



**BEST of SHOW
JUDGES CHOICE**

PROFESSIONAL: BEST OF SHOW | JUDGES CHOICE



PROFESSIONAL PRINT CATEGORY

Best of Show | Judges Choice

Sales & Marketing, Sales Promotion-Package Campaign:

A Gold ADDY goes to **Prairie Berry Winery**
For Miner Brewing Company "MBC Crowler Lineup"

Credits go to Sandi Vojta, Tanya Christensen, and Shanna Hockert



PROFESSIONAL FILM, VIDEO, & SOUND CATEGORY

Best of Show | Judges Choice

Film, Video & Sound, Television Advertising-Local Television Campaign:

A Gold ADDY goes to **Jackalope** For Golden West Telecommunications
"Golden West Brand TV" by Jackalope

Credits go to: Jackalope Team

Hear what the judges had to say: [click here](#) [VIDEO]

STUDENT: BEST OF SHOW | JUDGES CHOICE



STUDENT

Best of Show | Judges Choice: JIM MORRISSEY – Jim's comments [click here](#) [VIDEO]

Elements of Advertising-Still Photography, Color:

A Gold ADDY goes to **Alisha Henning** from Black Hills State University for
"All this Food Came From a Dumpster"

■■■■

JUDGES CHOICE

STUDENT

Judges Choice: Anne Gauer – Anne's comments [click here](#) [VIDEO]

JUDGES CHOICE

Elements of Advertising-Still Photography, Color:

A Gold ADDY goes to **Alisha Henning** from Black Hills State University for
"Cupcake Swirls"

STUDENT

Judges Choice: Alex Helmbrecht – Alex's comments [click here](#) [VIDEO]

JUDGES CHOICE

Elements of Advertising- Still Photography, Black & White:

A Gold ADDY goes to **Sydney Koehn** from Black Hills State University for
"The Violin"



Professional Competition Gold Winners:

Sales & Marketing, Sales Promotion-Package Campaign:

A Gold ADDY goes to [Prairie Berry Winery](#)
For Miner Brewing Company "MBC Crowler Lineup"
Credits go to Sandi Vojta, Tanya Christensen, and Shanna Hockert

Sales & Marketing, Sales Promotion-Package Campaign:

A Gold ADDY goes to [Prairie Berry Winery](#)
For Miner Brewing Company "Miner Brewing Holiday Crowlers"
Credits go to: Sandi Vojta, Tanya Christensen, and Shanna Hockert

Sales & Marketing, Collateral Material-Annual Report:

A Gold ADDY goes to [Monument Health](#) For Monument Health Foundation "Forward Together Donor Report"
Credits go to: Terri Upward and Karlee Baumann

Sales & Marketing, Collateral Material-Brochure - Single Unit:

A Gold ADDY goes to [GenPro Advanced Technologies](#) For GenPro Energy Solutions "Company Profile"
Credits go to: Erika Young

Sales & Marketing, Direct Marketing-Specialty Advertising Campaign:

A Gold ADDY goes to [Greenway Made](#) For Peak Sports "Shut Up & Ski"
Credits go to: Liz Patton

Out-of-Home & Ambient Media, Interior or Exterior - Single Execution:

A Gold ADDY goes to [Liv Hospitality](#) For Courtyard by Marriott "Ellsworth Pre-Con Mural"
Credits go to: Jon Martin

Online/Interactive, Websites-Consumer Website:

A Gold ADDY goes to [Strider Sports International](#) For Strider Sports International "Strider Bikes International Website"
Credits go to: Strider Bikes International Marketing Team and SPORE Creative

Online/Interactive, Social Media-Single Execution:

A Gold ADDY goes to [Black Hills Energy](#) For Black Hills Energy "Service Guard"
Credits go to: Amanda Bainbridge, Carrie Haskell, and Emily Aman

Film, Video & Sound, Audio/Radio Advertising-Local Campaign:

A Gold ADDY goes to [Haugo Broadcasting](#) For Smith's Liquor Gallery "Uncommonly Good"
Credits go to: Jay Murphy, Karsten Lunde, Sandra Pashby, and Mike Swafford

Film, Video & Sound, Television Advertising-Regional/National Campaign:

A Gold ADDY goes to [Jackalope](#) For Black Hills Energy "Natural Gas Awareness" by Jackalope
Credits go to: Jackalope Team

Cross Platform, Integrated Campaigns, Consumer Campaign- Regional/National:

A Gold ADDY goes to [Jackalope](#) For Black Hills Energy "Natural Gas Awareness" by Jackalope
Credits go to: Jackalope Team



Professional Competition Gold Winners: (Continued)

Film, Video & Sound, Television Advertising-Local Single Spot :30 seconds:

A Gold ADDY goes to **Jackalope** For Golden West Telecommunications
"Golden West Brand TV" by Jackalope
Credits go to: Jackalope Team

Film, Video & Sound, Television Advertising-Local Television Campaign:

A Gold ADDY goes to **Jackalope** For Golden West Telecommunications
"Golden West Brand TV" by Jackalope
Credits go to: Jackalope Team

Film, Video & Sound, Television Advertising-Regional/National Single Spot:

A Gold ADDY goes to **Jackalope** For Black Hills Energy "Natural Gas Awareness" by Jackalope
Credits go to: Jackalope Team

