

2020
was
the year
of



AAF
FORT WAYNE

2021
ADVERTISING
HONORS

the year

of

overthinking everything...

being easygoing...

great beer...

masks...

vodka...

grit...



BEST IN SHOW2
JUDGE'S CHOICE4
GOLD6
SILVER 18
STUDENT GOLD32
STUDENT SILVER42
THE JUDGES52

**best
in
show**

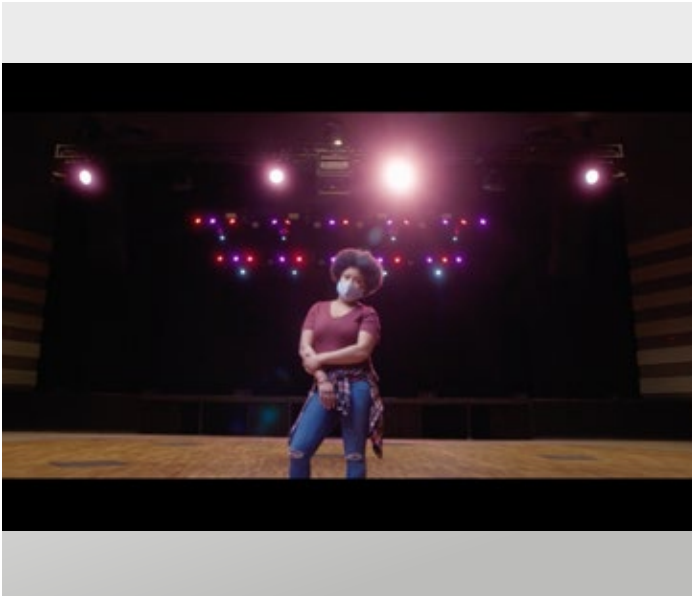


BEST IN SHOW PRINT
ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT One Lucky Guitar

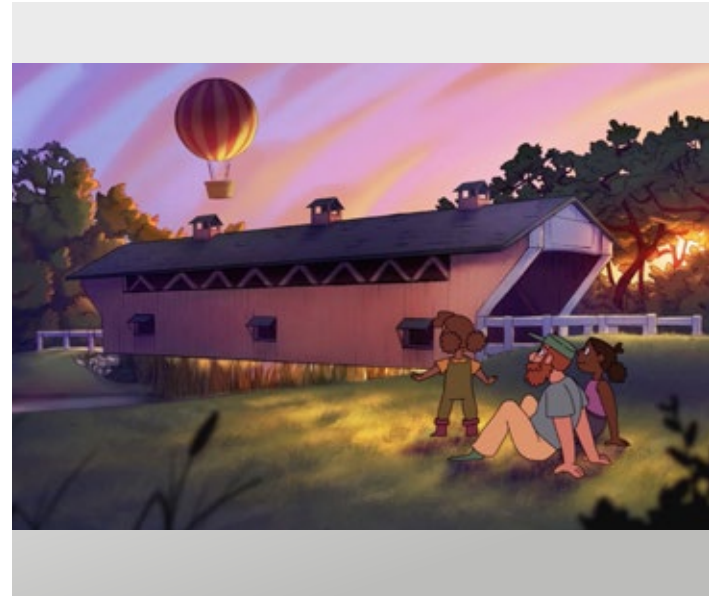
TITLE Northwest Allen County Schools Rebrand

CLIENT Northwest Allen County Schools



BEST IN SHOW DIGITAL
VIDEO: BROADCAST COMMERCIAL

ENTRANT Anchor Films
TITLE Gather
CLIENT City of Fort Wayne



BEST IN SHOW STUDENT
VIDEO: INTERNET COMMERCIAL

ENTRANT Chloe Jacobson, Sean Eitniear,
Kayla Knopp
TITLE So the Story Goes...
CLIENT Huntington University

judge's choice



JUDGE'S CHOICE

NON-PROFIT ADVERTISING: AUDIO/ONLINE/VIDEO

ENTRANT Northeast Indiana Regional Partnership

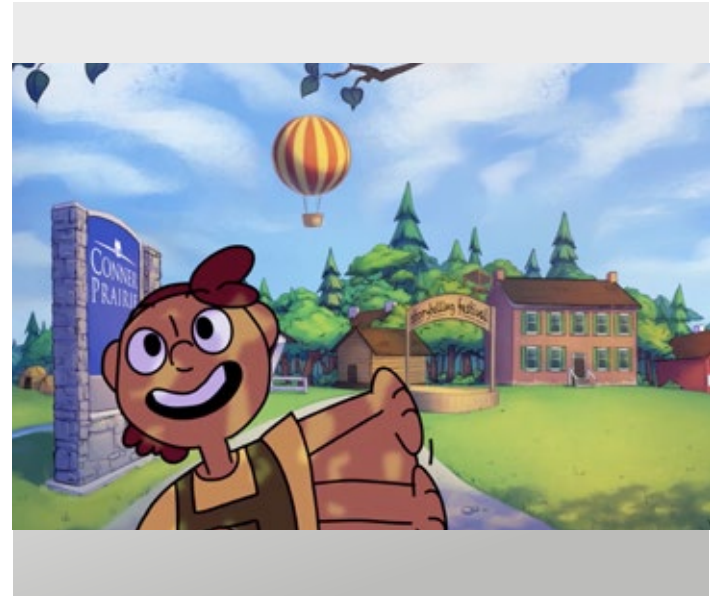
TITLE Make it Your Own Mural

CLIENT Northeast Indiana Regional Partnership



JUDGE'S CHOICE
NON-PROFIT ADVERTISING: COLLATERAL

ENTRANT Ferguson
TITLE AWS Foundation Community Report
CLIENT AWS Foundation



JUDGE'S CHOICE
VIDEO: INTERNET COMMERCIAL

ENTRANT Chloe Jacobson, Sean Eitniear,
Kayla Knopp
TITLE So the Story Goes...
CLIENT Huntington University

the year

of

PJ zoom meetings...

rising shirt sales...

too much news...

pivotal...

unity...

life...

