

The background is a solid red color. It features a repeating pattern of stylized, light red outlines of human brains and hearts. Overlaid on this pattern are several dark red geometric shapes: a rectangle in the top left, a tilted rectangle in the center right, and a triangle in the bottom left.

DO YOU HAVE IT?

2014 AMERICAN ADVERTISING AWARDS

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ADVERTISING.

When you love it, you live it.

It isn't rocket science. It's not brain surgery.

But it does matter.

It can be game changing. Mind changing. Life changing.

But great advertising doesn't come easy.

You have to be committed.

You have to be obsessed.

You have to be fearless.

And you were.

This book celebrates that – your **heart**, your **brains**, your **guts**.

But most of all, it celebrates your great work.

Everything it gives, and everything it takes.

BOARD OF DIRECTORS

René Murphy

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President

Warren Cook

Jamison Advertising Group
1st Vice President

Krystal Lewis

Balcom Agency
2nd Vice President

Alice Cantu

BlueRock Marketing
Treasurer

Amanda Gibson

Concussion
Immediate Past President

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Kearley & Co.
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AAF-Fort Worth
Club Administrator

Bryce Burton

Warren Douglas

David Cleveland

Englander dZignPak

Mallory Ellis

Concussion

Steve Hanthorn

Warren Douglas

Lee Littlefield

Ilfusion

Lauren Quiroz

Justin Brands, Inc.

Holland Sanders

Fort Worth Opera

Lauren Turner

Balcom Agency

AMERICAN ADVERTISING AWARDS CHAIRS

Krystal Lewis

ADDY Gala Co-chair

Lauren Turner

ADDY Gala Co-chair

Susan Cook

ADDY Judging Co-chair

Jason Parker

ADDY Judging Co-chair

SPONSORS

Gallery Sponsor



Gold Sponsor



Photo Booth Sponsor



Bronze Sponsors



Creative by



In-Kind Sponsors



**BEST OF SHOW &
SPECIAL JUDGES**

BEST OF SHOW 2013

SCHAEFER ADVERTISING CO.

CASSCO DEVELOPMENT COMPANY

WORD CROP SIGNS

Nick Bendian, Account Supervisor

Todd Lancaster, Creative Director

Charlie Howlett, Art Director/Designer

Scott Porter, Copywriter

Maren Gibbs, Production Manager

Signs Etc.





BEST OF SHOW PRINT

BALCOM AGENCY

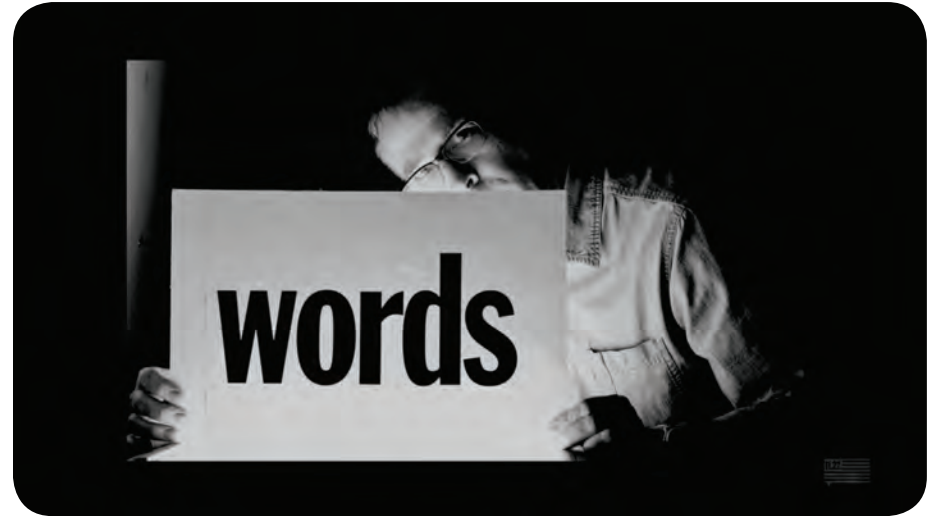
**LAUREN MAIBACH
AND COLE CARTER
CARTER WEDDING**

Lauren Maibach, Creative Director, Copywriter, Bride
Cole Carter, Groom

BEST OF SHOW BROADCAST

ULTRALITE FILMS

RESIDENT ALIEN
THE UNSPOKEN SPEECH PROJECT:
WORDS ALONE
Joey Arcisz, Chief Editor





BEST OF SHOW INTERACTIVE

THE STARR CONSPIRACY

THE STARR CONSPIRACY TSC WEBSITE

*Ben Bologna, Senior Designer
Michael Mercer, Web Developer
Brandon Alcorn, Creative Director
Steve Smith, Copywriter*

SPECIAL JUDGES' AWARD

INTERNET COMMERCIAL
THAT KICKED BUTT WITH A
SIMPLE BUT ELEGANT IDEA

**SCHAEFER
ADVERTISING CO.**

JPS FOUNDATION
SMALL CHANGE BIG IMPACT: WIG
Kim McRee, Vice President, Account Service
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Red Productions, Video Production





SPECIAL JUDGES' AWARD

**DIGITAL BRANDED CONTENT
WITH EXCELLENT WORDSMITHING
AND EDITING**

ULTRALITE FILMS

GRAND TRUNK

GOODS FOR THE ROAD

Bud Force, Director/Producer

Joey Arcisz, Director of Photography/Chief Editor

Erich Schlegel, Cinematographer/Aerial Camera

Zak Tollefson, Cinematographer

PEOPLE'S CHOICE AWARD

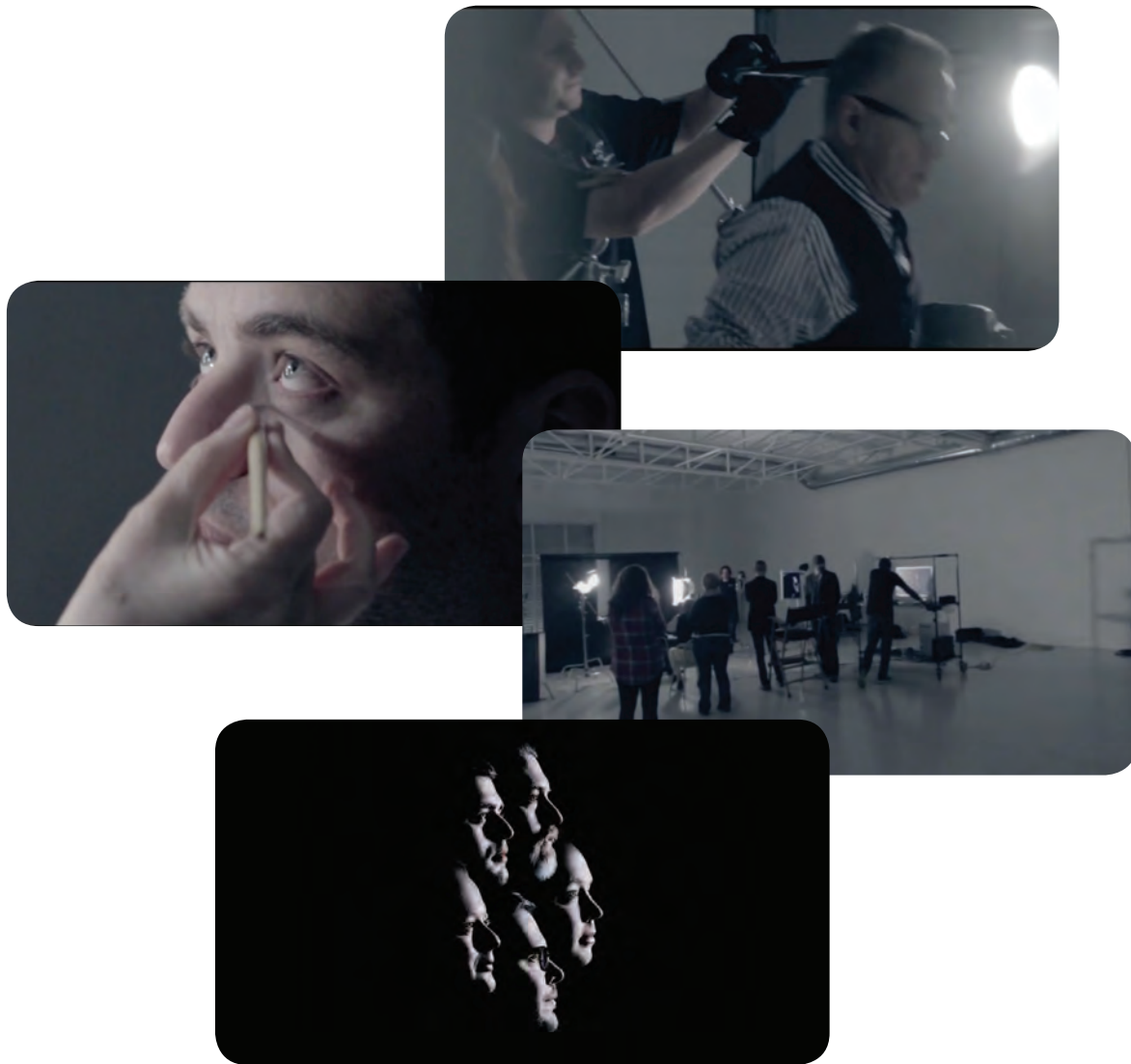
A popular vote chose this outstanding work to be recognized by the American Advertising Federation of Fort Worth, in the chapter's first People's Choice competition.

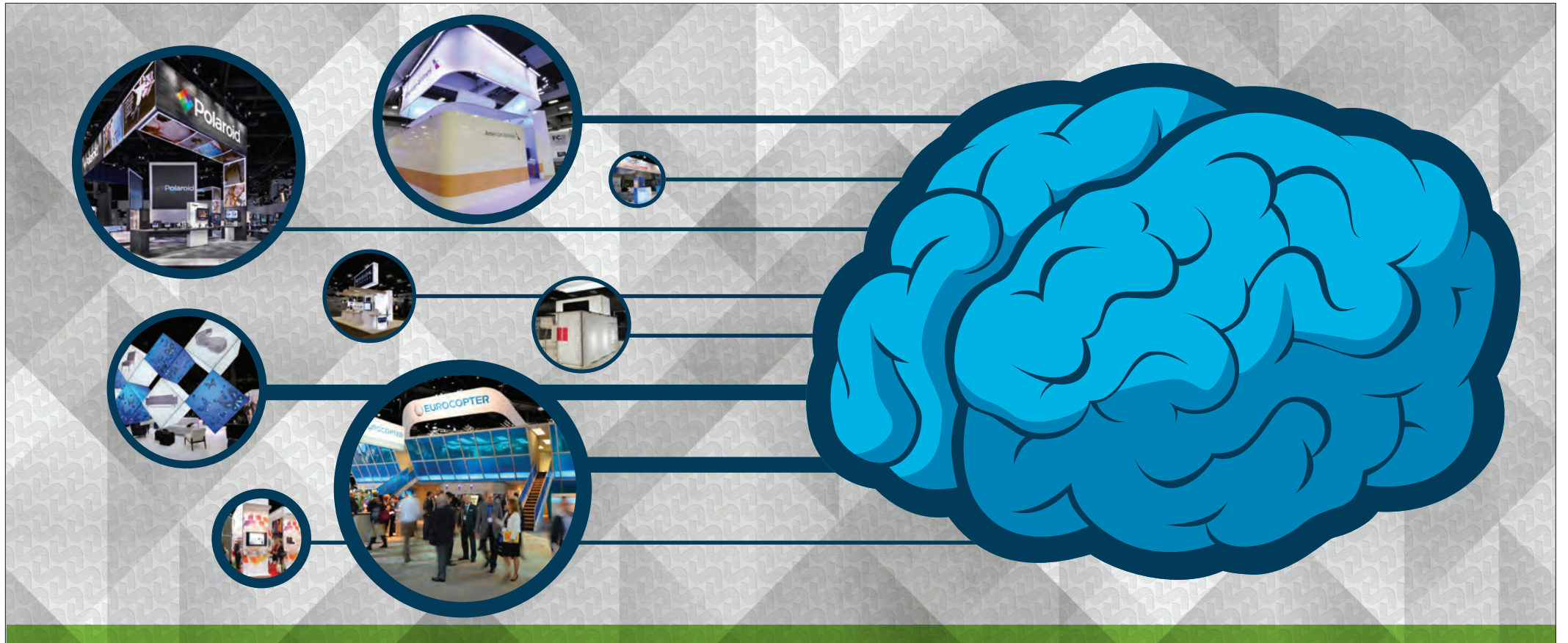
THE STARR CONSPIRACY

THE STARR CONSPIRACY

TSC - BEHIND THE SCENES VIDEO

Tim Lautensack, Cinematographer and Editor
Brandon Alcorn, Creative Director





WE GOT IT

Exhibit anatomy is a science, but creating a successful body of work has never been easier than with Skyline DFW. Our collaborative design process and comprehensive approach ensure award-winning marketing solutions.

