

The background of the entire image is a photograph of two astronauts in white space suits floating in space. They are both holding a large, multi-tiered trophy. The scene is set against a dark, starry background. The image has a digital glitch effect, with vertical lines of rainbow colors and horizontal lines of white and grey. The text '2024' is written vertically on the right side in a white, outlined font. The text 'AMERICAN ADVERTISING AWARDS' is written in the bottom left corner in a white, sans-serif font. The text 'Winner's Book' is written in the bottom center in a large, bold, white font with a red and green outline.

2024

AMERICAN
ADVERTISING
AWARDS

Winner's Book

Welcome, humans. Judgement has been executed. It's now time to celebrate the Rise of the Machines 2024 Indianapolis AAF Awards. We command that you raise your glasses and toast with your poorly rendered hands.

In all seriousness, this year's AAF Awards couldn't have been possible without the help of our Awards Committee, our three judges, numerous volunteers, Tinker House Events, trophy makers, printers, caterers, and bartenders. Thank you all for everything you've done. And, genuinely, to the AI tools that helped create this vibe.

We received 113 professional entries from 18 agencies and individuals, as well as 4 student entries. It's always inspiring to see the great work we do in our community. Congrats to all of our winners, and to everyone who submitted. Good luck at Regionals and then, hopefully, at Nationals.

After that? We take over the world.

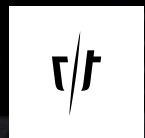
THE AAF INDIANAPOLIS BOARD





Jeremy Hagen

| Associate Creative Director



Jeremy is an Associate Creative Director at Rodgers Townsend/DDB in St. Louis, MO. During his 12 years in the industry, he's created campaigns of all shapes and sizes for the likes of Yellowstone Bourbon, AT&T, Everclear, State Farm, Cutter, and Dingo Dog Treats. Earning recognition from award shows like the National American Advertising Awards, Webbys, Effies, and Caples along the way.



Jeremy Slagle

| Owner, Designer & Illustrator



Today, as the principal of his own firm, Jeremy puts his insatiable curiosity to work every day as he gets into the heads of his clients to really understand what it is they want and—perhaps more importantly—need in order to develop a memorable brand presence. With a firm belief that he is the master of his computer (and not the other way around), he works everything out on paper first to ensure that the logos he designs and the brands he creates are as thoughtful, effective and original as the clients they represent.



Shawn Saylor

| Principal



Shawn has worked in the brand & design industry since 2008, spending years at regionally-renowned agencies before starting Mediocre in 2015. Mediocre has grown into a unique, capable business with 50+ ADDY & AIGA awards. Shawn is an avid member of the design community found in the space between Appalachia and the Mississippi River.