PROFESSIONALS

GOLD WINNERS



SALES PROMOTION: PRODUCT OR SERVICE

ENTRANT Asher Agency

TITLE Ivy Tech Automotive Brochure

CLIENT Ivy Tech Community College



SALES PROMOTION: PRODUCT OR SERVICE

ENTRANT Burkhart Advertising

TITLE Holiday Self Promo Digital

CLIENT Burkhart Advertising

GOLD WINNERS



SALES PROMOTION: PACKAGING

ENTRANT Catalyst Marketing Design

TITLE Java Beach Packaging

CLIENT Beach House Beverages



SALES PROMOTION: CROSS MEDIA CAMPAIGN

ENTRANT One Lucky Guitar

TITLE Landing Beer Company Campaign

CLIENT Landing Beer Company



COLLATERAL MATERIAL: PUBLICATION DESIGN

ENTRANT Ferguson

TITLE First. Best. Together.

CLIENT Do It Best



OFF SITE: CAMPAIGN

ENTRANT Mariah Knight

TITLE 2020 Holiday Outdoor Campaign

CLIENT Two EE's Winery

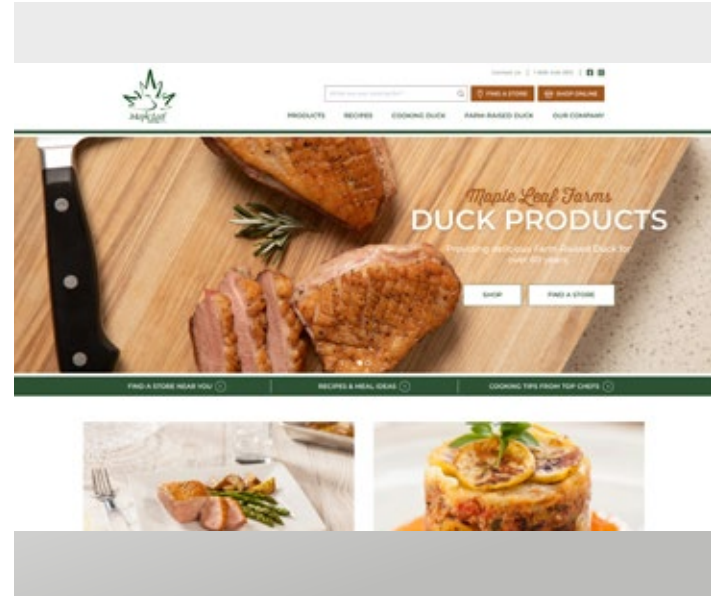


ONLINE ADVERTISING: ONLINE CAMPAIGN

ENTRANT Reusser Design

TITLE Protect Our Winters Action Fund - Campaign

CLIENT Protect Our Winters Action Fund



ONLINE ADVERTISING: WEBSITES, B TO C

ENTRANT Reusser Design

TITLE Maple Leaf Farms Corporate Website

CLIENT Maple Leaf Farms

GOLD WINNERS

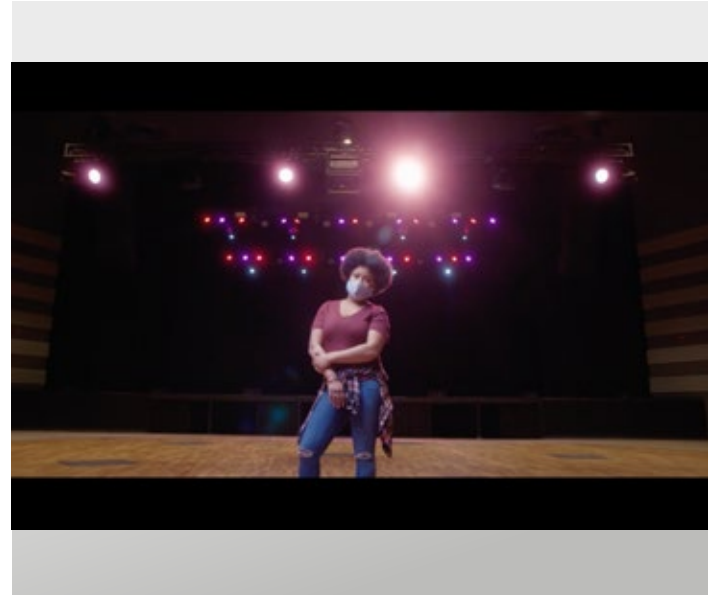


ONLINE ADVERTISING: RESPONSIVE DESIGN

ENTRANT Indiana Tech

TITLE 2020 Tech Talks

CLIENT Indiana Tech



VIDEO: BROADCAST COMMERCIAL

ENTRANT Anchor Films

TITLE Gather

CLIENT City of Fort Wayne

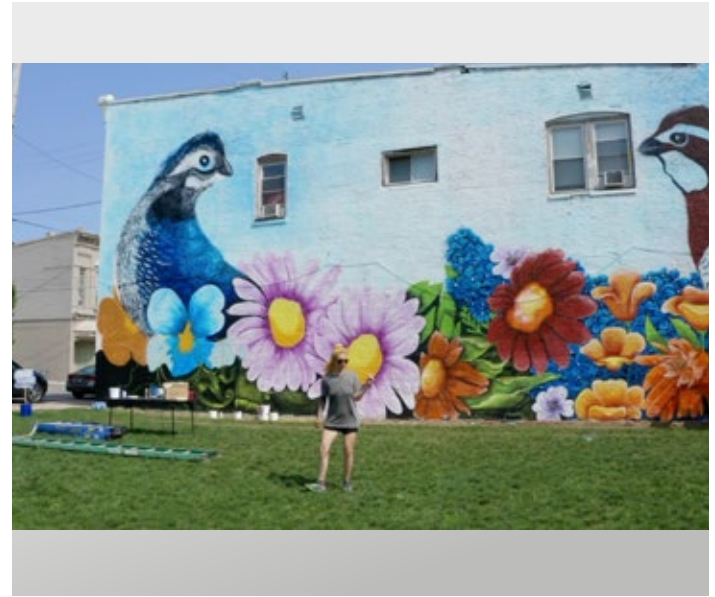


NON-PROFIT ADVERTISING: COLLATERAL

ENTRANT Ferguson

TITLE AWS Foundation Community Report

CLIENT AWS Foundation



NON-PROFIT ADVERTISING: AUDIO/ONLINE/VIDEO

ENTRANT Northeast Indiana Regional Partnership

TITLE Make it Your Own Mural Fest

CLIENT Northeast Indiana Regional Partnership

GOLD WINNERS



NON-PROFIT ADVERTISING: CAMPAIGN

ENTRANT Indiana Tech

TITLE Unity

CLIENT Indiana Tech