Skyline
DFW EXHIBITS
& EVENTS
skylinedfw.com

GOLD WINNERS

GOLD



SALES PROMOTION

02A - Packaging, Single Unit

SECRET POWERS

SQUARE ENIX

HITMAN HD TRILOGY LIMITED EDITION PACKAGING & ART BOOK

*Secret Powers, Game Package Design, Art Book Design, Art Curation, Creative Direction
New Science Agency, Front-Of-Box Cover Art, Art Curation*



COLLATERAL MATERIAL

06A - Stationery, Flat Printed

THE STARR CONSPIRACY

JAMES L. WEST ALZHEIMER'S CENTER

JAMES L. WEST STATIONERY

*Nancy Crabb, Designer
Ben Bologna, Senior Designer
Brandon Alcorn, Creative Director*



COLLATERAL MATERIAL

09E - Publication Design, Book Design (Entire Book)

SECRET POWERS

SQUARE ENIX

HITMAN HD TRILOGY LIMITED EDITION ART BOOK

*Secret Powers, Game Package Design,
Art Book Design, Art Curation, Creative Direction
New Science Agency, Front-Of-Box Cover Art, Art Curation*



COLLATERAL MATERIAL

09E - Publication Design, Book Design (Entire Book)

SECRET POWERS

SQUARE ENIX

THE ART OF FINAL FANTASY XIII: LIGHTNING RETURNS

*Secret Powers, Art Book Design, Layout,
Creative Direction*

GOLD



COLLATERAL MATERIAL

10B – Poster, Campaign

SCHAEFER ADVERTISING CO.

JPS HEALTH NETWORK

RESPIRATORY ETIQUETTE CAMPAIGN

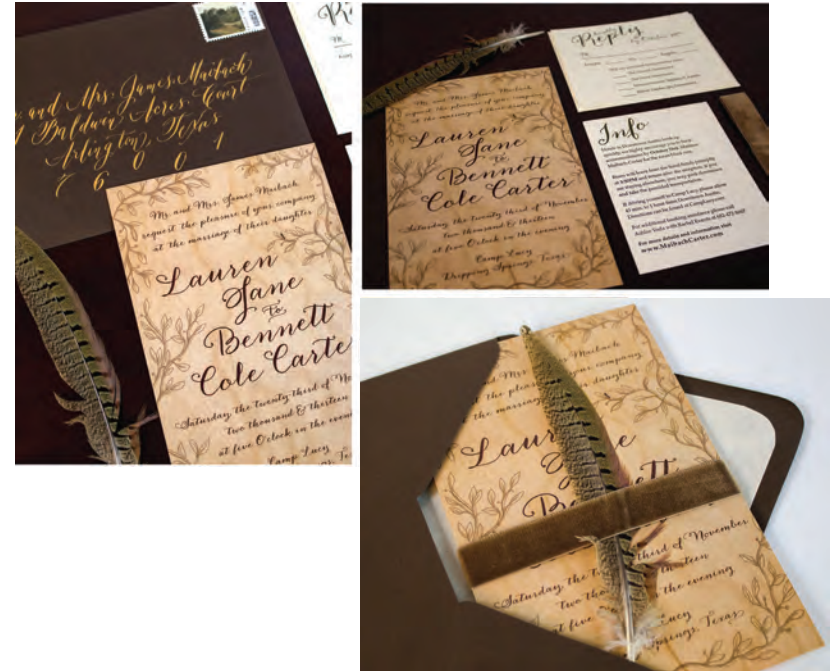
Kim McRee, Vice President, Account Service

Charlie Howlett, Art Director/Designer

Scott Porter, Copywriter

Maren Gibbs, Production Manager

Robie Capps, Photographer



COLLATERAL MATERIAL

11B - Special Event Material, Invitation

BALCOM AGENCY

LAUREN MAIBACH AND COLE CARTER

CARTER WEDDING

Lauren Maibach,

Creative Director, Copywriter, Bride

Cole Carter, Groom



COLLATERAL MATERIAL

11B - Special Event Material, Invitation

JIMMY BALL DESIGN

AMON CARTER MUSEUM OF AMERICAN ART

AMON CARTER CIRCLE DINNER INVITE

Will Gillham, Director of Publications

Lorraine Bond, Graphic Designer

Jimmy Ball, Art Director/Designer



COLLATERAL MATERIAL

11D - Special Event Material, Campaign

WARREN DOUGLAS ADVERTISING

STREAMS AND VALLEYS

"SPANNING 100 YEARS" 7TH ST BRIDGE CAMPAIGN

Steve Hanthorn, Creative Director/Copy Writer

Bryce Burton, Art Director

Erik Garcia, Copy Writer

David Elizalde, Associate Creative Director

Mitch Topliss, Production Manager

Angel Marquez, Web Designer/Developer

GOLD



DIRECT MARKETING
12A - Direct Marketing, Flat

CONCUSSION

KONAMI GAMING, INC.

PODIUM GOLIATH BROCHURE

Khristopher Kesling, Creative Director

Rose Gomez, Art Director

Amanda Gibson, Account Director

Leslie Brackett, Director of Production



DIRECT MARKETING
12A - Direct Marketing, Flat

CONCUSSION

KONAMI GAMING, INC.

PODIUM MONUMENT BROCHURE

Khristopher Kesling, Creative Director

Rose Gomez, Art Director

Amanda Gibson, Account Director

Leslie Brackett, Director of Production



OUT-OF-HOME

18 - Outdoor Board, Campaign

BALCOM AGENCY

PEDIATRIC EYE ASSOCIATES

EVERYTHING FOR LITTLE PEEPS

Jeff Heaton, Art Director/Photographer

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Susan Schoolfield, Account Director



OUT-OF-HOME

18 - Outdoor Board, Campaign

SCHAEFER ADVERTISING CO.

CASSCO DEVELOPMENT COMPANY

WORD CROP SIGNS

Nick Bendian, Account Supervisor

Todd Lancaster, Creative Director

Charlie Howlett, Art Director/Designer

Scott Porter, Copywriter

Maren Gibbs, Production Manager

Signs Etc.

GOLD

GOLD



NON-TRADITIONAL ADVERTISING

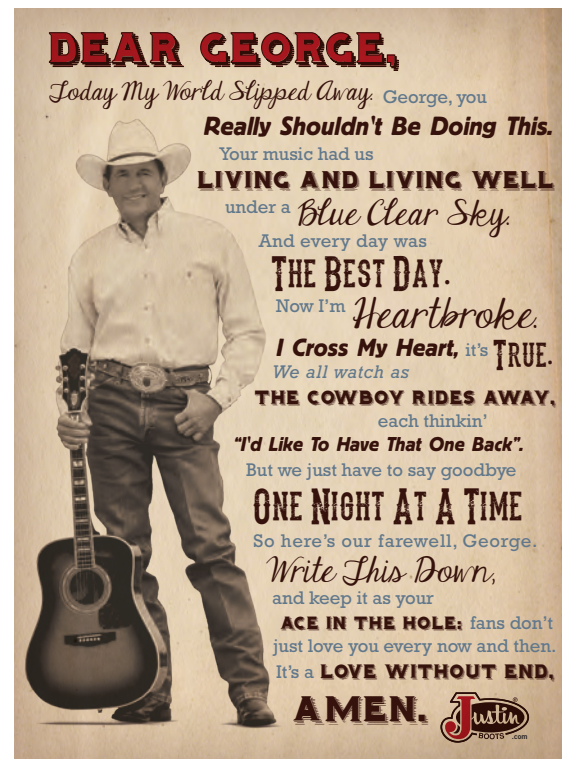
20B – Non-Traditional Advertising, Campaign

SCHAEFER ADVERTISING CO.

CASSCO DEVELOPMENT COMPANY

WORD CROP SIGNS

Nick Bendian, Account Supervisor
 Todd Lancaster, Creative Director
 Charlie Howlett, Art Director/Designer
 Scott Porter, Copywriter
 Maren Gibbs, Production Manager
 Signs Etc.



CONSUMER OR TRADE PUBLICATION

22B – Full Page, Four-Color

BALCOM AGENCY

JUSTIN BOOTS

GEORGE STRAIT FAREWELL

Lauren Maibach, Art Director
 Stephanie Orges, Copywriter
 Carol Glover, Creative Director
 Krystal Lewis, Account Director



DIGITAL ADVERTISING
40B - Internet Commercials

SCHAEFER ADVERTISING CO.

JPS FOUNDATION

SMALL CHANGE BIG IMPACT: WIG

Kim McRee, Vice President, Account Service

Todd Lancaster, Creative Director

Charlie Howlett, Art Director/Designer

Scott Porter, Copywriter

Red Productions, Video Production



DIGITAL ADVERTISING
40D - Branded Content, more than 60 seconds

ULTRALITE FILMS

GRAND TRUNK

GOODS FOR THE ROAD

Bud Force, Director/Producer

Joey Arcisz, Director of Photography/Chief Editor

Erich Schlegel, Cinematographer/Aerial Camera

Zak Tollefson, Cinematographer

GOLD

small change **big impact**



DIGITAL ADVERTISING

42 - DIGITAL ADVERTISING - Campaign

SCHAEFER ADVERTISING CO.

