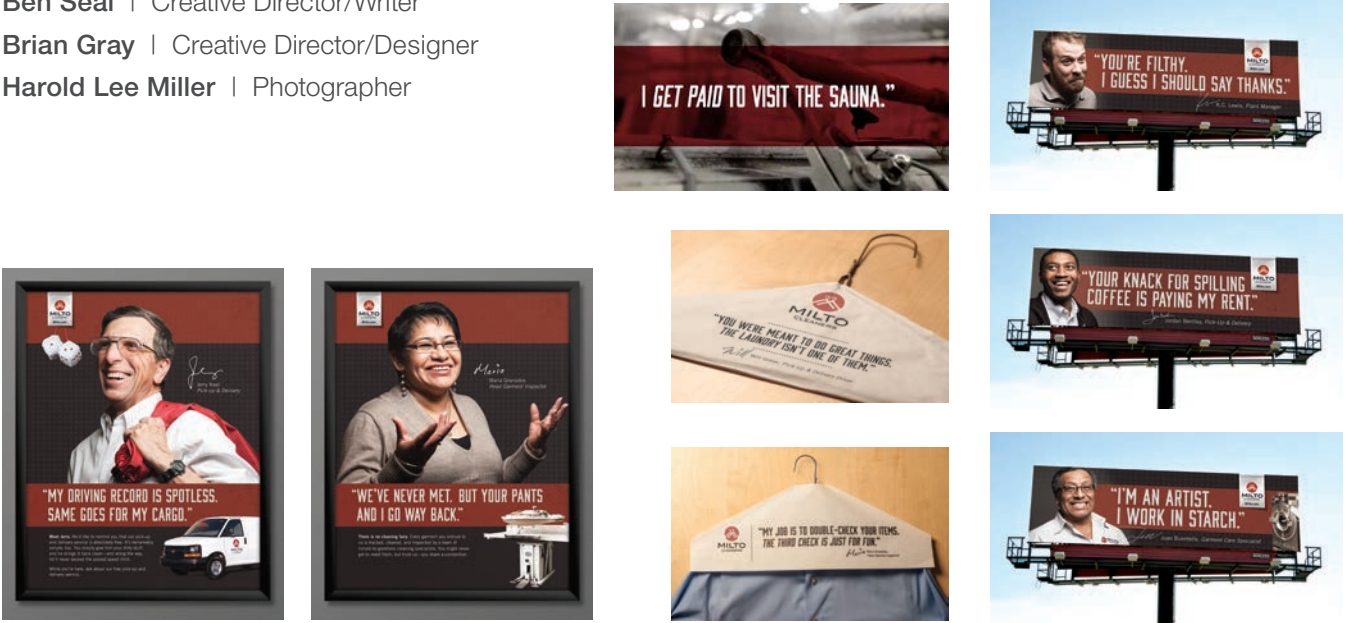
MILLER BROOKS | Four-Color
D.L. Couch Print Ad Campaign

Cheryl Meininger | Creative Director
Joe Black | Senior Art Director
Mark Willis | Senior Copywriter
Kirsten Miccoli | Photographer



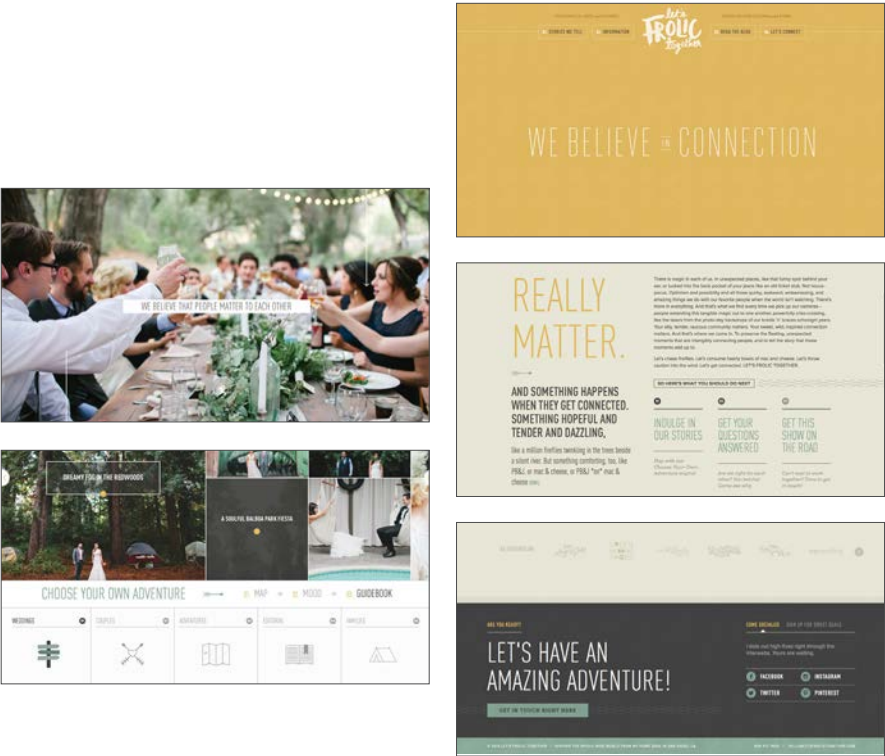
SEAL IDEAS | Integrated Campaigns – Consumer Local
MILTO Cleaners “The Craft of Clean”