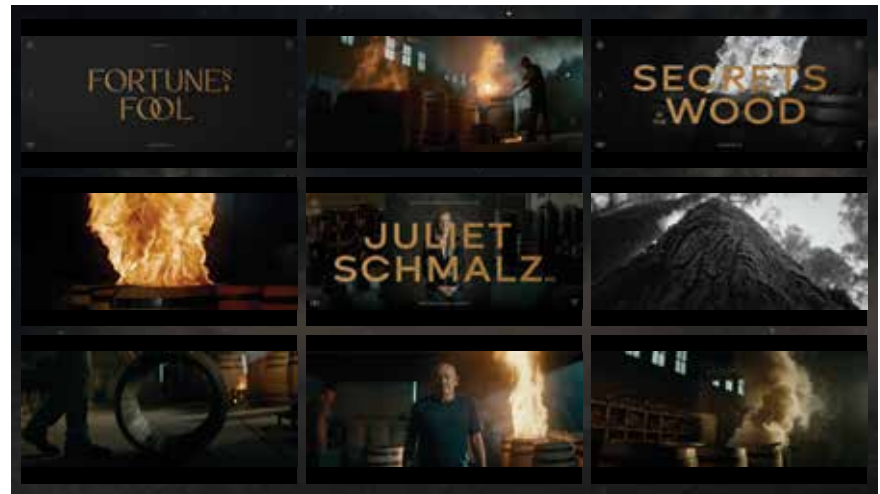


PIVOT

| Integrated Branded Content Campaign Local or Regional/National

FORTUNE'S FOOL BRAND CAMPAIGN

| Fortune's Fool



LET'S DEFY MEDIOCRITY

WELL DONE

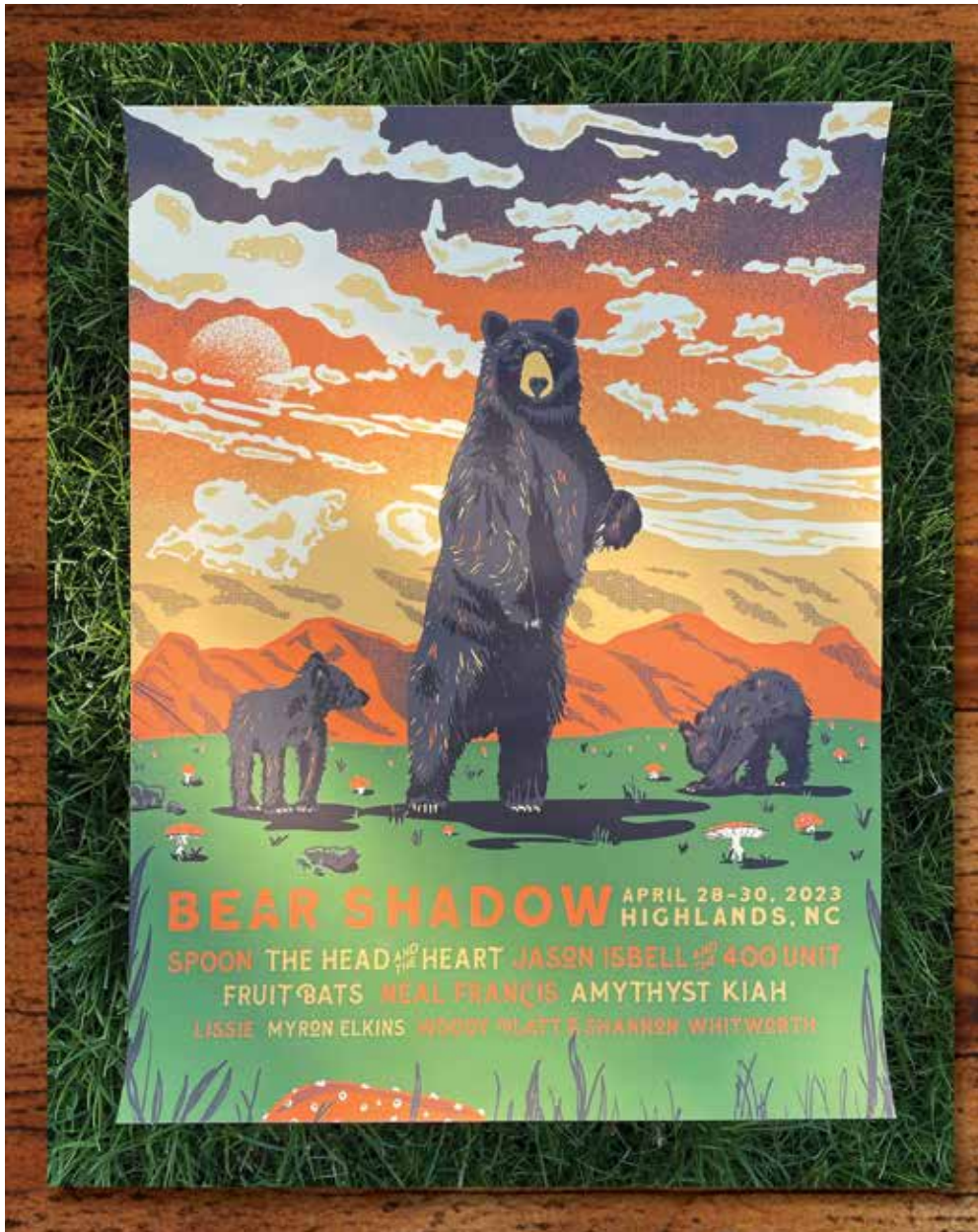
WELL DONE MARKETING

| Advertising/Media Industry Self-Promotion

WELL DONE MARKETING REBRAND

| Well Done Marketing





BK DESIGN

| Out-of-Home & Ambient Media – Single Event

BEAR SHADOWS, MUSIC, MNTS, & REVELRY

| Highlands Festival Inc

PIVOT

| Online/Interactive Websites – Consumer

FORTUNE'S FOOL WHISKEY WEBSITE

| Fortune's Fool



BAYONET MEDIA

| Elements of Advertising Still Photography – Campaign

BIT-O-HONEY

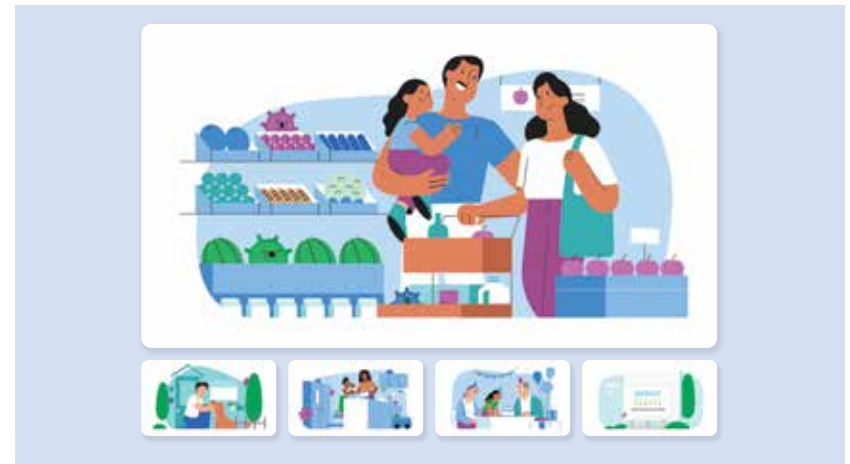
| Bit-O-Honey

BAYONET MEDIA

| Elements of Advertising Still Photography – Single

NIGHT AT THE RODEO