JPS FOUNDATION

SMALL CHANGE BIG IMPACT CAMPAIGN

Kim McRee, Vice President, Account Service

Todd Lancaster, Creative Director

Charlie Howlett, Art Director/Designer

Scott Porter, Copywriter

Red Productions, Video Production



TELEVISION

46C - :60 or more

BALCOM AGENCY

COOK CHILDREN'S MEDICAL CENTER

BECAUSE CHILDHOOD SHOULD BE SIMPLE: BIKE

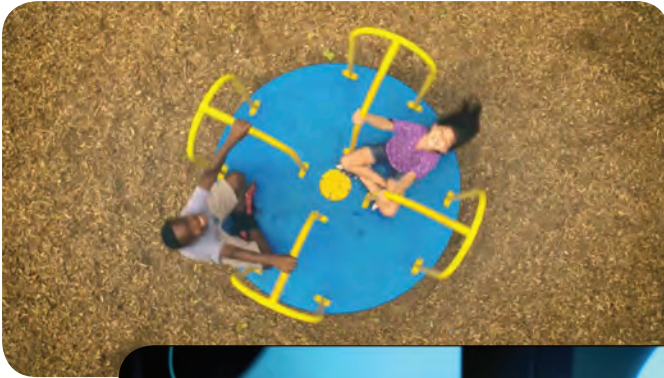
Holly Aguilar, Art Director

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Ashley Freer, Account Director

Lynne Swihart, Producer



TELEVISION

46C - :60 or more

BALCOM AGENCY

COOK CHILDREN'S MEDICAL CENTER
BECAUSE CHILDHOOD SHOULD BE SIMPLE:

MERRY-GO-ROUND

Holly Aguilar, Art Director

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Ashley Freer, Account Director

Lynne Swihart, Producer



TELEVISION

46B - :30

SCHAEFER ADVERTISING CO.

NOLAN RYAN BEEF

RYAN FAMILY SHOWDOWN TV SPOT

Nick Bendian, Account Supervisor

Todd Lancaster, Creative Director

Charlie Howlett, Art Director/Designer

Scott Porter, Copywriter

Maren Gibbs, Production Manager

Patrick Smith, Video Production

GOLD



TELEVISION

46B - :30

BALCOM AGENCY

COOK CHILDREN'S MEDICAL CENTER

BECAUSE CHILDHOOD SHOULD BE SIMPLE: BIKE

Holly Aguilar, Art Director

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Ashley Freer, Account Director

Lynne Swihart, Producer



TELEVISION

46B - :30

BALCOM AGENCY

COOK CHILDREN'S MEDICAL CENTER

BECAUSE CHILDHOOD SHOULD BE SIMPLE:

MERRY-GO-ROUND

Holly Aguilar, Art Director

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Ashley Freer, Account Director

Lynne Swihart, Producer

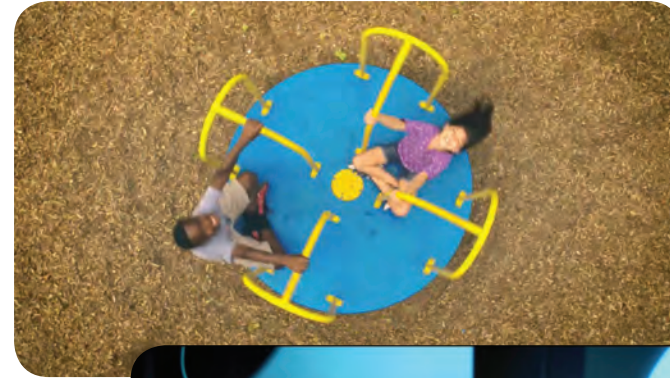


GOLD



TELEVISION
46A - :15 or less

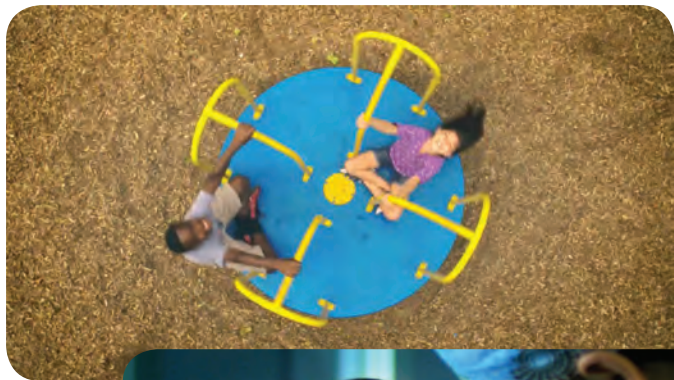
BALCOM AGENCY
COOK CHILDREN'S MEDICAL CENTER
BECAUSE CHILDHOOD SHOULD BE SIMPLE: BIKE
Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer



TELEVISION
46A - :15 or less

BALCOM AGENCY
COOK CHILDREN'S MEDICAL CENTER
BECAUSE CHILDHOOD SHOULD BE SIMPLE: MERRY-GO-ROUND
Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer

GOLD



TELEVISION

46D - Campaign

BALCOM AGENCY

COOK CHILDREN'S MEDICAL CENTER
BECAUSE CHILDHOOD SHOULD BE SIMPLE

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer



ADVERTISING FOR THE ARTS & SCIENCES

56G - Cards, Invitations or Announcements
(Special Event Material)

SCHAEFER ADVERTISING CO.

FORT WORTH ZOO

ZOO BALL INVITATION

Erin Naterman, Account Supervisor
Todd Lancaster, Creative Director
Todd Lancaster, Illustrator
Maren Gibbs, Production Manager



ADVERTISING FOR THE ARTS & SCIENCES

62A - Single Medium Campaign

BALCOM AGENCY

PEDIATRIC EYE ASSOCIATES

PEDIATRIC EYE CAMPAIGN

Jeff Heaton, Art Director/Photographer

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Susan Schoolfield, Account Director



ADVERTISING FOR THE ARTS & SCIENCES

62A - Single Medium Campaign

WORDS ON WHEELS

WORDS ON WHEELS

WORDS ON WHEELS

GRAND OPENING CAMPAIGN

Cassie Kruehmcke, Owner/Designer, mint ink design

Tina Stovall, Owner/Copywriter, Words On Wheels

GOLD



ADVERTISING FOR THE ARTS & SCIENCES

62B - Integrated Campaign

BALCOM AGENCY

PEDIATRIC EYE ASSOCIATES

EVERYTHING FOR LITTLE PEEPS

Jeff Heaton, Art Director/Photographer

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Susan Schoolfield, Account Director



POSTER



DIRECT MAIL

ADVERTISING FOR THE ARTS & SCIENCES

62B - Integrated Campaign

SCHAEFER ADVERTISING CO.

FORT WORTH ZOO

BEASTRO CAMPAIGN

Erin Naterman, Account Supervisor

Todd Lancaster, Creative Director

Scott Porter, Copywriter

Maren Gibbs, Production Manager



PUBLIC SERVICE
65C - Audio/Visual

ULTRALITE FILMS

RESIDENT ALIEN

THE UNSPOKEN SPEECH PROJECT: WORDS ALONE

Joey Arcisz, Chief Editor



ADVERTISING INDUSTRY SELF-PROMOTION
70G - Digital Advertising

THE STARR CONSPIRACY

THE STARR CONSPIRACY

TSC WEBSITE

Ben Bologna, Senior Designer

Michael Mercer, Web Developer

Brandon Alcorn, Creative Director

Steve Smith, Copywriter

GOLD



ADVERTISING INDUSTRY SELF-PROMOTION
70G - Digital Advertising

WARREN DOUGLAS ADVERTISING

WARREN DOUGLAS ADVERTISING

WARREN DOUGLAS ADVERTISING WEBSITE

Brian Henderson, Web Designer/Developer

Angel Marquez, Web Designer/Developer

Aaron Dougherty, Photographer

Steve Hanthorn, Creative Director/Copywriter

David Elizalde, Associate Creative Director



ADVERTISING INDUSTRY SELF-PROMOTION
72B - Integrated Campaign

SCHAEFER ADVERTISING CO.

SCHAEFER ADVERTISING CO.

SCHAEFERMADE LEMONADE

Todd Lancaster, Creative Director

Charlie Howlett, Art Director/Designer

Scott Porter, Copywriter

Scott Porter, Video Production



ELEMENTS OF ADVERTISING

74A - Logo

ILFUSION CREATIVE

ILFUSION CREATIVE

PICKLES BBQ AND ICEHOUSE LOGO

Lee Littlefield, Creative Director

Alison McDonnell, Graphic Designer

Lauren Hayman, Production Manager



ELEMENTS OF ADVERTISING

74A - Logo

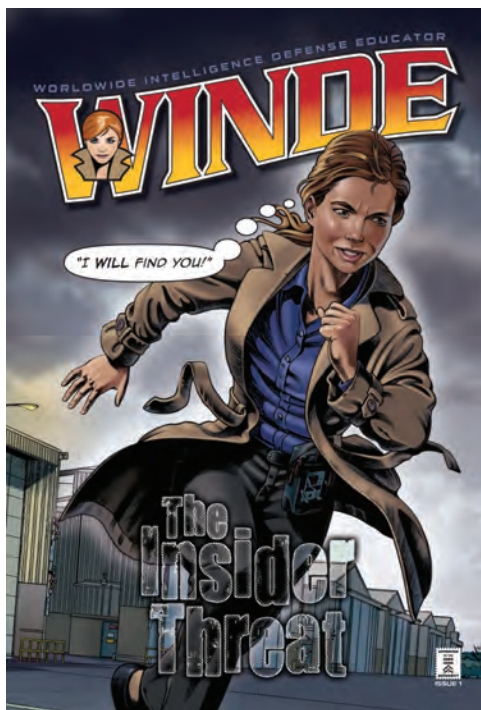
WARREN DOUGLAS ADVERTISING

STREAMS AND VALLEYS

"SPANNING 100 YEARS" 7TH STREET BRIDGE LOGO

Steve Hanthorn, Creative Director/Copywriter

Bryce Burton, Art Director



ELEMENTS OF ADVERTISING

74B - Illustration, Single

LOCKHEED MARTIN AERONAUTICS

LOCKHEED MARTIN MEDIA PRODUCTS

WINDE GRAPHIC NOVEL

David Schweitzer, Graphic Designer/Illustrator

Stan Bagget, Graphic Designer/Color

Dennis Soultair, Graphic Designer/Color

Ed Armstrong, Graphic Designer/Color



ELEMENTS OF ADVERTISING

74H - Animation or Special Effects

CONCUSSION

KONAMI GAMING, INC.