Ben Seal | Creative Director/Writer
Brian Gray | Creative Director/Designer
Harold Lee Miller | Photographer



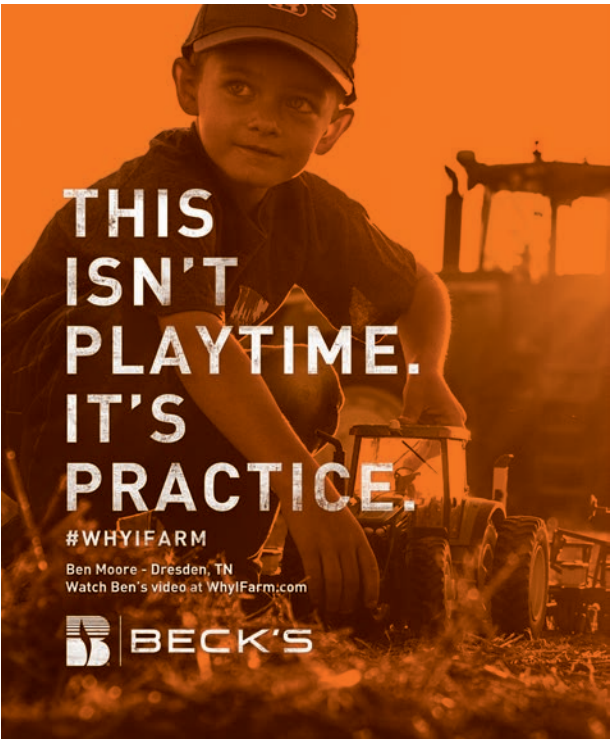
SECOND STREET CREATIVE | Digital Advertising – Services
Let's Frolic Together Website

Ryan Hunley | Art Director/Designer
Joe Blackburn | Developer



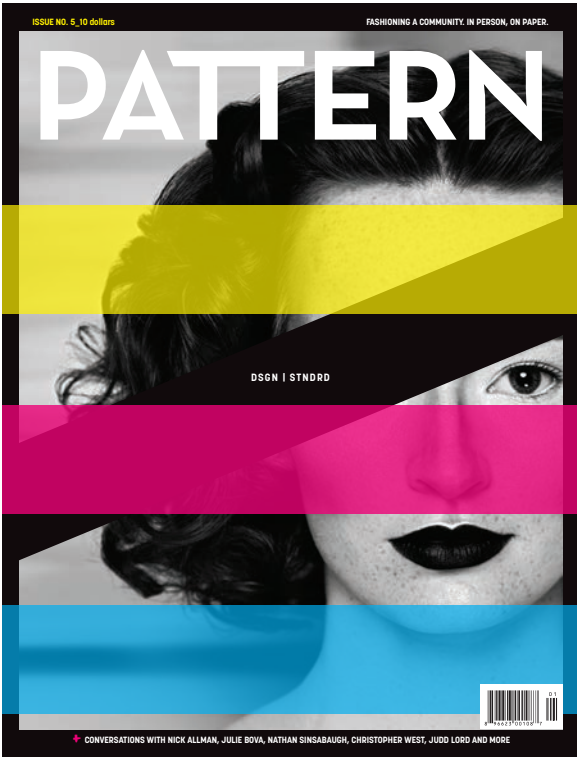
BECK'S | Consumer or Trade Publication – Four-Color
Why I Farm – Ben Moore