| Bayonet Media



WELL DONE MARKETING

| Integrated Advertising Campaigns Consumer Campaign – Local

PREVENT THE WORRIES YOU CAN

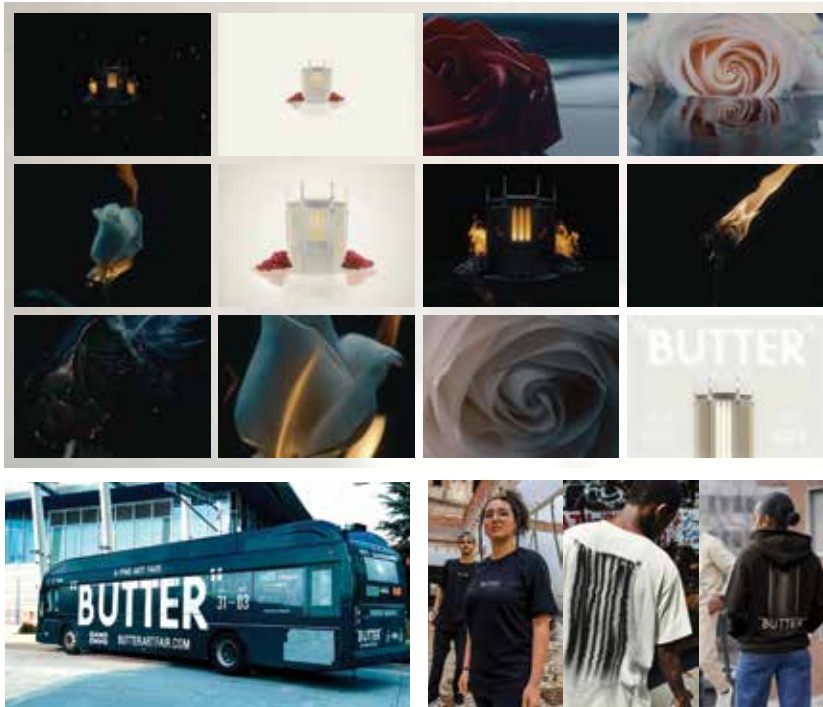
| Eskenazi Health Center

PIVOT

| Integrated Advertising Campaigns Consumer
Campaign – Local

BUTTER FINE ART FAIR CAMPAIGN

| GANGGANG



WELL DONE MARKETING

| Advertising Industry Self-Promotion Online
Interactive/Virtual Reality

WELL DONE MARKETING WEBSITE

| Well Done Marketing

WELL DONE MARKETING

| Advertising Industry Self-Promotion Integrated Media Campaign

LOCKERBIE TRAIL MOVING CAMPAIGN

| Well Done Marketing



BORSHOFF

| Film, Video, & Sound TV Advertising Local Campaign

PROMISED LAND AS PROVING GROUND

| Conner Prairie

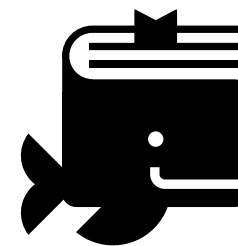
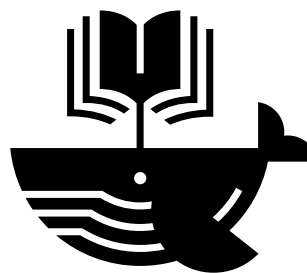
G
O
L
D