KONAMI BRAND VIDEO

Khristopher Kesling, Creative Director

Rose Gomez, Art Director

Dan Wagner, Group Account Director

Amanda Gibson, Account Director

CookChildren's

Pediatricians • Urgent & Emergency Care
Specialty Care • Home Health Care

cookchildrens.org



ELEMENTS OF ADVERTISING

75A - Music Only

BALCOM AGENCY

COOK CHILDREN'S MEDICAL CENTER

CHILDHOOD SHOULD BE SIMPLE MUSIC

Mark Menza, Composer

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Ashley Freer, Account Director

**STUDENT
WINNERS**

STUDENT BEST OF SHOW

INTEGRATED CAMPAIGN

S14B - Consumer

SHELBY TAMURA

CARFAX

UNIVERSITY OF NORTH TEXAS

*Shelby Tamura, Art Director/Copywriter
Mike Morgan, Photographer*



Some cars are not what they appear to be.
Get a clearer picture by visiting carfax.com

CARFAX

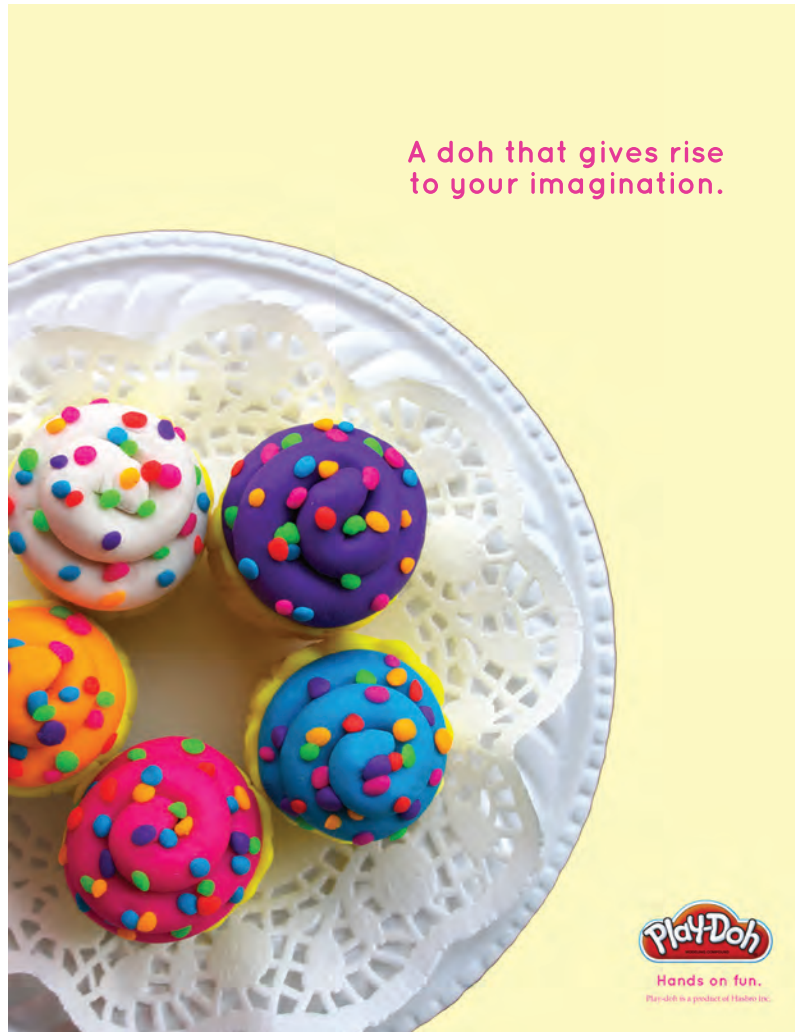
financed engine damage repairs accident history



Some cars are not what they appear to be.
Get a clearer picture by visiting carfax.com

CARFAX

financed engine damage repairs accident history



STUDENT SPECIAL JUDGES' AWARD

CONSUMER OR TRADE PUBLICATION
S09A - Single, Fractional page or Full page

ANNA PARSONS

PLAYDOH ADVERTISEMENT

TEXAS CHRISTIAN UNIVERSITY

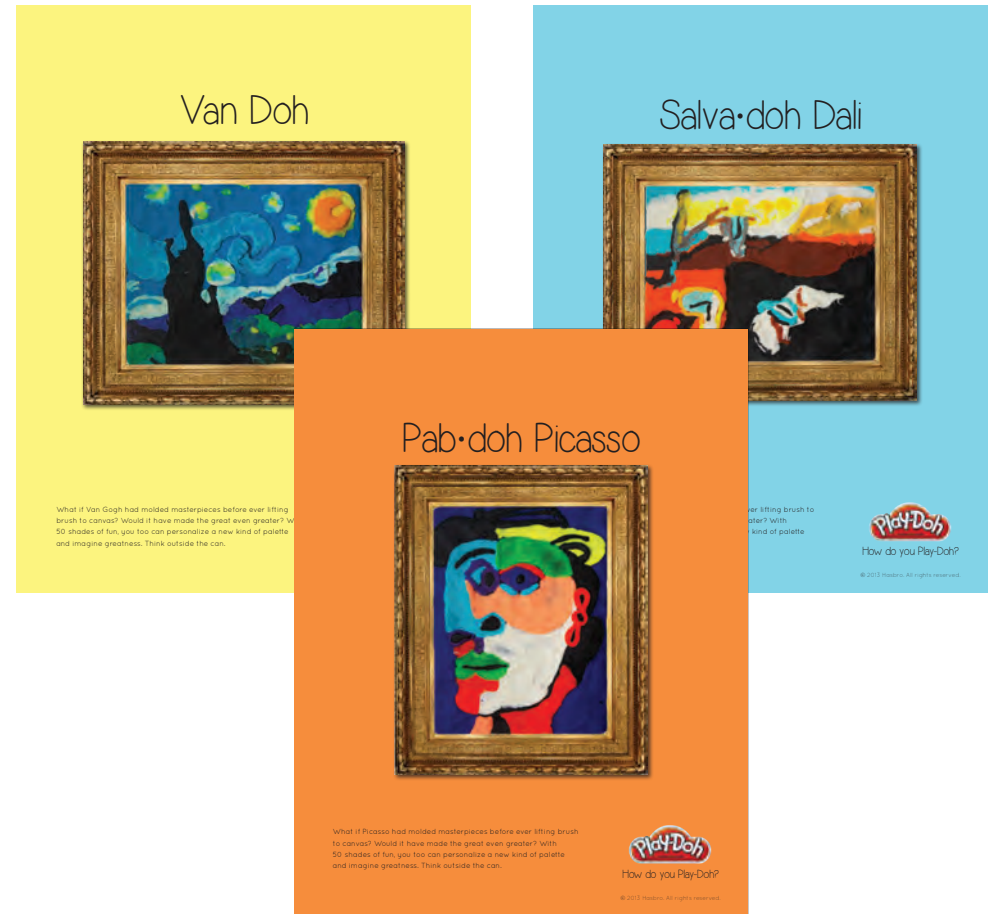
STUDENT SPECIAL JUDGES' AWARD

CONSUMER OR TRADE PUBLICATION
S09B - Campaign

CORINNE GANTHER

PLAY-DOH ADVERTISING
CAMPAIGN

TEXAS CHRISTIAN UNIVERSITY

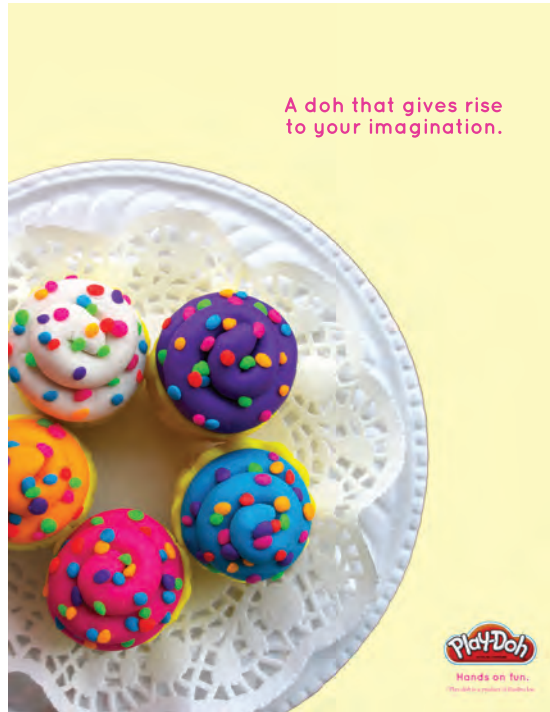




COLLATERAL MATERIAL
S02 - Stationery Package
JON CHAPMAN
BAILEY BLANCHONE
ANNA FRENCH
UNDERBELLY CHIPS & DIPS
THE UNIVERSITY OF TEXAS AT ARLINGTON

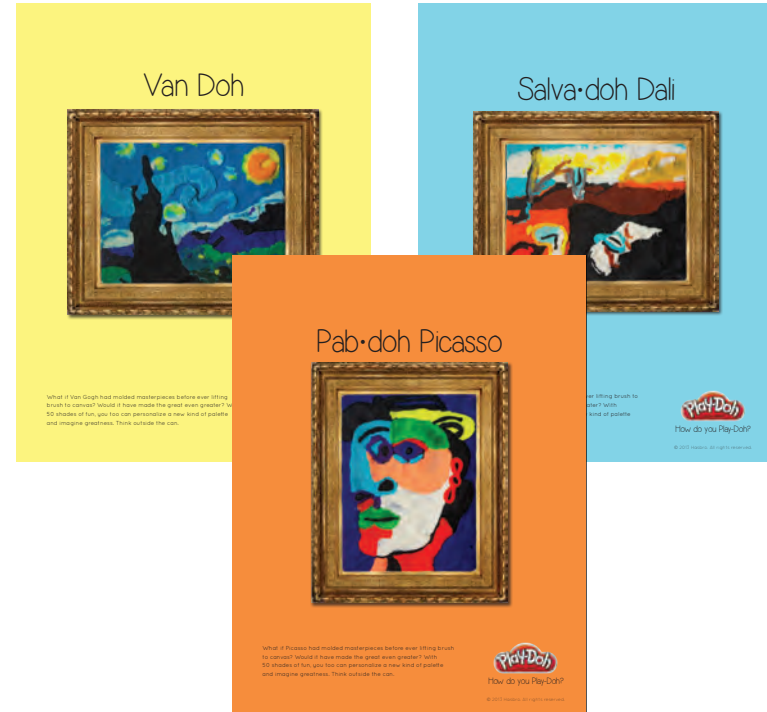


COLLATERAL MATERIAL
S05E - Book Design (Entire Book)
JESSE ESTANES
THE FIELD GUIDE TO BIGFOOT
THE UNIVERSITY OF TEXAS AT ARLINGTON



CONSUMER OR TRADE PUBLICATION
S09A - Single, Fractional page or Full page

ANNA PARSONS
PLAYDOH ADVERTISEMENT
TEXAS CHRISTIAN UNIVERSITY



CONSUMER OR TRADE PUBLICATION
S09B - Campaign

CORINNE GANTHER
PLAY-DOH ADVERTISING CAMPAIGN
TEXAS CHRISTIAN UNIVERSITY

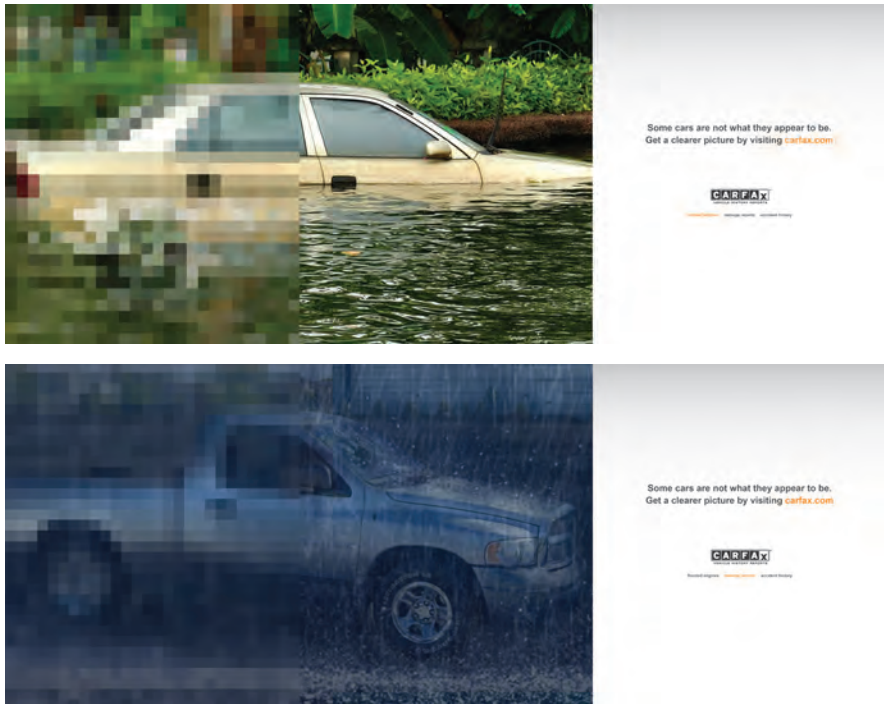


INTEGRATED CAMPAIGN

S14A - B-to-B

MEGAN ANDERSON

**KIWI SHOE POLISH,
POLISH YOUR LIFESTYLE
UNIVERSITY OF NORTH TEXAS**



INTEGRATED CAMPAIGN

S14B - Consumer

SHELBY TAMURA

**CARFAX
UNIVERSITY OF NORTH TEXAS
Shelby Tamura, Art Director/Copywriter
Mike Morgan, Photographer**



MAKING YOUR IMAGE LARGER THAN LIFE...