Shawn Smith | Creative Lead
Beck's | Marketing Department



PATTERN | Magazine Design – Entire
PATTERN, Issue 5, The Design Issue

Polina Osherov | Editor & Creative Director
Kathy Davis | Design Director
Eric Rees | Managing Editor
Maria Dickman | Editor-at-Large
Benjamin & Janneane Blevins | Editors-at-Large
Lindsay Hadley | Senior Designer
Esther Boston | Staff Photographer
Lars Lawson | Cover Design Contributor



SEAL IDEAS | Sales Promotion - Catalog

Unity Seeds 2015 Product Guide

Ben Seal | Creative Director/Writer
Brian Gray | Creative Director/Designer
John Burgoyne | Illustrator
HardingPoorman | Printer



CODO DESIGN | Sales Promotion – Single Unit

Bone Dry Gin Packaging

CODO Design | Design Team



TIMBER DESIGN CO. | Sales Promotion – Campaign

Hubbard & Cravens Coffee Company,
Plaid Coffee Bag Packaging

Lars Lawson | Designer/Creative Director



TIMBER DESIGN CO. | Sales Promotion – Campaign

NewDay Craft Mead & Cider, Bottle Designs

Lars Lawson | Designer/Creative Director



WELL DONE MARKETING | Collateral – Annual Report

Wabash Valley Power Annual Report

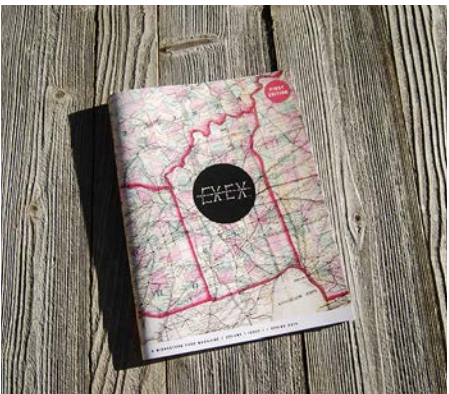
Sarah Stewart | Art Director
Traci Cumbay | Senior Writer
Lynn Kendall | Miles Printing
Beth Jenkins | Vice President, Accounts



CODO DESIGN | Collateral – Magazine Design – Entire

Ex. Ex. Midwest

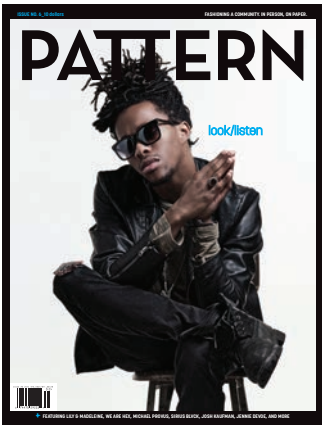
Metonymy Media | Editorial Team
Neal Brown | Culinary
Kelley Jordan Heveneld | Photography
CODO Design | Design Team



PATTERN | Collateral – Magazine Design – Entire

PATTERN, Issue 6, The Music Issue

Polina Osherov | Editor & Creative Director
Kathy Davis | Design Director
Eric Rees | Managing Editor
Maria Dickman | Editor-at-Large
Benjamin & Janneane Blevins | Editors-at-Large
Lindsay Hadley | Senior Designer
Esther Boston | Staff Photographer



HIRONS | Collateral – Campaign

Rachael's Cafe, Espresso Yourself

John Molloy | Executive Creative Director
Luke Fehribach | Associate Art Director
Matthew Neylon | Associate Copywriter
Tom Hirons | CEO, President



ELEMENT THREE | Direct Marketing – 3D

Jameson & Company, Audit Relief Package

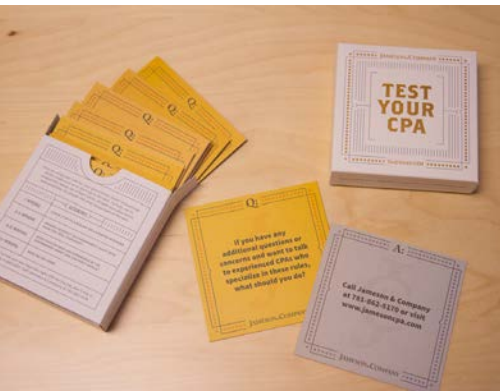
Element Three



ELEMENT THREE | Direct Marketing – 3D

Jameson & Company, Test Your CPA Flashcards

Element Three



SEAL IDEAS | Out of Home – Flat

Milto Cleaners “You’re Filthy” Outdoor

Ben Seal | Creative Director/Writer
Brian Gray | Creative Director/Designer
Harold Lee Miller | Photographer