PUBLIC SERVICE: CAMPAIGN

ENTRANT One Lucky Guitar

TITLE Defend the Fort Campaign

CLIENT City of Fort Wayne



SELF PROMOTION: CAMPAIGN

ENTRANT Franklin Electric

TITLE Water is Essential. So are You.

CLIENT Franklin Electric

ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Excell - Jeff Dollens

TITLE Interstellar Space Gun

CLIENT Dot & Line Brewing

GOLD WINNERS



ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Excell - Rob Dollens

TITLE Dot & Line Octopus Mural

CLIENT Dot & Line Brewing



ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT One Lucky Guitar

TITLE Landing Beer Company Logo

CLIENT Landing Beer Company



ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT One Lucky Guitar

TITLE Northwest Allen County Schools Rebrand

CLIENT Northwest Allen County Schools

ELEMENTS OF ADVERTISING: PRINTING

ENTRANT Excell

TITLE Malibu Product Innovation Brochure

CLIENT Malibu Boats

SILVER WINNERS



SALES PROMOTION: PRODUCT OR SERVICE

ENTRANT Burkhart Advertising
TITLE To Ad Well You Must Subtract
CLIENT Burkhart Advertising



SALES PROMOTION: CROSS MEDIA CAMPAIGN

ENTRANT Ferguson
TITLE Neighborhood Health Branding
CLIENT Neighborhood Health



COLLATERAL MATERIAL: ANNUAL REPORT

ENTRANT Franklin Electric
TITLE 2020 Sustainability Report
CLIENT Franklin Electric



COLLATERAL MATERIAL: PUBLICATION DESIGN

ENTRANT University of Saint Francis
TITLE Viewbook
CLIENT University of Saint Francis

SILVER WINNERS



COLLATERAL MATERIAL: PUBLICATION DESIGN

ENTRANT Scrambled Egg(s) Design and Productions
TITLE Brown vs. Board of Education Comic Booklet
CLIENT Fort Wayne Ink Spot Newspaper



COLLATERAL MATERIAL: SPECIAL EVENT

ENTRANT Waterfurnace International
TITLE WaterFurnace Christmas Card
CLIENT Waterfurnace International