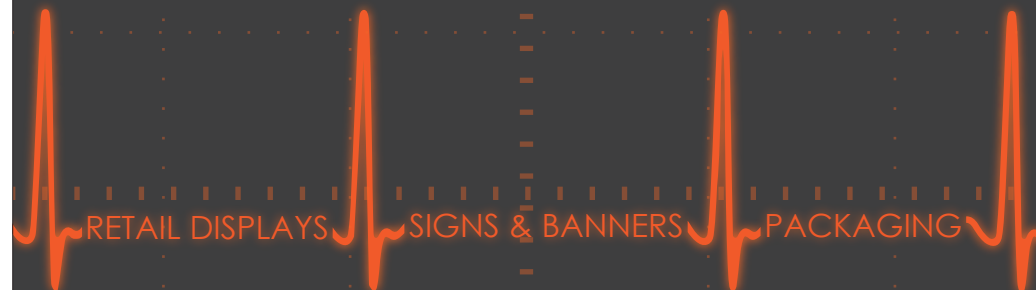
Need a thousand backlit transit signs? Want to wrap a building or create signage 10-stories high? Got an idea that no one has ever done before? As digital printing specialists in both grand and large formats, the only thing we love more than meeting a challenge, is exceeding it. Our prices are competitive, our quality is beyond compare, and we have the people, ingenuity, and experience to make any job happen. From POP/POS to super-sized displays to ideas that haven't even been thought of yet, when it comes to big jobs, clients trust XL to get it done; because we know, when it comes to your projects, image is everything.



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DALLAS/FORT WORTH

WACO

AUSTIN/SAN ANTONIO

BENTONVILLE, AR



ALL AWARDS

SALES PROMOTION

01A CATALOG

BRONZE

Concussion

Konami Gaming, Inc.
Game Catalog

Khristopher Kesling, Creative Director
Rose Gomez, Art Director
Amanda Gibson, Account Director
Claire Dunn, Junior Account Executive
Allan Cardozo, Interactive Director
Christine Farnsworth, Production Artist

01D MENU

BRONZE

Ilfusion Creative

Pickles BBQ and Icehouse Menu
Lee Littlefield, Creative Director
Alison McDonnell, Graphic Designer
Allison King, Account Manager
Lauren Hayman, Production Manager

02A SINGLE UNIT

GOLD

Secret Powers

Square Enix
Hitman HD Trilogy Limited Edition
Packaging & Art Book

Secret Powers, Game Package Design,
Art Book Design, Art Curation,
Creative Direction
New Science Agency, Front-Of-Box
Cover Art, Art Curation

03B FREE-STANDING

BRONZE

Balcom Agency

Justin Boots
Justin Silver
Jeff Heaton, Art Director
Jamie Fisher, Copywriter
Trey Sprinkle, Creative Director
Krystal Lewis, Account Director

03C TRADE SHOW EXHIBIT

BRONZE

Skyline DFW Exhibits & Events
Eurocopter Airbus & Eurocopter
At NBAA Business Aviation
Convention
& Exhibition 2013

Nate Nelson, Designer
Jeff Meisner, President

SILVER

Skyline DFW Exhibits & Events
American Airlines
American Airlines At GBTA 2013

Scooter Hendon, Designer
Jeff Meisner, President
Smart Cookie, Multimedia Partner

SILVER

Skyline DFW Exhibits & Events
Erchonia
Erchonia Laser Healthcare At
North American Veterinary
Community
Conference 2013

Scooter Hendon, Designer
Peggy Tackett, Marketing Consultant

SILVER

Skyline DFW Exhibits & Events
Eurocopter
Eurocopter At Heli-Expo 2013

Nate Nelson, Designer
Jeff Meisner, President

03D BRANDED ENVIRONMENT

BRONZE

Skyline DFW Exhibits & Events
American Airlines
American Airlines & Disney
Planes Activation

Scooter Hendon, Designer
Jeff Meisner, President
Smart Cookie, Multimedia Partner

05 AUDIO/VIDEO SALES PRESENTATION

SILVER

Balcom Agency
Justin Boots
Justin USA: Thank You Video
Jeff Heaton, Editor
Lauren Maibach, Art Director
Jamie Fisher, Copywriter
Trey Sprinkle, Creative Director
Krystal Lewis, Account Director

SILVER

Concussion
Konami Gaming, Inc.
Konami Brand Video
Khristopher Kesling, Creative Director
Rose Gomez, Art Director
Dan Wagner, Group Account Director
Amanda Gibson, Account Director

SILVER

Red Productions
Adventure LLC
Adventure Park
Scott Nichols, Producer
Red Sanders, Cinematographer
Sam Parnell, Editor

COLLATERAL MATERIAL

06A STATIONERY, FLAT PRINTED

SILVER

Schaefer Advertising Co.
Tallulah & Co.
Corporate Identity Package
Charlie Howlett, Art Director/Designer

GOLD

The Starr Conspiracy
James L. West Alzheimer's Center
James L. West Stationery
Nancy Crabb, Designer
Ben Bologna, Senior Designer
Brandon Alcorn, Creative Director

06B STATIONERY, MULTIPLE PROCESS

BRONZE

The Starr Conspiracy
Virgin Pulse
Virgin Pulse Stationery
Nancy Crabb, Designer
Brandon Alcorn, Creative Director

SILVER

The Starr Conspiracy
Smashfly
Smashfly Stationery
Tim Lautensack, Designer
Brandon Alcorn, Creative Director

07B ANNUAL REPORT, FOUR-COLOR

SILVER

GCG Marketing
ExxonMobil
Exxon 2013 Outlook for Energy
GCG Team

08B BROCHURE, FOUR-COLOR

BRONZE

Design Works Studio
Design Works Studio
Suite Brochure
Laura Russell, Designer
Cindy Engel, Creative Director

BRONZE

Fort Worth Opera
Fort Worth Opera
2013 Festival Brochure

Zach Hale, Graphic Designer,
The Matchbox Studio
Liz Burnett, Creative Director,
The Matchbox Studio

SILVER

Lockheed Martin Aeronautics
Lockheed Martin Media Products
WINDE Graphic Novel

David Schweitzer,
Graphic Designer/Illustrator
Stan Bagget, Graphic Designer/Color
Dennis Soultair, Graphic Designer/Color
Ed Armstrong, Graphic Designer/Color

08C BROCHURE, CAMPAIGN

SILVER

Lockheed Martin Aeronautics
Lockheed Martin Media Products
WINDE Graphic Novel
David Schweitzer, Graphic Designer/Illustrator
Stan Bagget, Graphic Designer
Ed Armstrong, Graphic Designer/Interactive
Steve Hall, Graphic Designer/Interactive
Lyndy Benson, Graphic Designer
Dennis Soultair, Graphic Designer
Brad Stokes, Video Director

09E PUBLICATION DESIGN, BOOK DESIGN (ENTIRE)

GOLD

Secret Powers
Square Enix
Hitman HD Trilogy Limited
Edition Art Book
Secret Powers, Game Package Design,
Art Book Design, Art Curation,
Creative Direction
New Science Agency, Front-Of-Box
Cover Art, Art Curation

GOLD

Secret Powers
Square Enix
The Art of Final Fantasy XIII:
Lightning Returns
Secret Powers, Art Book Design,
Layout, Creative Direction

10A POSTER, SINGLE

BRONZE

Innovador LLC
Fort Worth Stock Show & Rodeo
FWSSR Poster

Jason Van Orden, Associate Creative
Director/Art Director
Liz Heck, Marketing & PR Director
Susan Watt Foster, President

SILVER

Schaefer Advertising Co.
JPS Health Network
Respiratory Etiquette Poster: Red
Kim McRee, Vice President, Account Service
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Maren Gibbs, Production Manager
Robie Capps, Photographer

SILVER

Schaefer Advertising Co.
JPS Health Network
Respiratory Etiquette Poster: Yellow
Kim McRee, Vice President, Account Service
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Maren Gibbs, Production Manager
Robie Capps, Photographer

SILVER

Schaefer Advertising Co.
JPS Health Network
Respiratory Etiquette
Poster: Green
Kim McRee, Vice President, Account Service
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Maren Gibbs, Production Manager
Robie Capps, Photographer

SILVER

Schaefer Advertising Co.
JPS Health Network
Respiratory Etiquette Poster: Blue
Kim McRee, Vice President, Account Service
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Maren Gibbs, Production Manager
Robie Capps, Photographer

10B POSTER, CAMPAIGN**GOLD**

Schaefer Advertising Co.
JPS Health Network Respiratory
Etiquette Campaign
Kim McRee, Vice President, Account Service
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Maren Gibbs, Production Manager
Robie Capps, Photographer

**11B SPECIAL EVENT
MATERIAL, INVITATION****GOLD**

Balcom Agency
Lauren Maibach and Cole Carter
Carter Wedding
Lauren Maibach, Creative Director,
Copywriter, Bride
Cole Carter, Groom

GOLD

Jimmy Ball Design
Amon Carter Museum Of
American Art
Amon Carter Circle Dinner Invite
Will Gillham, Director of Publications
Lorraine Bond, Graphic Designer
Jimmy Ball, Art Director/Designer

**11D SPECIAL EVENT
MATERIAL, CAMPAIGN****BRONZE**

Concussion
Texas Christian University
Athletics Department
Fear The Frog Collateral Campaign
Allen Wallach, Account Planning
Khristopher Kesling, Creative Director
Amanda Gibson, Account Director
Christine Farnsworth, Production Artist

GOLD

Warren Douglas Advertising
Streams And Valleys
"Spanning 100 Years" 7th Street
Bridge Campaign
Steve Hanthorn,
Creative Director/Copy Writer
Bryce Burton, Art Director
Erik Garcia, Copywriter
David Elizalde, Associate Creative Director
Mitch Topliss, Production Manager
Angel Marquez, Web Designer/Developer

DIRECT MARKETING**12A DIRECT MARKETING, FLAT****BRONZE**

Schaefer Advertising Co.
TTI, Inc.
Remember Me?! – The Specialist
Comic #3
Erin Naterman, Account Supervisor
Todd Lancaster, Creative Director
Scott Porter, Copywriter
Miracle Studios, Illustrator

GOLD

Concussion
Konami Gaming, Inc.
Podium Goliath Brochure
Khristopher Kesling, Creative Director
Rose Gomez, Art Director
Amanda Gibson, Account Director
Leslie Brackett, Director of Production

GOLD

Concussion
Konami Gaming, Inc.
Podium Monument Brochure
Khristopher Kesling, Creative Director
Rose Gomez, Art Director
Amanda Gibson, Account Director
Leslie Brackett, Director of Production