BECK'S | Out of Home – Flat

Why I Farm – Ben Moore

Shawn Smith | Creative Lead
Beck's | Marketing Department



SEAL IDEAS | Out of Home – Campaign

Milto Cleaners “The Craft of Clean”
Outdoor Campaign

Ben Seal | Creative Director/Writer
Brian Gray | Creative Director/Designer
Harold Lee Miller | Photographer



BECK'S | Consumer or Trade Publication – Four-Color

Why I Farm – Kevin Ruth

Shawn Smith | Creative Lead
Beck's | Marketing Department



REDWALL | Digital Advertising – Services

The Historic Penn Street Tower Website

Lee Eisenbarth | Lead Designer
Mark Reckard | Developer
Clara Doti | Junior Designer
Anna Zimmerman | Designer
Eric Rees | Copywriter
Daniel Herndon | Creative Director and CEO
Jason Cooper | Account Manager



SEAL IDEAS | Integrated Campaigns – Consumer Local

Unity Seeds “The American Family Farm” Campaign

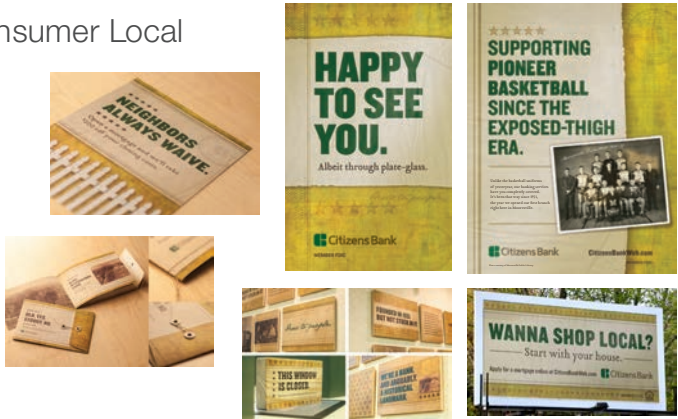
Ben Seal | Creative Director/Writer
Brian Gray | Creative Director/Designer
John Burgoyne | Illustrator



SEAL IDEAS | Integrated Campaigns – Consumer Local

Citizens Bank 2014 Campaign

Ben Seal | Creative Director/Writer
Brian Gray | Creative Director/Designer



BORSHOFF | Arts & Sciences – Poster

Josh Kaufman Indy Jazz Fest Poster

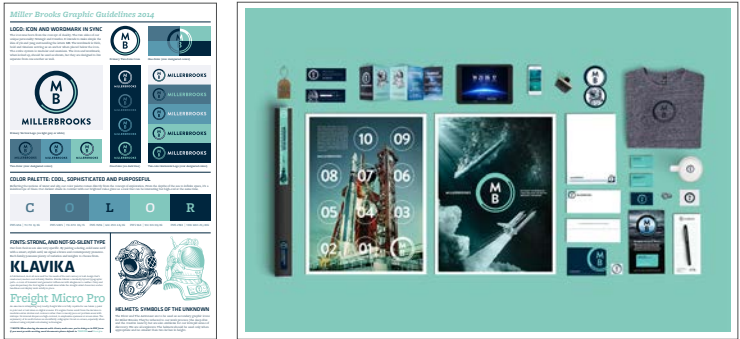
Adam Johnson | Art Director/Illustrator
Ryan Noel | Creative Director
Lindsay Hadley | Senior Art Director
Jeff Morris | Creative Director



MILLER BROOKS | Industry Self-Promotion – Integrated Campaign

Miller Brooks Rebrand Campaign

Uriaha Foust | Creative Director
Joe Black | Senior Art Director
Mark Willis | Senior Copywriter
Laurie Durham | Senior Imaging Specialist
Matt Dennis | Senior Digital Developer
Tom Hennessy | Illustrator



MILLER BROOKS | Industry Self-Promotion – Integrated Campaign

The Expedition North Holiday Campaign

Uriaha Foust | Creative Director
Joe Black | Senior Art Director
Evan Finch | Senior Copywriter
Mark Willis | Senior Copywriter
Laurie Durham | Senior Imaging Specialist
Matt Dennis | Senior Digital Developer
Renee Wilcox | Graphic Designer



CODO DESIGN | Sales Promotion – Single Unit
450 North Brewing Co. Packaging



SEAL IDEAS | Sales Promotion – Single Unit
William Roam Shave Cream Packaging



MILES DESIGN | Collateral Material – Stationery Package
New Thread Films Business Card