COLLATERAL MATERIAL: SPECIAL EVENT

ENTRANT Franklin Electric

TITLE 2020 Groundwater Week Virtual Trade Show

CLIENT Franklin Electric

COLLATERAL MATERIAL: SPECIAL EVENT

ENTRANT Breadwig

TITLE Blynozaurus

CLIENT Blynozaurus Creperie

SILVER WINNERS

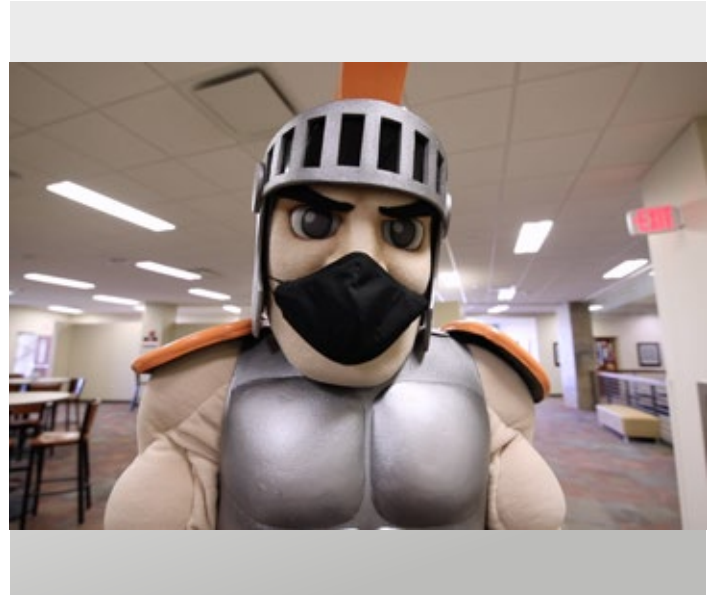


OFF SITE: OUTDOOR BOARD

ENTRANT Breadwig

TITLE Jiffy Lube: A Froggy Forest

CLIENT Jiffy Lube

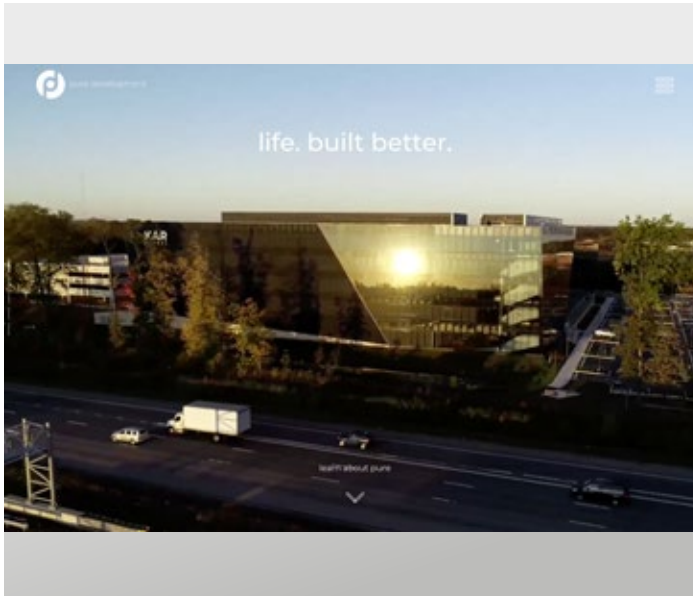


NON-TRADITIONAL ADVERTISING

ENTRANT Indiana Tech

TITLE Maskimus

CLIENT Indiana Tech

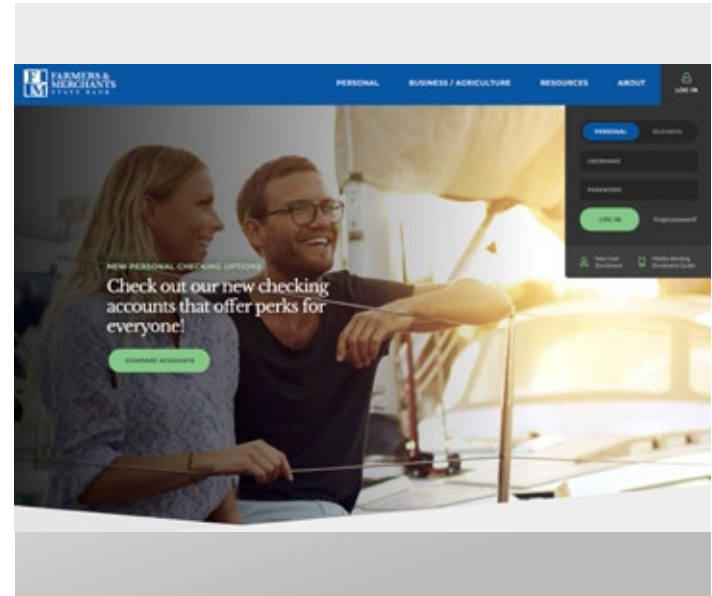


ONLINE ADVERTISING: WEBSITES, B TO B

ENTRANT Ferguson

TITLE Pure Development Website

CLIENT Pure Development



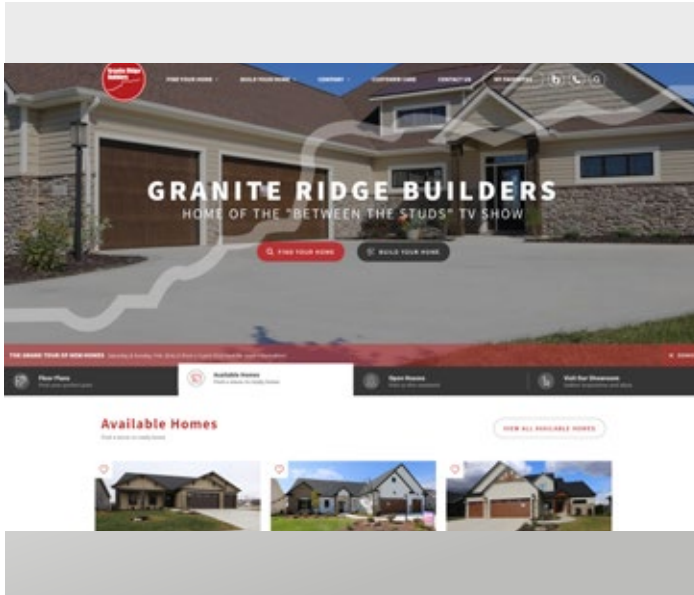
ONLINE ADVERTISING: WEBSITES, B TO C