12B DIRECT MARKETING, 3-D**BRONZE**

Concussion
Konami Gaming, Inc.
Dragon's Victory Pop-Up
Khristopher Kesling, Creative Director
Rose Gomez, Art Director
Amanda Gibson, Account Director
Leslie Brackett, Director of Production

BRONZE

The Starr Conspiracy
Virgin Healthmiles
Virgin Healthmiles DM
Jonathan Irwin, Art Director
Brandon Alcorn, Creative Director
Lou Chapman, Copywriter

BRONZE

GCG Marketing
Rheem
Rheem Distributor Marketing Kit
GCG Team

OUT-OF-HOME**15A OUTDOOR BOARD, FLAT****SILVER**

Balcom Agency
Justin Boots
Justin Rodeo
Trey Sprinkle, Art Director
Carol Glover, Creative Director
Krystal Lewis, Account Director

SILVER

Balcom Agency
Pediatric Eye Associates
Everything For Little
Peeps – Monkey
Jeff Heaton, Art Director/Photographer
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Susan Schoolfield, Account Director

18 CAMPAIGN**BRONZE**

Balcom Agency
Justin Boots
Justin Rodeo
Trey Sprinkle, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Krystal Lewis, Account Director

BRONZE

Warren Douglas Advertising
Medical City Dallas Hospitals
Medical City Dallas Hospital ER
Billboard Campaign
David Elizalde, Associate Art Director
Bryce Burton, Art Director
Ryan Harvey, Graphic Designer
Steve Hanthorn, Creative Director/
Copy Writer
Angela Davis, Account Service Director

GOLD

Balcom Agency
Pediatric Eye Associates
Everything For Little Peeps
Jeff Heaton, Art Director/Photographer
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Susan Schoolfield, Account Director

GOLD

Schaefer Advertising Co.
Cassco Development Company
Word Crop Signs
Nick Bendian, Account Supervisor
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Maren Gibbs, Production Manager
Signs Etc.

**NON-TRADITIONAL
ADVERTISING****20B NON-TRADITIONAL
ADVERTISING, CAMPAIGN****GOLD**

Schaefer Advertising Co.
Cassco Development Company
Word Crop Signs
Nick Bendian, Account Supervisor
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Maren Gibbs, Production Manager
Signs Etc.

**CONSUMER OR TRADE
PUBLICATION****21B FRACTIONAL PAGE,
FOUR-COLOR****BRONZE**

Balcom Agency
Pediatric Eye Associates
When Carrots Won't Cut It
Jeff Heaton, Art Director/Photographer
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Susan Schoolfield, Account Director

22B FULL PAGE, FOUR-COLOR**BRONZE**

Consuro/Enterhost
Consuro Managed Technology
Disgruntled Geek
Lori McCormick, Art Director
Courtney Summers,
Director of Marketing/Copywriter

BRONZE

GCG Marketing
PolyJohn Enterprises
PolyJohn "Cash Register" Ad
GCG Team

BRONZE

GCG Marketing
PolyJohn Enterprises
PolyJohn "Walkie Talkie" Ad
GCG Team

BRONZE

Brian Pierce Marketing
Sundance Square
"This Is The Place"
Brian Pierce, Writer
Jimmy Mowry, Mowry Creative,
Art Director
Tracy Gilmour, Sundance Square,
Account Executive
Anita Simmons, Sundance Square,
Account Coordinator

SILVER

Balcom Agency
Pediatric Eye Associates
When Carrots Won't Cut It
Jeff Heaton, Art Director/Photographer
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Susan Schoolfield, Account Director

GOLD

Balcom Agency
Justin Boots
George Strait Farewell
Lauren Maibach, Art Director
Stephanie Orges, Copywriter
Carol Glover, Creative Director
Krystal Lewis, Account Director

**23B SPREAD, MULTIPLE PAGE
OR INSERT, FOUR-COLOR****SILVER**

Balcom Agency
Justin Boots
Since 1879
Trey Sprinkle, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Krystal Lewis, Account Director

24B CAMPAIGN, FOUR-COLOR**BRONZE**

GCG Marketing
PolyJohn Enterprises
PolyJohn 2013 Ad Campaign
GCG Team

BRONZE

Balcom Agency
PCCA
Quality Campaign

David Sims, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Kim Spears, Account Director

SILVER

THE STARR CONSPIRACY
ACHIEVER'S
ACHIEVER'S AD CAMPAIGN

Brandon Alcorn, Creative Director
Anna Beth Bonney, Copywriter

NEWSPAPER

26B NEWSPAPER, COLOR
SILVER

Brian Pierce Marketing
Sundance Square
"This Is The Place"

Brian Pierce, Writer
Jimmy Mowry, Mowry Creative,
Art Director
Tracy Gilmour, Sundance Square,
Account Executive
Anita Simmons, Sundance Square,
Account Coordinator

DIGITAL ADVERTISING

32A WEBSITES,
B-TO-B, PRODUCTS
SILVER

The Starr Conspiracy
Influence HR
Influence HR Website

Ben Bologna, Senior Designer
Michael Mercer, Web Developer
Brandon Alcorn, Creative Director
Anna Beth Bonney, Copywriter

32C WEBSITES, B-TO-B,
SERVICES

BRONZE

The Starr Conspiracy
Uptivity
Uptivity Website

Ben Bologna, Senior Designer
Michael Mercer, Web Developer
Brandon Alcorn, Creative Director
Lance Haun, Copywriter

SILVER

Balcom Agency
Get There
Get There Website

Lauren Maibach, Art Director
Jamie Fisher, Copywriter
Brian Blankenship, Interactive
Creative Director
Rob Mart, Account Director

SILVER

The Starr Conspiracy
Vestrics
Vestrics Website

Tim Lautensack, Designer
Michael Mercer, Web Developer
Brandon Alcorn, Creative Director
Lou Chapman, Copywriter

33A WEBSITES,
CONSUMER, PRODUCTS

SILVER

Ilfusion Creative
Ilfusion Creative
Wink Website

Lee Littlefield, Creative Director
Austin Stewart, Web Developer
Alison McDonnell, Graphic Designer

33C WEBSITES,
CONSUMER, SERVICES

SILVER

Warren Douglas Advertising
Streams And Valleys
7th Street Bridge Website

Angel Marquez, Web Designer/
Developer
Bryce Burton, Art Director
Sheena Bandy, Web Developer

SILVER

Warren Douglas Advertising
Rylander Clay & Opitz, LLP
RCO Website

Brian Henderson, Director of
User Experience
Angel Marquez, Web Designer/
Developer
Ryan Benson, Senior Developer &
Technical Lead
Samantha Jordan, Project Manager
Erik Garcia, Copywriter

35A MICROSITES, PRODUCTS

BRONZE

Steadfast Creative
Steadfast Creative
Secret Happy Hour

Brad Parnell, Creative Director
Kristi Cooper, Lead Designer
Cresencio Cantu, Lead Developer

36B MICROSITES, SINGLE
PLATFORM, CONSUMER

BRONZE

BlueRock Marketing
Steve Navarre
Steve's Not Dead

Alice Cantu, Accounts Director
Lisa Bachim, Senior Art Director
Shawn Yujuico, Marketing Strategy

BRONZE

Ilfusion Creative
Ilfusion Creative
Pickles BBQ And Icehouse
Facebook Page

Rachel Duran, Director of Social
Media Strategy
Hillary Dupriest, Community Manager
Lee Littlefield, Creative Director
Alison McDonnell, Graphic Designer
Allison King, Account Manager

36C SOCIAL MEDIA CAMPAIGN

BRONZE

Ardent Creative
Ardent Creative
Ardent Creative Social
Media Campaign

Luiz Baptista

38B ONLINE PUBLICATION,
MAGAZINE

BRONZE

Concussion
Konami Gaming, Inc.
Konami Product
Catalog Flipbooks
Khris Kesling, Creative Director
Allan Cardozo, Interactive Director
Rose Gomez, Creative Director
Katie Betik, Interactive Account Executive

38D EMAIL

BRONZE

BlueRock Marketing
American Eurocopter
Innovation Meets Recreation

Alice Cantu, Accounts Director
Lisa Bachim, Senior Art Director
Shawn Yujuico, Marketing Strategy

BRONZE

The Starr Conspiracy
Montage
Montage Holiday e-Card

Tim Lautensack, Designer
Brandon Alcorn, Creative Director
Lance Haun, Copywriter

39A BANNERS, RICH MEDIA

BRONZE

Concussion
Fort Worth Transportation
Authority
State Fair Corn Dog Banner Ads

Khris Kesling, Creative Director
Rose Gomez, Art Director
Lindsay Springer, Senior Account Executive
Allan Cardozo, Interactive Director

BRONZE

Balcom Agency
Cook Children's Medical Center
Bike/Wheelchair

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director

BRONZE

Balcom Agency
Cook Children's Medical Center
Floatie/MRI

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director

40A WEBISODES

BRONZE

Schaefer Advertising Co.
TTI, Inc.
Dead In The Water - The Specialist
Video #1

Erin Naterman, Account Supervisor
Todd Lancaster, Creative Director
Scott Porter, Copywriter
Track Daddy Productions, Video Production

SILVER

Schaefer Advertising Co.
TTI, Inc.
Power Surge - The Specialist
Video #2

Erin Naterman, Account Supervisor
Todd Lancaster, Creative Director
Scott Porter, Copywriter
Track Daddy Productions, Video Production

40B INTERNET COMMERCIALS

BRONZE

Secret Powers
SmartTeam
SmartTeam Product Video

Secret Powers, Creative,
Copywriting, Design, Motion Graphics,
Character Animation, Editorial
Megan Levens, Character Design, Illustration
OkraTron 5000, Sound Design,
Voiceover, Audio Post

BRONZE

Secret Powers
FreshBooks
FreshBooks Cloud Accounting

Secret Powers, Motion Graphics,
Character Animation, Editorial,
Live Action Direction
Jesse Read/FreshBooks, Illustration
Jake Wilganowski,
Director of Photography
OkraTron 5000, Sound Design,
Voiceover, Audio Post

BRONZE

Schaefer Advertising Co.
JPS Foundation
Small Change Big Impact:
Prescription

Kim McRee, Vice President, Account Service
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Red Productions, Video Production

BRONZE

Red Productions
iProspect
Company Overview

Jonathan Bryant, Animation
Jonathan Combs, Design
Mark Menza, Sound Design
Erin Ostenson, Producer
Scott Porter, Writer

BRONZE

Red Productions
Fort Worth Chamber Of Commerce
Fort Worth Chamber Of Commerce

Chris Rodriguez, Director
Sam Parnell, Editor
Erik Clapp, Cinematographer

SILVER

Schaefer Advertising Co.
JPS Foundation
Small Change Big Impact: Socks

Kim McRee, Vice President, Account Service
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Maren Gibbs, Production Manager
Red Productions, Video Production

SILVER

Schaefer Advertising Co.
JPS Foundation
Small Change Big Impact: Pedometer

Kim McRee, Vice President, Account Service
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Red Productions, Video Production

GOLD

Schaefer Advertising Co.
JPS Foundation
Small Change Big Impact: Wig

Kim McRee, Vice President, Account Service
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Red Productions, Video Production

**40D BRANDED CONTENT,
MORE THAN 60 SEC.**

BRONZE

The Starr Conspiracy
The Starr Conspiracy
TSC-Behind The Scenes Video

Tim Lautensack,
Cinematographer and Editor
Brandon Alcorn, Creative Director

BRONZE

Studios 121
Deloitte University
Stop Hunger Now & Wine To Water

Clayton Coblentz, Producer
Craig Doig, Director
Nate Jones, Director/Editorial
Brandon Schwindt, Editorial

