



aaf® indianapolis

AMERICAN ADVERTISING AWARDS
22/
23

2023

WINNERS BOOK



After some time, we're finally back with an in-person awards ceremony! For the first time since the pandemic, AAF Indy was able to gather face-to-face to celebrate the best of what we do and the great work from last year. The in-person judging was held February 18. That weekend started off with our meet-and-greet and judge's dinner. Then that led to the long and challenging next day of judging with 159 professional entries from 28 different companies, agencies and individuals—as well as 10 student entries.

The work was worth it. I want to thank not only the three judges who took time out of their busy schedules, but everyone else who made this event possible. To the small-but-mighty AAF Indy board, the Atheneum, the trophy makers, the printers and caterers: we couldn't have done this without you.

Seeing last year's work should make us proud to be part of Indy's great advertising and design community. But as we all know, the local level is just the beginning. The next level is regionals, and maybe even some from Indy will end up representing District 6 at the national level. Good luck to everyone!

**BRIAN KINGEN, PRESIDENT
AAF INDIANAPOLIS**



The Basile Theatre inside the historic Atheneum was the site for this year's AAA judging and awards ceremony.





MOLLY LUETKE

MANAGING
DIRECTOR



Molly Luetke is the managing director at Madhouse, based in Toledo, Ohio. She graduated from Bowling Green State University with a degree in Visual Communication Technology which provides her a unique, dual perspective on the business and production processes involved in creating intricately designed custom experiences. Molly is an overachiever and ahead of every issue, there at a moment's notice to solve problems and provide valuable insight to clients and team members. Marketing and advertising experience beyond her years, Molly grew up in the business and is bringing that expertise to Madhouse in the form of leadership and productivity. Madhouse has grown in size and stature since Molly's hire and there is a direct correlation between her hard work and Madhouse's success.



JYN HENZEL

ASSOCIATE
CREATIVE DIRECTOR



Jyn is an Associate Creative Director and has been with NHS / an FCB Company for three years. In 2022 Jyn set the visual style and lead creative direction for HOKA's first ever Global Brand Campaign. Working with vast clients from Logitech, HOKA, Bankrate, Microsoft, and more; Jyn strives to position herself as a strategic storyteller that embraces emerging technologies.



BRYAN PIEPER

CREATIVE
DIRECTOR



Bryan is a multidisciplinary design leader with a particular lens on identity and digital experiences. His role at KNOCK, inc. — 12 years and counting — guides the creative direction on a number of clients, with a particular focus on global brands that include Nike, American Express, Best Buy, E & J Gallo Winery, Levi's, and Luxottica. From thinking through brand architecture to concept and design fulfillment, Bryan's vision has contributed greatly to elevating design in the industry.

JUDGES

THE FLATLAND

SELF-PROMOTION CAMPAIGNS

THE FLATLAND PARKING LOT SIGNAGE

THE FLATLAND



SALESFORCE

DIRECT MAIL 3D/MIXED - SINGLE UNIT

DREAMFORCE PRE-EVENT MAILER

SALESFORCE

SILVER



FACTORY

CINEMATOGRAPHY SINGLE

RABBIT HOLE “WONDERFUL PARTY”

RABBIT HOLE

PIVOT

INTEGRATED BRANDED CONTENT CAMPAIGN
LOCAL OR REGIONAL/NATIONAL

BAD DAD BREWING CO. 2022 CAMPAIGN
BAD DAD BREWING CO.