ENTRANT Asher Agency

TITLE Farmers & Merchants State Bank Website

CLIENT Farmers & Merchants State Bank

SILVER WINNERS

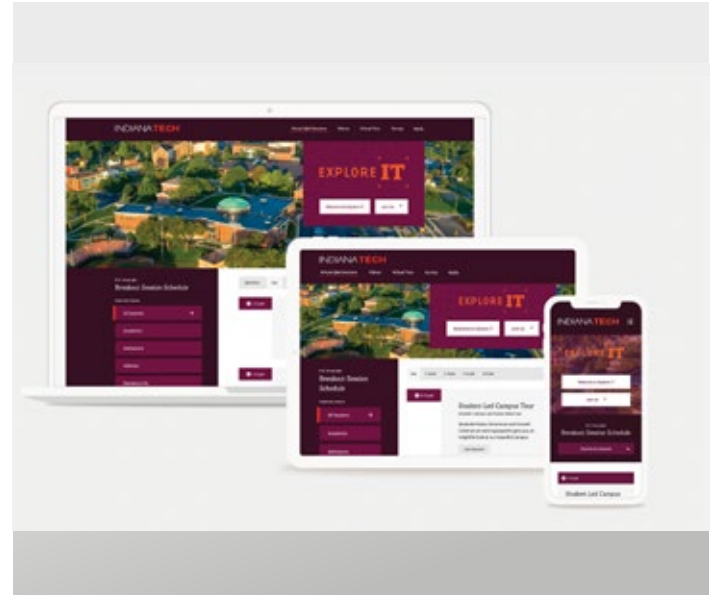


ONLINE ADVERTISING: WEBSITES, B TO C

ENTRANT Reusser Design

TITLE Granite Ridge Builders Website

CLIENT Granite Ridge Builders



ONLINE ADVERTISING: RESPONSIVE DESIGN

ENTRANT Indiana Tech

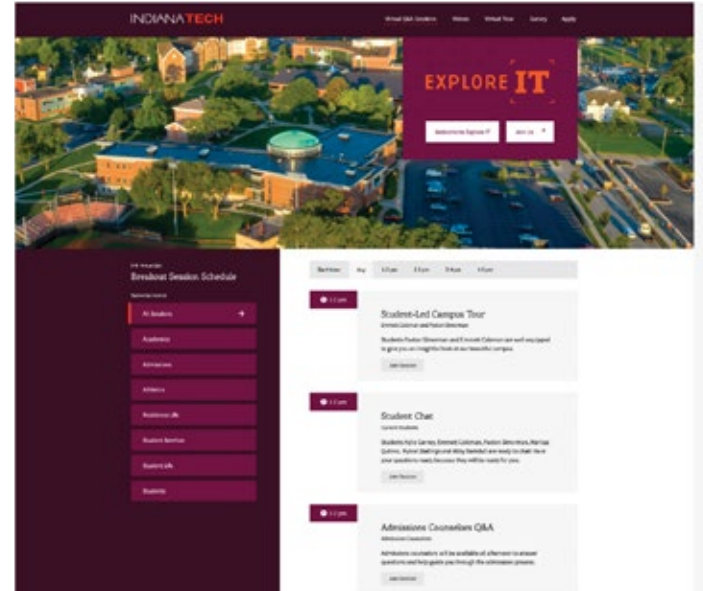
TITLE Explore IT

CLIENT Indiana Tech



TRUSTED SOLUTIONS FOR YOUR BIGGEST CHALLENGES

Built on a tradition of listening to customers, understanding the challenges facing the Catholic church, and developing creative solutions to address these challenges, OSV continues to focus on its central mission: To Serve the Church.