BAYONET MEDIA

| Websites – B-to-B

BAYONET MEDIA WEBSITE

| Bayonet Media



ADULT BOOK CLUB LOGO



KIDS BOOK CLUB LOGO



WELL DONE MARKETING

| Advertising Industry Self-Promotion Intergrated Media Campaign

BANNED BOOKS BOOK CLUB CAMPAIGN

| Well Done Marketing

BORSHOFF

| Film, Video, & Sound Single Entry – More Than :60 Seconds

LANDONIA BROWN: PROMISED LAND AS PROVING GROUND

| Conner Prairie



PIVOT

| Elements of Advertising Animation, Special Effects or Motion Graphics

RALLY INNOVATION CONFERENCE REEL

| Rally Innovation

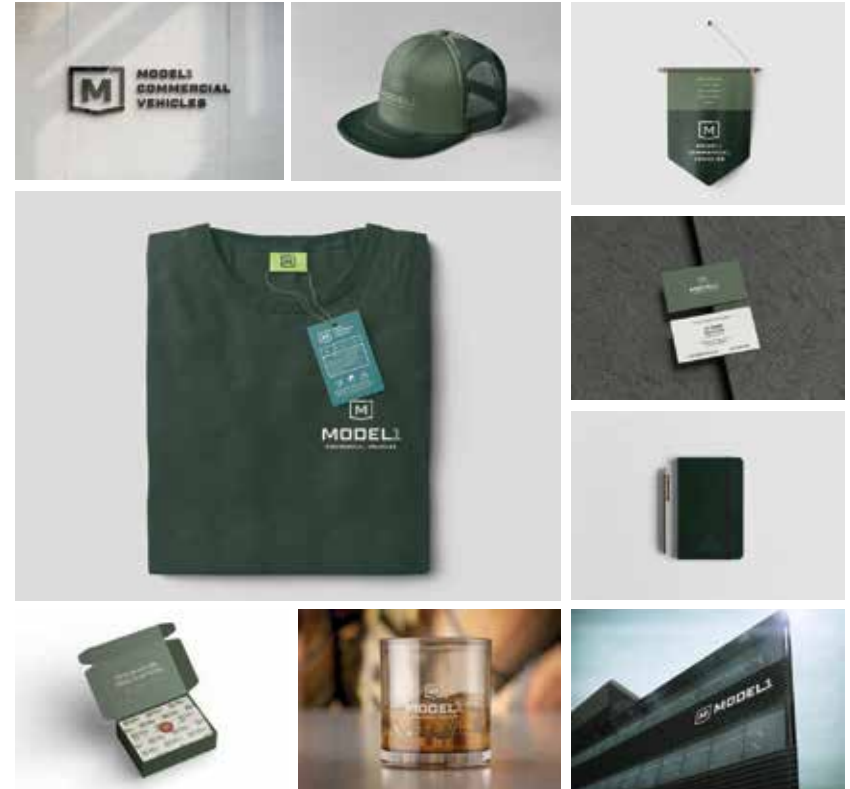
SILVER

ELEMENT THREE

| Cross Platform Integrated Campaigns Consumer Campaign – Regional/National

NEWMAR PRESENTS: MISE EN PLACE

| Newmar Corporation



ELEMENT THREE

| Cross Platform Integrated Brand Identity Campaign – Local or Regional/National

MODEL 1 REBRAND

| Model 1 Commercial Vehicles

WILLIAMS RANDALL

| Film, Video, & Sound Integrated Brand Identity Campaign – Local or Regional/National