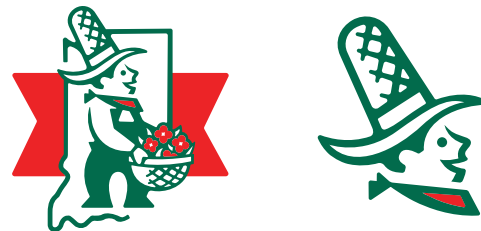
GOLD

ELEMENT THREE

ONLINE/INTERACTIVE CAMPAIGN

DREAMING TO AIRSTREAMING

AIRSTREAM



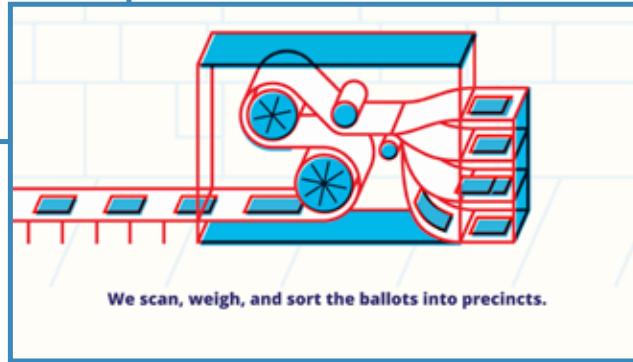
THE FLATLAND

LOGO DESIGN

HOOSIER BOY LOGO REFRESH

SCHLEGEL GREENHOUSE

SILVER



WELL DONE MARKETING

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

MCEB - READY, SET, VOTE

MARION COUNTY ELECTION BOARD

TUGBOAT JACK

POSTER

BIGGER PICTURE SHOW HOBBIT POSTER

INDY FILM FEST



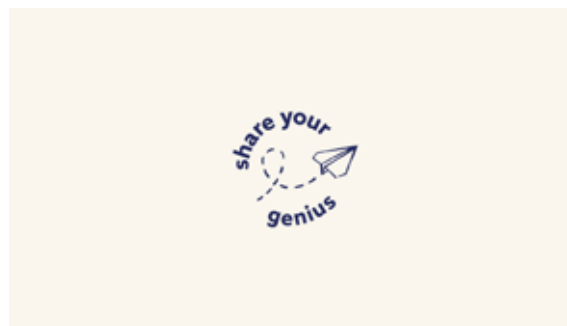
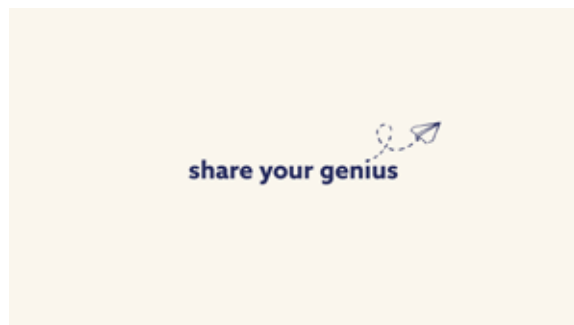
GOLD