ONLINE ADVERTISING: UX/UI

ENTRANT Indiana Tech

TITLE Explore IT

CLIENT Indiana Tech

ONLINE ADVERTISING: RESPONSIVE DESIGN

ENTRANT Reusser Design

TITLE Our Sunday Visitor Corporate Website

CLIENT Our Sunday Visitor

SILVER WINNERS

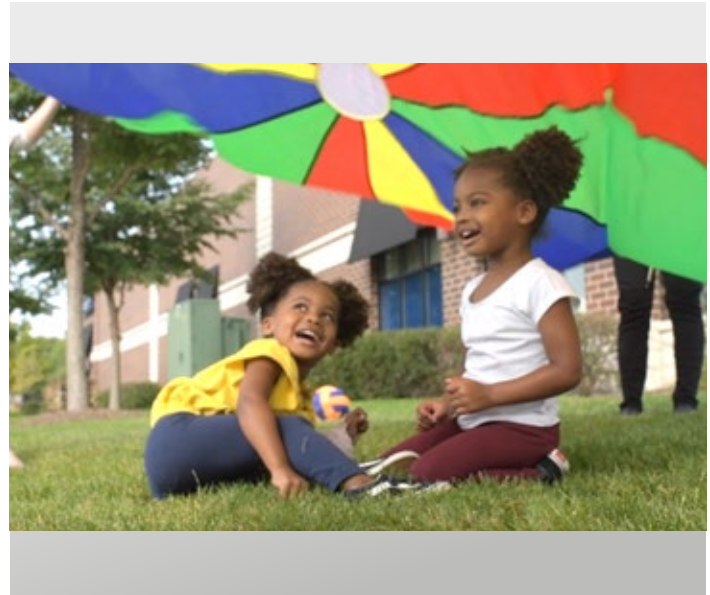


ONLINE ADVERTISING: APPS

ENTRANT JH Specialty

TITLE Pick and Pack App

CLIENT Do It Best



VIDEO: INTERNET COMMERCIAL

ENTRANT Nichols

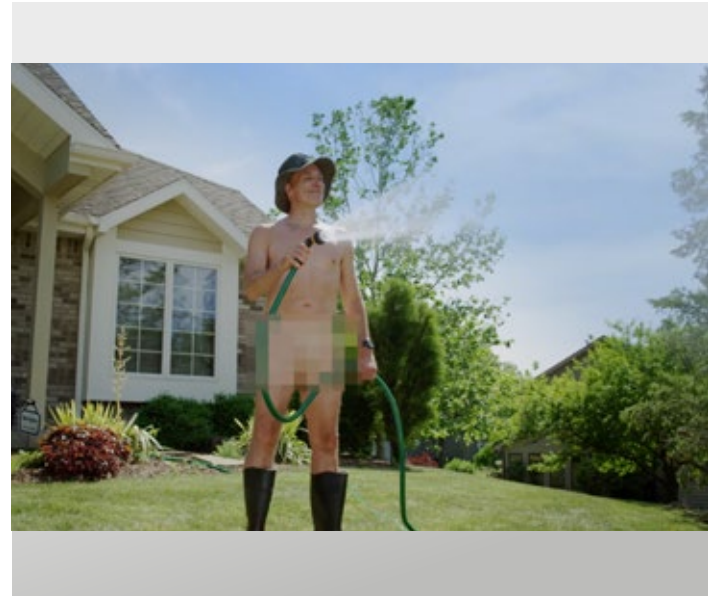
TITLE Vision for a Better Treatment of Autism

CLIENT IABA



VIDEO: INTERNET COMMERCIAL

ENTRANT Nichols
TITLE XLR8 Your Cooking
CLIENT AccuTemp



VIDEO: BROADCAST COMMERCIAL

ENTRANT Asher Agency
TITLE Showoff
CLIENT EMP 180

SILVER WINNERS



VIDEO: BROADCAST COMMERCIAL

ENTRANT Ferguson

TITLE Weigand South Bend

CLIENT Weigand Construction



NON-PROFIT ADVERTISING: COLLATERAL

ENTRANT Ferguson

TITLE Imagine the Possibilities

CLIENT Dekko Foundation



NON-PROFIT ADVERTISING: PRINT

ENTRANT Indiana Tech

TITLE Indiana Tech Magazine (Spring and Fall 2020)

CLIENT Indiana Tech



NON-PROFIT ADVERTISING: CAMPAIGN

ENTRANT Pathfinder Services

TITLE Our Missions Continues - Campaign

CLIENT Pathfinder Services

SILVER WINNERS



NON-PROFIT ADVERTISING: CAMPAIGN

ENTRANT Reusser Design
TITLE Adams Wells Manufacturing Alliance - Campaign
CLIENT Adams Wells Manufacturing Alliance



ELEMENTS OF ADVERTISING: LOGO & ICON DESIGN

ENTRANT WaterFurnace International
TITLE OneLink Logo
CLIENT WaterFurnace International



ELEMENTS OF ADVERTISING: LOGO & ICON DESIGN

ENTRANT Indiana Tech

TITLE Central Grounds

CLIENT Indiana Tech

the year

of

pick-up in stores...

doomscrolling...

resilience...

essentials...

what if...

hope...