SILVER

Concussion
Konami Gaming, Inc.
Konami Brand Video

Khristopher Kesling, Creative Director
Rose Gomez, Art Director
Dan Wagner, Group Account Director
Amanda Gibson, Account Director

SILVER

The Starr Conspiracy
The Starr Conspiracy
TSC Culture Video

Tim Lautensack,
Cinematographer and Editor
Brandon Alcorn, Creative Director

GOLD

Ultralite Films
Grand Trunk
Goods For The Road

Bud Force, Director/Producer
Joey Arcisz, Director of Photography/Chief Editor
Erich Schlegel, Cinematographer/Aerial Camera
Zak Tollefson, Cinematographer

**42 DIGITAL ADVERTISING,
CAMPAIGN**

BRONZE

Balcom Agency
Cook Children's Medical Center
Because Childhood Should Be Simple

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director

BRONZE

Balcom Agency
TCU Neeley School Of Business
TCU Neeley School Supply Chain Campaign

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Susan Schoolfield, Account Director

SILVER

Schaefer Advertising Co.
TTI, Inc.
The Specialist Online Campaign

Erin Naterman, Account Supervisor
Todd Lancaster, Creative Director
Scott Porter, Copywriter
Miracle Studios, Illustrator

GOLD

Schaefer Advertising Co.
JPS Foundation
Small Change Big Impact Campaign

Kim McRee, Vice President, Account Service
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Red Productions, Video Production

TELEVISION

46A LOCAL, SINGLE, :15 OR LESS

GOLD

Balcom Agency
Cook Children's Medical Center
Because Childhood Should Be Simple: Bike

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer

GOLD

Balcom Agency
Cook Children's Medical Center
Because Childhood Should Be Simple: Merry-Go-Round

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer

46B LOCAL, SINGLE, :30

GOLD

Schaefer Advertising Co.
Nolan Ryan Beef
Ryan Family Showdown TV Spot

Nick Bendian, Account Supervisor
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Maren Gibbs, Production Manager
Patrick Smith, Video Production

GOLD

Balcom Agency
Cook Children's Medical Center
Because Childhood Should Be Simple: Bike

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer

GOLD

Balcom Agency
Cook Children's Medical Center
Because Childhood Should Be Simple: Merry-Go-Round

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer

**46C LOCAL, SINGLE,
:60 OR MORE**

GOLD

Balcom Agency
Cook Children's Medical Center
Because Childhood Should Be Simple: Bike

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer

GOLD

Balcom Agency
Cook Children's Medical Center
Because Childhood Should Be Simple: Merry-Go-Round

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer

46D LOCAL CAMPAIGN

GOLD

Balcom Agency
Cook Children's Medical Center
Because Childhood Should Be Simple

Holly Aguilar, Art Director
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director
Lynne Swihart, Producer

48A PRODUCTS

BRONZE

Secret Powers
Dreamworks/D3 Publisher
The Croods: Prehistoric Party

Secret Powers, Copywriting, Design,
Motion Graphics, Editorial
OkraTron 5000, Sound Design,
Voiceover, Audio Post

BRONZE

Broken Films
Watson Pharmaceuticals/Actavis
Generess FE

Mark Whittier, Producer/Director,
Editor
Denise O'Brien, Creative Director/Art Director
Brad Herbert, Visual FX Supervisor
Billy Veltin, Director of Photography
Mark Menza, Post Audio/Sound Design

SILVER

Balcom Agency
Justin Boots
Justin USA: Thank You

Jeff Heaton, Editor
Jamie Fisher, Copywriter
Lauren Maibach, Art Director
Trey Sprinkle, Creative Director
Krystal Lewis, Account Director

INTEGRATED CAMPAIGNS

53 B-TO-B, REGIONAL/NATIONAL

BRONZE

Balcom Agency

PCCA

Brilliant Campaign

David Sims, Art Director

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Kim Spears & Audrey Stewart,

Account Directors

SILVER

Concussion

Konami Gaming, Inc.

SYNKROS Gears Campaign

Khristopher Kesling, Creative Director

Rose Gomez, Art Director

Dan Wagner, Group Account Director

Andrew Yañez, Chief Creative Officer

54 CONSUMER, LOCAL

BRONZE

Concussion

Texas Christian University

Athletics Department

Fear The Frog Integrated Campaign

Allen Wallach, Account Planning

Khristopher Kesling, Creative Director

Amanda Gibson, Account Director

Christine Farnsworth, Production Artist

55 CONSUMER, REGIONAL/NATIONAL

BRONZE

Warren Douglas Advertising

Tyson Foods, Inc.

Wright Brand World Food

Championships Campaign

Paul Davis, Senior Art Director

David Elizalde, Associate Art Director

Bryce Burton, Art Director

Mitch Topliss, Production Manager

Erik Garcia, Copy Writer

Steve Hanthorn, Creative Director/

Copy Writer

Lauren Gourley, Marketing

Strategist Director

Angel Marquez, Web Developer

SILVER

Balcom Agency

Justin Boots

Justin USA Thank You Campaign

Lauren Maibach, Art Director

Jamie Fisher, Copywriter

Trey Sprinkle, Creative Director

Jeff Heaton, Editor

Krystal Lewis, Account Director

ADVERTISING FOR THE ARTS & SCIENCES

56C BROCHURE/SALES KIT

BRONZE

Schaefer Advertising Co.

Fort Worth Opera

JFK Opera Folder

Nick Bendian, Account Supervisor

Todd Lancaster, Creative Director

Charlie Howlett, Art Director/Designer

Scott Porter, Copywriter

Maren Gibbs, Production Manager

BRONZE

BrandEra

Texas Ballet Theater

Texas Ballet Theater Package

Reecanne Joeckel, Creative Director

Ali Baer, Account Executive

Randall Addison, Graphic Designer

Steven Visneau, Photographer

Kevin Spann, Printer

Adrian Hernandez, Printer

56E POSTER

SILVER

Schaefer Advertising Co.

Fort Worth Zoo

Zoo Ball Poster

Erin Naterman, Account Supervisor

Todd Lancaster, Creative Director

Todd Lancaster, Illustrator

Maren Gibbs, Production Manager

56G CARDS, INVITATIONS OR ANNOUNCEMENTS

SILVER

Hutson Creative

The Arts Council Of Fort Worth & Tarrant County

Toast Of The Town P.O.P. Invite

Justin Burks, Creative Director

Beth Hutson, CEO

GOLD

Schaefer Advertising Co.

Fort Worth Zoo

Zoo Ball Invitation

Erin Naterman, Account Supervisor

Todd Lancaster, Creative Director

Todd Lancaster, Illustrator

Maren Gibbs, Production Manager

62A SINGLE MEDIUM CAMPAIGN

SILVER

Balcom Agency

Cook Children's Medical Center

Childhood Should Be Simple

Holly Aguilar, Art Director

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Ashley Freer, Account Director

SILVER

Balcom Agency

USMD Prostate Cancer Center

USMD Prostate Center Campaign

Holly Aguilar, Art Director

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Susan Schoolfeld, Account Director

GOLD

Words On Wheels

Words On Wheels

Words On Wheels Grand

Opening Campaign

Cassie Kruemcke, Owner/Designer,

Mint Ink Design

Tina Stovall, Owner/Copywriter,

Words On Wheels

GOLD

Balcom Agency

Pediatric Eye Associates

Pediatric Eye Campaign

Jeff Heaton, Art Director/

Photographer

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Susan Schoolfeld, Account Director

62B INTEGRATED CAMPAIGN

BRONZE

Concussion

HCA North Texas

FastERTx Integrated Campaign

Khristopher Kesling, Creative Director

Amanda Gibson, Account Director

Allan Cardozo, Interactive Director

BRONZE

Balcom Agency

Cook Children's Medical Center

Childhood Should Be Simple

Holly Aguilar, Art Director

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Ashley Freer, Account Director

Lynne Swihart, Producer

GOLD

Schaefer Advertising Co.

Fort Worth Zoo

Beastro Campaign

Erin Naterman, Account Supervisor

Todd Lancaster, Creative Director

Scott Porter, Copywriter

Maren Gibbs, Production Manager

GOLD

Balcom Agency

Pediatric Eye Associates

Everything For Little Peeps

Jeff Heaton, Art Director/

Photographer

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Susan Schoolfeld, Account Director

PUBLIC SERVICE

63C BROCHURES/SALES KIT

SILVER

Balcom Agency

Fort Worth Chamber

Of Commerce

JFK/FW An Intersection Of History

Holly Aguilar, Art Director

Jamie Fisher, Copywriter

Carol Glover, Creative Director

Lesley Dupre, Account Director

63G CARDS, INVITATIONS OR ANNOUNCEMENTS

BRONZE

Balcom Agency

Fort Worth Pregnancy Center

Every Life Is Unique

Lauren Maibach, Art Director

Stephanie Orges, Copywriter

Carol Glover, Creative Director

Krystal Lewis, Account Director

65C AUDIO/VISUAL

SILVER

Ultralite Films

Resident Alien

The JFK Unspoken Speech

Project: Dissident Voices

Joey Arcisz, Director of Photography

GOLD

Ultralite Films

Resident Alien

The Unspoken Speech Project:

Words Alone

Joey Arcisz, Chief Editor

65D DIGITAL ADVERTISING

BRONZE

J.O.

The Cause Agency

The Cause Agency Website

Jason Van Orden, Associate Creative Director/

Art Director

Jennifer Henderson, Creative Director

Paige Rodges, Copywriter

SILVER

Ride For The Brand

Boots B4 Boots

Boots B4 Boots

Preston Mitcham, Developer

Daniel Glenn, Designer

Kelly Rahner, Designer

Ryan Clayton, Developer

Brandon Bowman, Developer

Douglas Cox, Interactive Director

Colton Onstot, Account Executive

**69A SINGLE MEDIUM
CAMPAIGN****BRONZE**

Balcom Agency
United Way Of Tarrant County
YOUnted Way Print Campaign
Lauren Maibach, Art Director
Stephanie Orges, Copywriter
Carol Glover, Creative Director
Krystal Lewis, Account Director

SILVER

Pinkerton Design
Downtown Fort Worth Inc DFWI
Recycle On The Go
Gladys Pinkerton, Creative Director
Christine Farnsworth, Retouch/
Illustration

**ADVERTISING INDUSTRY
SELF-PROMOTION****70A COLLATERAL****BRONZE**

J.O.
J.O.
J.O. Brochure
Jason Van Orden, Associate Creative Director/
Art Director
Jennifer Henderson, Creative Director
Paige Rodges, Copywriter

SILVER

Ifusion Creative
Ifusion Creative
Ifusion Business Cards
Lee Littlefield, Creative Director
Alison McDonnell, Graphic Designer
Lauren Hayman, Production Manager

70G DIGITAL ADVERTISING**BRONZE**

Warren Douglas Advertising
Creative Magma
Creative Magma Website
Brian Henderson, Director of User Experience
Angel Marquez - Web Designer/
Developer, Web Designer/Developer
Jared Lawson, Copywriter

SILVER

Ifusion Creative
Ifusion Creative
Ifusion Website
Lee Littlefield, Creative Director
Austin Stewart, Web Developer
Alison McDonnell, Graphic Designer
Matthew Radar, Web Developer
Lauren Hayman, Production Manager