SEAL IDEAS | Collateral Material – Single Unit
Citizens Bank Service Line Portfolio



SEAL IDEAS | Collateral Material – Single Unit
Unity Seeds “500 Acres” Brochure



SEAL IDEAS | Collateral Material – Single Unit
Mito Cleaners “Button Collection” Poster



SEAL IDEAS | Collateral Material – Single Unit
Unity Seeds “80-hour Workweek” Poster



MAGNITUDE AGENCY | Collateral Material – Invitation
The Masquerade Invitation



BORSHOFF | Out of Home – Flat
Indians “Fan” Outdoor



SEAL IDEAS | Consumer or Trade Publication – Four-Color
Unity Seeds “Calluses” Ad



PUBLICIS | Consumer or Trade Publication – Four-Color
Gleaners, Wishes Print



SEAL IDEAS | Newspaper – Color
Kingdom Martial Arts “Piano Lessons” Ad



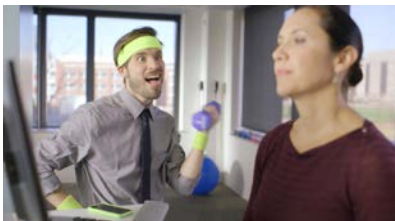
TRENDYMINDS | Digital Advertising – Internet Commercials
Salesforce Marketing Cloud – Social Studio Customer Journey



BECK'S | Digital Advertising – Branded Content more than 60 seconds
Why I Farm – Mike Schmidt



BORSHOFF | Digital Advertising – Branded Content more than 60 seconds
Onboarding Video for Indiana-based Global Company



RED GOLD, INC. | Digital Advertising – Branded Content more than 60 seconds
Red Gold Grower Video



MORTENSON SAFAR KIM | Digital Advertising – TV Commerical
Indianapolis Motor Speedway, “We All Have A Story”



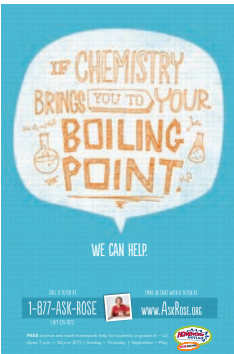
CVR | Arts & Sciences – Poster
Indy Film Festival, “Singing in the Rain” Poster



CABELLO ASSOCIATES | Public Service – Poster
IUPUI César Chávez Day Poster



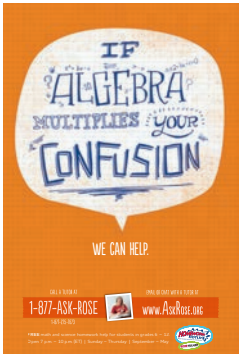
BORSHOFF | Public Service – Poster
Rose Hulman’s Homework Hotline Science Poster



SILVER ADDY AWARDS

BORSHOFF | Public Service – Poster

Rose Hulman’s Homework Hotline Math Poster



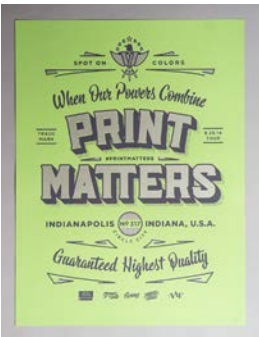
ELEMENT THREE | Public Service – Poster

Kammy’s Kause Poster/Flyer



ELEMENT THREE | Advertising Industry Self-Promotion – Ad Club or Marketing Club

AAF Indianapolis, Print Matters Poster



SILVER ADDY AWARDS

BORSHOFF | Elements Of Advertising – Copywriting

Onboarding Video for Indiana-based Global Company



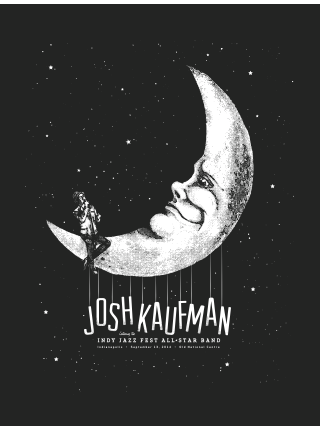
TIMBER DESIGN CO. | Elements Of Advertising – Logo

WhiteHeart Logo



BORSHOFF | Elements Of Advertising – Illustration

Josh Kaufman Indy Jazz Fest Poster Illustration



STUDENT GOLD ADDY AWARD

JORDAN BARKER, MARIAN UNIVERSITY | Logo

Safe Sitter Logo Redesign



STUDENT SILVER ADDY AWARD

HARRISON THEE, MARIAN UNIVERSITY | Consumer or Trade Publication – Campaign

Mary Kay, This is me.