SEE BEYOND THE ADDICTION

| Indiana Family & Social Services Administration



WELL DONE MARKETING

| Cross Platform Integrated Brand Identity Campaign – Local or Regional/National

SECOND HELPINGS BRAND IDENTITY

| Second Helpings

SILVER

HENDRIXRADERWISE

| Out-of-Home & Ambient Media – Single Installation

YOUTHEFAN TRADESHOW BOOTH

| Youthefan



WILLIAMS RANDALL

| Film, Video, & Sound TV Advertising Regional/National
Single Spot – Up to 2:00

MILES

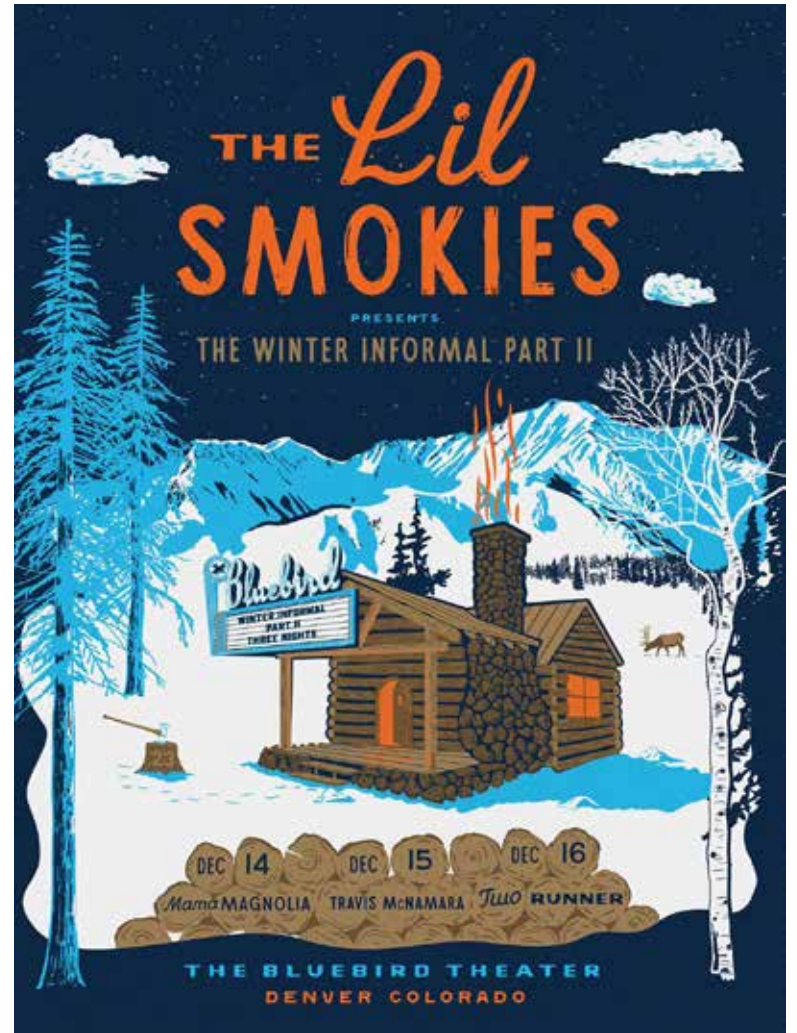
| Indiana Family & Social Services Administration

BAYONET MEDIA

| Elements of Advertising Cinematography – Campaign

SALESFORCE AI BUYER

| Salesforce



SILVER

BK DESIGN

| Out-of-Home & Ambient Media Poster – Single Unit

TLS WINTER INFORMAL PART II POSTER

| The Lil Smokies

PIVOT

| Film, Video, & Sound Internet Commercial Single
Spot – Any Length

OLIVER WINERY NEW PRODUCT VIDEO

| Oliver Winery



CVR

| Online/Interactive Social Media Single Execution

HOLIDAY EXPRESS

| Harney & Sons Fine Teas

MATINEE CREATIVE

| Elements of Advertising Logo Design

BLOOMBOX MUSIC & ART FESTIVAL

| Harrison Center



WELL DONE MARKETING

| Elements of Advertising Logo Design

SECOND HELPINGS LOGO

| Second Helpings

SILVER

BORSHOFF

| Film, Video, & Sound TV Advertising – Local Single

Spot :30 or Less

INDIANAPOLIS ZOO: WILD ENCOUNTERS

| Indianapolis Zoo



WELL DONE MARKETING

| Public Service Online Film, Video, & Sound

THE WORLD IS NOT BETTER WITHOUT YOU

| To Write Love on Her Arms

BEN TIEDE

| Elements Of Advertising Cinematography – Single

BEN TIEDE DEMO REEL

| Taylor University



JACK FAUSER, HANNAH JOHNSON & ETHAN COPPEL

| Film, Video & Sound Tv Advertising - Single

NEARSPACE LAUNCH BLACK BOX

| Taylor University

D
O
Y
K
N
A
H
T

THANK YOU

To All That Took Part in Making This Event Happen



ELEMENT
THREE



DRIFTWOOD
STORIES



BRIAN KINGEN
CY WOOD
NOAH GREGG
RACHEL KNIERMAN
DUSTIN WOOD
ERIC GRAY

SARAH KIM
PAIGE WHITAKER CRUEZ
ABBY HINES
JESS FERGUSON
HANNAH SALAS

An aerial photograph of Indianapolis, Indiana, at dusk. The sky is a mix of deep blue and soft pink. The central focus is the Soldiers and Sailors Monument, a tall, white, columnar structure topped with a statue of Victory. The monument is partially obscured by the large, white, lowercase letters 'aaf'. The 'a' is on the left, the 'o' is in the middle, and the 'f' is on the right. The 'o' is particularly large and frames the top of the monument. In the foreground, there are several glass-roofed structures, likely part of a convention center or arena. The city's skyline is visible with various buildings, some with lights on. The overall mood is serene and urban.

aaf

indianapolis

aafindianapolis.com



aaf® indianapolis