GOLD

The Starr Conspiracy
The Starr Conspiracy
TSC Website
Ben Bologna, Senior Designer
Michael Mercer, Web Developer
Brandon Alcorn, Creative Director
Steve Smith, Copywriter

GOLD

Warren Douglas Advertising
Warren Douglas Advertising
Warren Douglas Advertising
Website
Brian Henderson, Director of User Experience
Angel Marquez, Web Designer/Developer
Aaron Dougherty, Photographer
Steve Hanthorn, Creative Director/Copywriter
David Elizalde, Associate Creative Director

**70K CARDS, INVITATIONS,
OR ANNOUNCEMENTS****BRONZE**

Schaefer Advertising Co.
Schaefer Advertising Co.
Christmas Card
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Scott Porter, Video Production

BRONZE

GCG Marketing
GCG Marketing
GCG 2013 Christmas Card
GCG Team

SILVER

GCG Marketing
GCG Marketing
GCG 40TH Birthday Party Invitation
GCG Team

**71 AD CLUB OR
MARKETING CLUB****BRONZE**

Ardent Creative
Ardent Creative
ADDYs 2013 Signage
Ardent Creative Team

**72B INTEGRATED
CAMPAIGN****GOLD**

Schaefer Advertising Co.
Schaefer Advertising Co.
Schaefermade Lemonade
Todd Lancaster, Creative Director
Charlie Howlett, Art Director/Designer
Scott Porter, Copywriter
Scott Porter, Video Production

ELEMENTS OF ADVERTISING**73 COPYWRITING****BRONZE**

Words On Wheels
Words On Wheels
Words On Wheels Website
Tina Stovall, Copywriter

SILVER

Brian Pierce Marketing
Sundance Square
"This Is The Place"
Brian Pierce, Writer
Jimmy Mowry, Mowry Creative,
Art Director
Tracy Gilmour, Sundance Square,
Account Executive
Anita Simmons, Sundance Square,
Account Coordinator

74A LOGO**BRONZE**

Ifusion Creative
Ifusion Creative
Ifusion Logo
Lee Littlefield, Creative Director
Alison McDonnell, Graphic Designer
Lauren Hayman, Production Manager

BRONZE

Ardent Creative
Ardent Creative
Battle Of The Horns Logo
Ardent Creative Team

BRONZE

The Starr Conspiracy
Influence HR
Influence HR Logo
Ben Bologna, Senior Designer
Brandon Alcorn, Creative Director

SILVER

The Starr Conspiracy
James L. West
Alzheimer's Center
James L. West Logo
Nancy Crabb, Designer
Ben Bologna, Senior Designer
Brandon Alcorn, Creative Director

SILVER

The Starr Conspiracy
Mesch McBride
Mesch McBride Logo
Ben Bologna, Senior Designer
Brandon Alcorn, Creative Director

SILVER

The Starr Conspiracy
Smashfly
Smashfly Logo
Tim Lautensack, Designer
Brandon Alcorn, Creative Director

GOLD

Ifusion Creative
Ifusion Creative
Pickles BBQ And Icehouse Logo
Lee Littlefield, Creative Director
Alison McDonnell, Graphic Designer
Lauren Hayman, Production Manager

GOLD

Warren Douglas Advertising
Streams And Valleys
"Spanning 100 Years"
7TH Street Bridge Logo
Steve Hanthorn, Creative Director/
Copy Writer
Bryce Burton, Art Director

74B ILLUSTRATION, SINGLE**SILVER**

Balcom Agency
Justin Boots
Justin Silver Illustration
Jeff Heaton, Art Director
Carol Glover, Creative Director
Krystal Lewis, Account Director

SILVER

The Starr Conspiracy
James L. West Alzheimer's Center
James L. West Illustration
Ben Bologna, Senior Designer
Brandon Alcorn, Creative Director

GOLD

Lockheed Martin Aeronautics
Lockheed Martin Media Products
WINDE Graphic Novel
David Schweitzer, Graphic Designer/Illustrator
Stan Bagget, Graphic Designer/Color
Dennis Soultaire, Graphic Designer/Color
Ed Armstrong, Graphic Designer/Color

74C ILLUSTRATION, CAMPAIGN**BRONZE**

The Starr Conspiracy
The Starr Conspiracy
TSC Illustration Campaign
Ben Bologna, Senior Designer
Tim Lautensack, Designer
Brandon Alcorn, Creative Director

**74H ANIMATION OR
SPECIAL EFFECTS****GOLD**

Concussion
Konami Gaming, Inc.
Konami Brand Video
Khristopher Kesling, Creative Director
Rose Gomez, Art Director
Dan Wagner, Group Account Director
Amanda Gibson, Account Director

74I CINEMATOGRAPHY**SILVER**

Ultralite Films
Crossfit North Arlington
What Is Crossfit?
Bud Force, Director/Producer
Joey Arcisz, Director of Photography/
Cinematographer
Zak Tollefson, Cinematographer
Jamie White, Talent/Model

75A MUSIC ONLY**BRONZE**

The Starr Conspiracy
The Starr Conspiracy
TSC Behind The Scenes
Video/Music
Ben Bologna, Producer
Brandon Alcorn, Creative Director

GOLD

Balcom Agency
Cook Children's Medical Center
Childhood Should Be Simple Music

Mark Menza, Composer
Jamie Fisher, Copywriter
Carol Glover, Creative Director
Ashley Freer, Account Director

76B RESPONSIVE DESIGN

SILVER

Ilfusion Creative
Ilfusion Creative
Pickles BBQ And Icehouse
Responsive Web Design

Lee Littlefield, Creative Director
Austin Stewart, Web Developer
Alison McDonnell, Graphic Design
Allison King, Account Manager
Lauren Hayman, Production Manager

BEST OF THE NEVER RANS SINGLE

SILVER

The Starr Conspiracy
Buxton

Buxton Book
Tim Lautensack, Designer
Ben Bologna, Senior Designer
Brandon Alcorn, Creative Director
Lou Chapman, Copywriter
Tom Hussy, Photographer
Celine Hubler, Producer
Patty Hudson, Producer

CAMPAIGN

SILVER

Concussion
Texas Motor Speedway
Charmin Concepts

Khristopher Kesling, Creative Director
Scott Kirk, Group Account Director

BROADCAST

BRONZE

Secret Powers
Gtronic
"Sergeant Bass" Official Video
Secret Powers, Direction, Editorial,
Animation, VFX, Motion Design,
3D Design
Nick Sirotich, Illustration, Character Design
Gtronic, Music

STUDENT CATEGORY WINNERS

SALES PROMOTION

S01A PACKAGING

STUDENT BRONZE

Cosme Olivas
Sweet Baby Ray's Gourmet Sauces
The University Of Texas At Arlington

STUDENT SILVER

Cosme Olivas
Tito's Handmade Vodka
The University Of Texas At Arlington

S01B POINT OF PURCHASE

STUDENT BRONZE

Mary Gibson
Clay Knowles
Kelsey Armistead
Lumberjack Week Display
The University Of Texas At Arlington

STUDENT BRONZE

Holly Aldriedge
Ayla Haynes
Anna French
Cosme Olivas
Augustus B. Circus
The University Of Texas At Arlington

COLLATERAL MATERIAL

S02 STATIONERY PACKAGE

STUDENT BRONZE

Yuen Yeung Chen
Sandy Ngo
Laurel Cabrera
Ovio Native Juice
The University Of Texas At Arlington

STUDENT SILVER

Laurel Cabrera
Herb + Thistle
The University Of Texas At Arlington

STUDENT GOLD

Jon Chapman
Bailey Blanchone
Anna French
Underbelly Chips & Dips
The University Of Texas At Arlington

S03 BROCHURE/ANNUAL REPORT

STUDENT SILVER

Elena Chudoba
Polar Annual Report
The University Of Texas At Arlington

STUDENT SILVER

Lizzethe Barcenias
Herschel Annual Report 2012
The University Of Texas At Arlington

S05E BOOK DESIGN

(ENTIRE BOOK)

STUDENT GOLD

Jesse Estanes
The Field Guide To Bigfoot
The University Of Texas At Arlington

OUT-OF-HOME

S07B CAMPAIGN

STUDENT SILVER

Jordan Hill
Rent The Runway
The University Of North Texas
Ben Garrett, Photographer

NON-TRADITIONAL

ADVERTISING

S08A SINGLE

STUDENT SILVER

Megan Anderson
Ricola, Nourish Your Breath
The University Of North Texas

CONSUMER OR

TRADE PUBLICATION

S09A SINGLE, FRACTIONAL PAGE OR FULL PAGE

STUDENT GOLD

Anna Parsons
Playdoh Advertisement
Texas Christian University

S09B CAMPAIGN

STUDENT BRONZE

Elizabeth Bryson
MY KIND
Texas Christian University

STUDENT BRONZE

Jen Krause
Heifer International
The University Of North Texas

STUDENT SILVER

Kathleen Brennan
Sweet Leaf Tea Campaign
Texas Christian University

STUDENT GOLD

Corinne Ganther
Play-Doh Advertising Campaign
Texas Christian University

DIGITAL ADVERTISING

S11A WEBSITE

STUDENT SILVER

Brand'ee Milton
Cultured Cup Website
The University Of Texas At Arlington

S11C MOBILE APPS

STUDENT BRONZE

Team Ad-Vengers
Maxwell House Coffee
Concept App
The University Of Texas At Arlington
Jesus Silva, Creative Director
Himanshu Patel, Art Director
Taylor Dobbs, Animation Specialist/Director

INTEGRATED

CAMPAIGNS

S14A B-TO-B

STUDENT BRONZE

Megan Anderson
Fitbit City
University Of North Texas

STUDENT GOLD

Megan Anderson
Kiwi Shoe Polish, Polish
Your Lifestyle
University Of North Texas

S14B CONSUMER

STUDENT BRONZE

Shana Hagemeyer
Culinary Institute Of America
University Of North Texas

STUDENT GOLD

Shelby Tamura
CARFAX
University Of North Texas
Shelby Tamura, Art Director/Copywriter
Mike Morgan, Photographer

SPECIAL THANKS

AAF SILVER MEDAL AWARD WINNERS

Susan Cook, 2003
Cody Curry, 2008
Kent Dean, 2012
Carol Glover, 2013
Ruth Ann Kearley, 2010
Roby McEuen, 2007
Gladys Pinkerton, 2011
Jack Raskopf, 2000
Jane Schlansker, 1988
Jim Stuart, 1993
Lynne Swihart, 2009
Julie Wilson, 1998

PARTNER

LifeGift

BALCOM AGENCY CREATIVE TEAM

Brian Blankenship, Interactive Director
Lauren Maibach Carter, Art Director
Amanda Deering, Graphic Designer
Jamie Fisher, Senior Copywriter
Jennifer Haynes, Account Manager
Jeff Heaton, Video Design
Meg Minter, Decor
Stephanie Orges, Copywriter
Taylor Potts, Video Design
Mike Skwarcan, Lead Developer
Trey Sprinkle, Creative Director
Lynne Swihart, Producer
Lauren Turner, Digital Marketing Manager

WINNERS' PRESENTATION

Voice-over

Jarrold Greene
JCGreene88@gmail.com

Whitney Rodgers
WhitneysVoice@gmail.com

Audio Recording

Red Productions
Matt Munson, Engineer

Video Editor

Jeremy Kemp
Jeremy@JeremyKemp.me



AMERICAN
ADVERTISING
AWARDS