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Congratulations to all of tonight's winners—especially the ones who worked with us. We're proud of the relationships we've built with the region's best creative storytellers. To us, your big night is our big night.



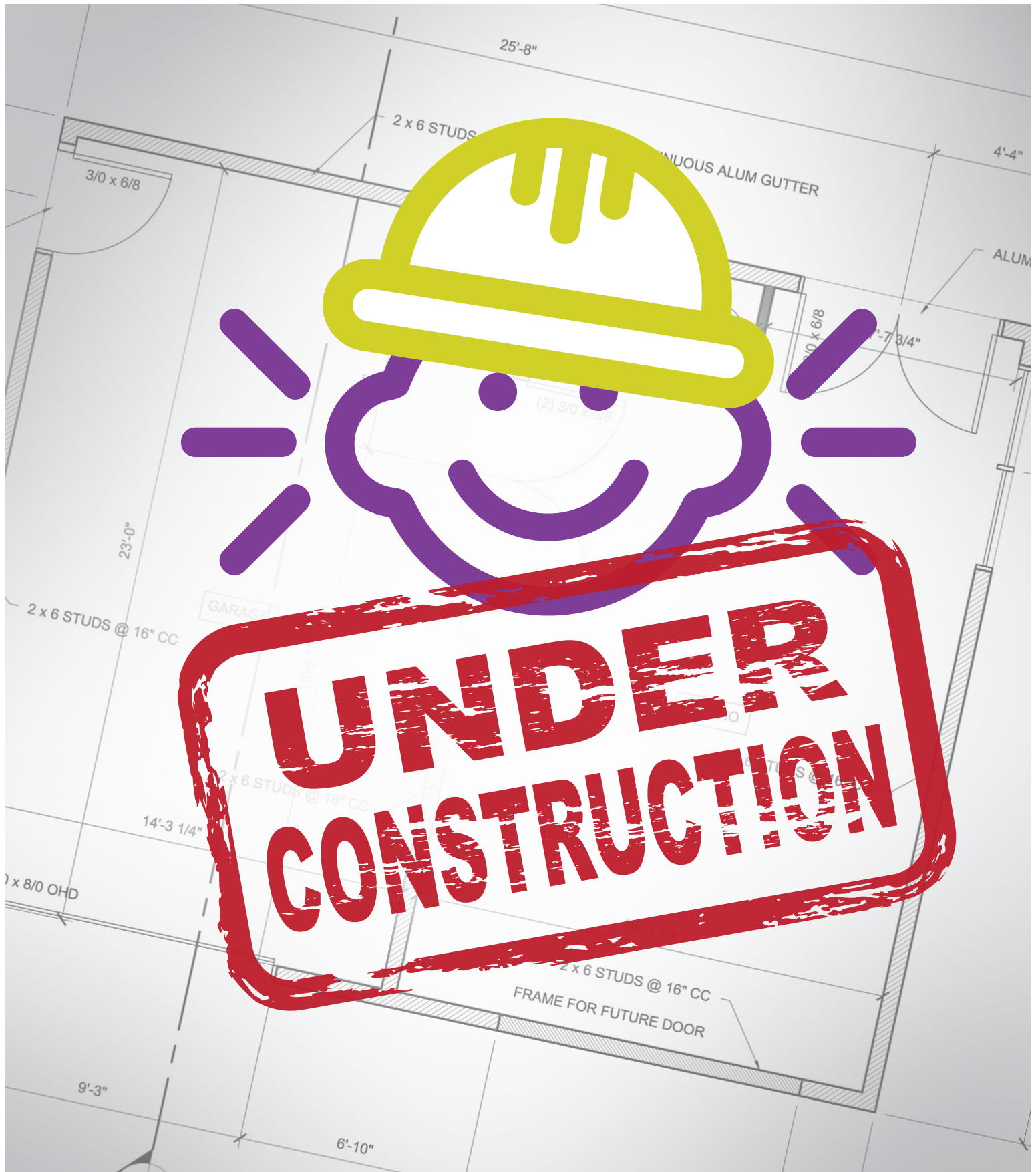
Color Grading · Motion Graphics · Visual Effects · Electronic Spot Distribution

Granted, it's not like winning a Clio for Glo-Coat Floor Wax. But it's still pretty cool.


Congratulations to all of tonight's winners.
And a big thanks to all the clients who
are courageous enough to recognize and
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