STUDENTS

GOLD WINNERS



SALES PROMOTION: PACKAGING

ENTRANT Emira Veseli

TITLE Milk Bottles

SCHOOL Ivy Tech



SALES PROMOTION: PACKAGING

ENTRANT Sydni Wolpert

TITLE Mary Puppin's Unpeeled Meaties

SCHOOL Huntington University

GOLD WINNERS



SALES PROMOTION: CROSS MEDIA CAMPAIGN

ENTRANT Naomi Sauter

TITLE Jones Cream Soda Get Out the Vote Campaign

SCHOOL University of Saint Francis

SALES PROMOTION: CROSS MEDIA CAMPAIGN

ENTRANT John Jehl

TITLE Jones Cream Soda Get Out the Vote Campaign

SCHOOL University of Saint Francis



COLLATERAL MATERIAL: ANNUAL REPORT

ENTRANT John Jehl

TITLE World Wildlife Fund Annual Report

SCHOOL University of Saint Francis



COLLATERAL MATERIAL: PUBLICATION DESIGN

ENTRANT Alexis Relue

TITLE Blue Whales Storybook

SCHOOL Ivy Tech

GOLD WINNERS



COLLATERAL MATERIAL: PUBLICATION DESIGN

ENTRANT Kevin Schueler

TITLE Casino Royale Book Cover Design

SCHOOL University of Saint Francis

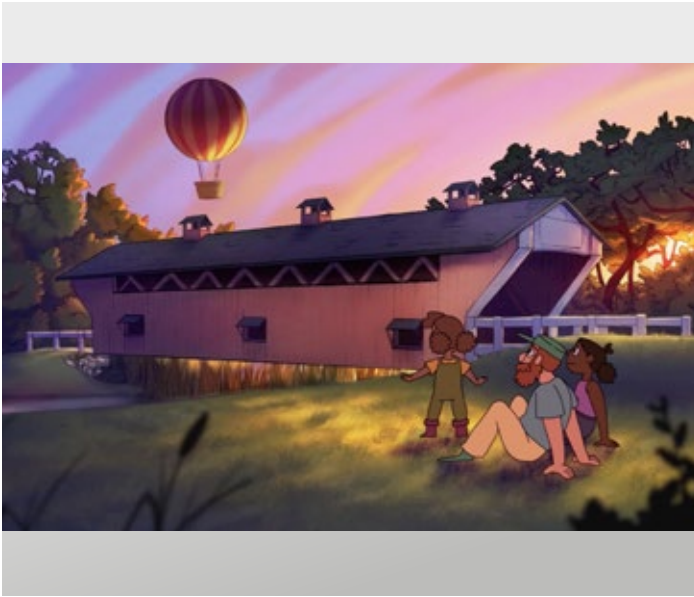


COLLATERAL MATERIAL: PUBLICATION DESIGN

ENTRANT Megan Duckworth

TITLE The Enneagram Handbook

SCHOOL Huntington University



VIDEO: INTERNET COMMERCIAL

ENTRANT Chloe Jacobson, Sean Eitniear, Kayla Knop
TITLE "So the Story Goes..." Storytelling Festival Promo
SCHOOL Huntington University



VIDEO: INTERNET COMMERCIAL

ENTRANT Josiah Bout, Brady Doorn, Caleb Drake, Jonathan Nelson
TITLE Historic Food Festival Promo
SCHOOL Huntington University

GOLD WINNERS



VIDEO: INTERNET COMMERCIAL

ENTRANT Hannah Schonfeld, Brady Doorn,
Abigail Bowles, Madison Morehouse

TITLE "Enter the Outdoors" Nature Festival Promo

SCHOOL Huntington University



NON-PROFIT ADVERTISING: AUDIO/ONLINE/VIDEO

ENTRANT Mireille Rhodes

TITLE Helping Paws Pet Haven

SCHOOL Huntington University



ELEMENTS OF ADVERTISING: ILLUSTRATION

- ENTRANT** Hannah Schonfeld
- TITLE** Tib Book Cover Illustration
- SCHOOL** Huntington University



ELEMENTS OF ADVERTISING: ILLUSTRATION

- ENTRANT** Kayla Knop
- TITLE** The Sassy Sea Pig
- SCHOOL** Huntington University