SALESFORCE

DIRECT MAIL 3D/MIXED – SINGLE UNIT

DREAMFORCE FOLLOW-UP MAILER

SALESFORCE



ELEMENT THREE

LOGO DESIGN

SHARE YOUR GENIUS LOGO & BRAND

SHARE YOUR GENIUS

SILVER



RONLEWHORN INDUSTRIES

ILLUSTRATION – SINGLE

AFTER SCHOOL SKATE-FRIENDS DECK

AFTER SCHOOL SKATEBOARDING

HERFF JONES

BOOK DESIGN

PORTFOLIO 27

HERFF JONES



GOLD

WILLIAMS RANDALL

ILLUSTRATION - SERIES

VHC TRAVEL GUIDE ILLUSTRATIONS

VISIT HENDRICKS COUNTY



LIDS

INTEGRATED ADVERTISING CAMPAIGNS -
CONSUMER CAMPAIGN-REGIONAL/NATIONAL

PLAYBOY X LIDS CAMPAIGN

LIDS

SILVER



ELEMENT THREE

OUT-OF-HOME & AMBIENT
MEDIA – SINGLE EVENT

NEWMAR DEALER MEETING
NEWMAR CORPORATION

THE FLATLAND

DIRECT MAIL FLAT – SINGLE UNIT

KIND HARVEST EVENT INVITATION

MIDWEST FOOD BANK



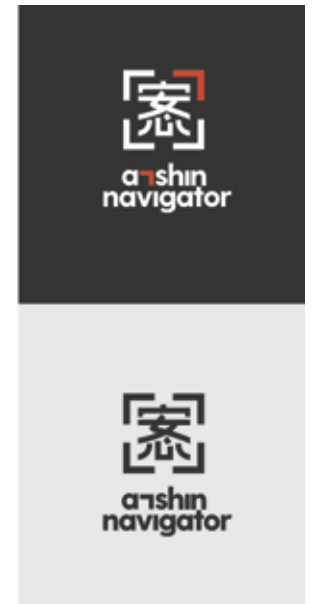
GOLD

WELL DONE MARKETING

LOGO DESIGN

MJ INSURANCE, ANSHIN NAVIGATOR LOGO

MJ INSURANCE



MILLER BROOKS

INTERNET COMMERCIAL
SINGLE SPOT – ANY LENGTH

TIME FOR WHAT MATTERS SPOT

CLARKDIETRICH

SILVER



WELL DONE MARKETING

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

ACLU LET'S TALK ABOUT ABORTION

ACLU OF INDIANA



TUGBOAT JACK

ILLUSTRATION – SINGLE

WADERS OF NORTH AMERICA

TUGBOAT JACK



GOLD

ELEMENT THREE

WEBSITES – CONSUMER

BECK'S HYBRIDS WEBSITE

BECK'S HYBRIDS



SALESFORCE

DIRECT MAIL 3D/MIXED – SINGLE UNIT

FIRESIDE CHATS WINTER KIT

SALESFORCE

SILVER



RONLEWHORN INDUSTRIES

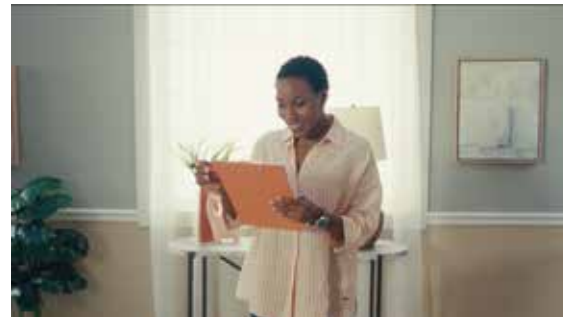
STILL PHOTOGRAPHY COLOR – SINGLE

AFTER SCHOOL SKATE-FRIENDS DECK

AFTER SCHOOL SKATEBOARDING

WELL DONE MARKETING

TELEVISION ADVERTISING LOCAL CAMPAIGN



HANCOCK HEALTH TV CAMPAIGN

HANCOCK HEALTH



GOLD

BAYONET MEDIA

CINEMATOGRAPHY – SINGLE

FORTUNE'S FOOL: SECRETS IN THE WOOD

FORTUNE'S FOOL



ELEMENT THREE

AUDIO/RADIO ADVERTISING –
REGIONAL/NATIONAL

NEWMAR PRESENTS: ON TRACK

NEWMAR CORPORATION

SILVER



JONATHAN BOMERS

TELEVISION ADVERTISING – SINGLE

NEAR SPACE EDUCATION PROMO

TAYLOR UNIVERSITY

STUDENT
GOLD



EVAN WARDELL

CINEMATOGRAPHY – SINGLE

DEMO REEL

TAYLOR UNIVERSITY

STUDENT
SILVER

WELL DONE MARKETING

INTERNET COMMERCIAL
SINGLE SPOT - ANY LENGTH

ZANER-BLOSER BRAND VIDEO

ZANER-BLOSER



THE BASEMENT

ANIMATION, SPECIAL EFFECTS
OR MOTION GRAPHICS

CHI ILLUSTRATION - MOTION SAMPLES

CHRISTEL HOUSE INDPLS

SILVER



ORTHOINDY

INTERNET COMMERCIAL CAMPAIGN

ORTHOINDY SPINE
ORTHOINDY

GOLD/JUDGE'S CHOICE



PIVOT

PACKAGING CAMPAIGN

GOLDIE PROVISIONS PACKAGING
GOLDIE PROVISIONS

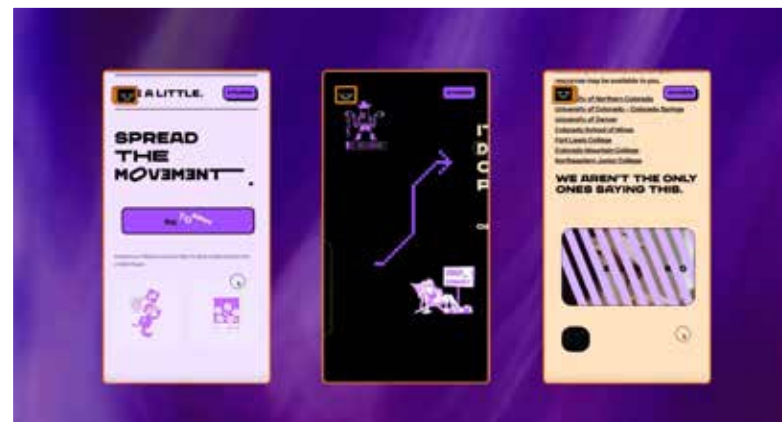
GOLD/JUDGE'S CHOICE



Week One



Week Two



THE BASEMENT

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

TIME TO UNGRIND INTEGRATED CAMPAIGN
NASPA

GOLD/JUDGE'S CHOICE



PIVOT

INTEGRATED ADVERTISING CAMPAIGNS
CONSUMER CAMPAIGN – LOCAL

BUTTER 2 FINE ART FAIR CAMPAIGN
GANGGANG

GOLD/BEST OF SHOW

THANK YOU

TO ALL THAT TOOK PART IN MAKING
THIS EVENT HAPPEN



SAMUEL BROCKHOFF

BRIAN KINGEN

PAIGE WHITAKER CRUEZ

LAURYN ZIMMERMAN

ERIC GRAY

KELLY BOHNENKAMP

BRIAN GRAY

RACHEL KNIERMAN

DUSTIN WOOD

WILLOW MARKETING

ERICA MILLER