GOLD WINNERS



ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Sujin Seo

TITLE Blue Tears

SCHOOL Ivy Tech



ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Josiah Sovine

TITLE Swallowed by Life's Hard Realities

SCHOOL Huntington University



ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Nathan Morris

TITLE Lasting Effects: PTSD

SCHOOL Ivy Tech

SILVER WINNERS



COLLATERAL MATERIAL: ANNUAL REPORT

ENTRANT Elenore Graber

TITLE Keeping a Watchful Eye

SCHOOL University of Saint Francis

SILVER WINNERS

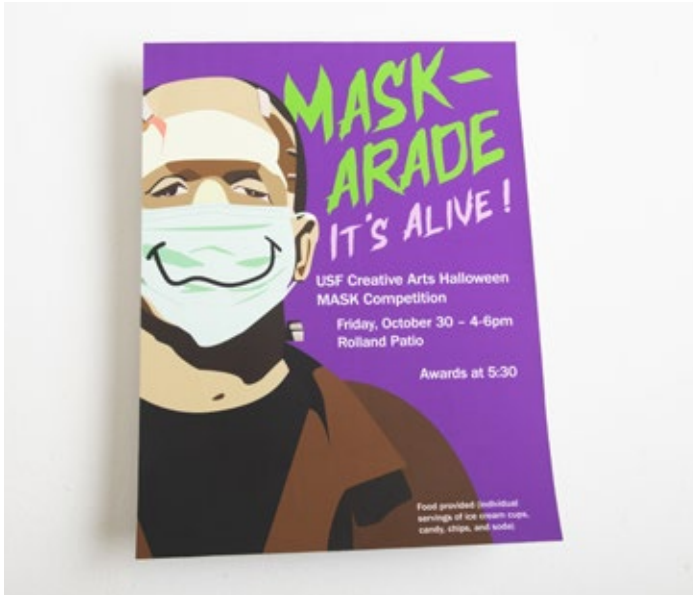


COLLATERAL MATERIAL: PUBLICATION DESIGN

ENTRANT Elenore Graber

TITLE Unconventional Love Story

SCHOOL University of Saint Francis



COLLATERAL MATERIAL: SPECIAL EVENT MATERIAL

ENTRANT Natalie McDonald

TITLE Maskerade Frankenstein Poster

SCHOOL University of Saint Francis



COLLATERAL MATERIAL: SPECIALTY ADVERTISING

ENTRANT Maddie Gorman

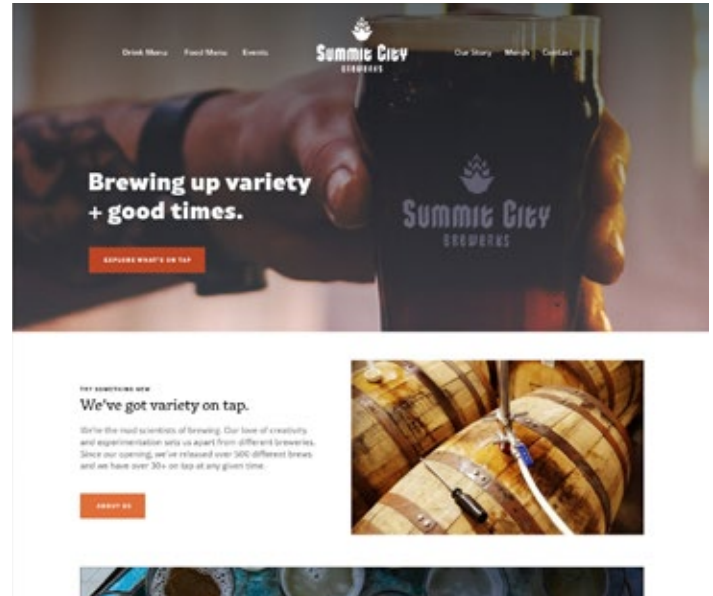
TITLE Gift Bag Design

SCHOOL University of Saint Francis

SILVER WINNERS



New Arrivals



ONLINE ADVERTISING: WEBSITES, B TO C

ENTRANT Bethany Lowe

TITLE Stellar Skincare Website

SCHOOL Academy of Art University

ONLINE ADVERTISING: UX / UI

ENTRANT Bethany Lowe

TITLE Summit City Web Design

SCHOOL Academy of Art University



SELF PROMOTION: AUDIO

ENTRANT Jacob Douglass

TITLE My Day

SCHOOL Huntington University



ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Jesse Grimm

TITLE Argentine Mural - Salsa

SCHOOL Huntington University

SILVER WINNERS



ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Laura Rabel

TITLE Magazine Editorial Illustration

SCHOOL University of Saint Francis



ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Lily Martin

TITLE COVID Monster Maskarade Poster Illustration

SCHOOL University of Saint Francis



ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Jesse Grimm

TITLE Goshen City Mural

SCHOOL Huntington University



ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Lily Martin

TITLE Magazine Editorial Illustration

SCHOOL University of Saint Francis

SILVER WINNERS



ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT Sydni Wolpert

TITLE There Are No Gorillas Here!

SCHOOL Huntington University



ELEMENTS OF ADVERTISING: LOGO & ICON DESIGN

ENTRANT Kevin Schueler

TITLE Charlotte Hornets Logo Redesign

SCHOOL University of Saint Francis



ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Katie Springer

TITLE Mulugeta

SCHOOL Huntington University



ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Grace Cooper

TITLE Theatre Kid

SCHOOL University of Saint Francis

SILVER WINNERS



ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Thang Kap

TITLE Candid B&W

SCHOOL Ivy Tech



ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Grace Cooper

TITLE Color Portrait

SCHOOL University of Saint Francis



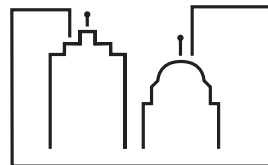
ELEMENTS OF ADVERTISING: PHOTOGRAPHY

ENTRANT Demetria Chery

TITLE Faded Memories

SCHOOL University of Saint Francis

the judges



KARL HEIN

Director
Spacejunk
Columbus, OH

For over 10 years, Karl Hein has conceptualized, written, designed, directed, animated, programmed, and learned his way through the creative/advertising industry. With insightful strategic thinking and a keen eye for design, he enjoys bringing clear and thoughtful intention to all of his work. Whether it's researching a product or service, looking into a new technique, a new program, whatever—to me, the exciting part of his career is learning new things and pushing the creative to match the vision for the project.

Currently, you can find him at Spacejunk, a video production studio in Columbus, Ohio, working as a director on a range of live-action, VFX, and both 2D and 3D animation projects.



DUSTIN NEUMEYER

Co-Founder
Aberro Creative
Saginaw, MI

Dustin Neumeyer is a co-founder of Aberro Creative where he leads business development, client relations, and the day-to-day management of the agency. Over the course of his career, Dustin has worked with organizations across a wide range of industries—from action sports and telecommunications to sugar beets and ice cream.

When he is not working with clients or assisting the production team, you will likely find him on the golf course or enjoying a Michigan craft beer (and sometimes both).



NIC VON SCHNEIDER

Founder/Creative Director
GLYPH Collaborative
Midland, MI

Nicolai von Schneider is a nationally-recognized brand strategist, digital agency owner, startup enthusiast, and self-described typography critic.

He is the Founder of GLYPH, a branding and marketing agency in Michigan. Originally the creative team behind a startup accelerator, GLYPH has created a name for itself by collaborating with organizations across the United States, Europe, China, and Australia to provide in-depth branding strategies, identity design direction, and digital marketing.

Nic has been highlighted in magazines, publications, and recently as a finalist for the top 100 marketing leaders in America. He spends his free time teaching in his mastermind group and engaging with members from the coworking space he founded.

He has judged many design and advertising competitions over the past couple years and is excited to see the unique work from each region when compared with the larger, emerging design trends across the world.

the year

of

staring out the window...

fresh new looks...

streaming...

change...

murals...

love...