Film, Video & Sound, Advertising Industry Self-Promotion-Film Video & Sound:

A Gold ADDY goes to **Jackalope** For Jackalope "Agency Reel"
Credits go to: Jackalope Team and Jackalopes everywhere

Elements of Advertising-Sound Design-Single:

A Gold ADDY goes to **Jackalope** For Jackalope "Agency Reel"
Credits go to: Jackalope Team and Jackalopes everywhere

Cross Platform, Integrated Campaigns, Local or Regional/National-Integrated Brand Identity Campaign:

A Gold ADDY For **Black Hills Energy** "Service Guard" by Black Hills Energy
Credits go to: Amanda Bainbridge, Alicia Boe, Sarah Folsland, Carrie Haskell, and Emily Aman

Elements of Advertising-Copywriting:

A Gold ADDY For **Golden West Telecommunications** "Golden West TV Brand Campaign" by Jackalope
Credits go to: Jackalope Team

Elements of Advertising, Film & Video-Video Editing:

A Gold ADDY goes to **Black Hills Video** For Rapid City Rush "Hockey is Back"
Credits go to Grant Holub

Political Advertising-Political Campaign:

A Gold ADDY goes to **Liv Hospitality** For Yes on B Committee "Yes on B: Be a Sport for SD"
Credits go to: Jon Martin, Liz Patton, Jessie Eckles, Morgan Arthur, and Lynzie Montague



**Student
Gold Winners**

Student Competition Gold Winners:

Sales Promotion, Product or Service-Packaging:

A Gold ADDY goes to **Cody Robinson** from Black Hills State University for *"Coffee Packaging"*

Out of Home & Ambient Media-Out of Home, Poster, Single:

A Gold ADDY goes to **Raymond Janis** from Oglala Lakota College for *"Lakota Legends Series 1"*

Elements of Advertising- Still Photography, Black & White:

A Gold ADDY goes to **Sydney Koehn** from Black Hills State University for *"The Violin"*

Elements of Advertising-Still Photography, Color:

A Gold ADDY goes to **Sydney Koehn** from Black Hills State University for *"Lemon Squeezy"*

Elements of Advertising-Still Photography, Color:

A Gold ADDY goes to **Alisha Henning** from Black Hills State University for *"All this Food Came From a Dumpster"*

Elements of Advertising-Still Photography, Color:

A Gold ADDY goes to **Alisha Henning** from Black Hills State University for *"Cupcake Swirls"*

Elements of Advertising-Film, Sound & Video, Cinematography:

A GOLD ADDY goes to **Chris Mehlhaff** from Black Hills State University for *"Handy Man Flip"*



Professional Competition Silver Winners:

Sales & Marketing, Sales Promotion-Package Campaign:

A Silver ADDY goes to [Prairie Berry Winery](#)
For *Prairie Berry Winery "Wild West Wines"*
Credits go to Sandi Vojta, Tanya Christensen, and Shanna Hockett

Sales & Marketing, Collateral Material-Stationary Packaging:

A Silver ADDY goes to [Alison Van Sambeek Design](#)
For *Sew You Need A Mask for "Sew You Need A Mask Product Insert"*
Credits go to Alison Van Sambeek

Sales & Marketing, Collateral Material-Printed Annual Report:

A Silver ADDY goes to [Golden West Telecommunications](#)
For *"2020 Annual Report EVEN HERE"*
Credits go to: Dee Sleep, Greg Oleson, Debra Petres, Hailey Kessenich, Simpson's Printing, and Greg Latza

Sales & Marketing, Collateral Material-Brochure - Single:

A Silver ADDY goes to [RESPEC](#)
For *"Mining & Energy Brochure"*
Credits go to: Ali Van Sambeek, Lacy Pomarleau, and Becca Gollither

Sales & Marketing, Collateral Material-Publication Design, Book Design:

A Silver ADDY goes to [RESPEC](#)
For *"RESPEC Vision 2025"*
Credits go to: Ali Van Sambeek

Online/Interactive, Websites-B2B:

A Silver ADDY goes to [GenPro Advanced Technologies](#)
For *"GenPro Energy Solutions Website"*
Credits go to: Erika Young and Adam Gomez

Online/Interactive, Websites-B2B:

A Silver ADDY goes to [Black Hills Energy](#)
For *"Data Centers"*
Credits go to: Dan Clements, Carrie Haskell, Emily Aman, Sarah Folsland, and Alicia Boe

Film/Video/Sound, Radio Advertising, Local-Single Spot, :30 seconds or less:

A Silver ADDY goes to [Haugo Broadcasting](#)
For *"Wicked Wrenches Mommy :30"*
Credits go to: Jay Murphy, Karsten Lunde, Sam Kephart, Sandra Pashby, and Tenley Pashby

Film/Video/Sound, Radio Advertising, Regional/National-Campaign:

A Silver ADDY goes to [Jackalope](#)
For *"BH Energy Natural Gas Awareness"*
Credits go to: Jackalope Team



Professional Competition Silver Winners: (Continued)

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

A Silver ADDY goes to [Jackalope](#)

For "Black Hills FCU Brand TV :30"

Credits go to: Jackalope Team, Tyler Kalberg, and Grant Holub

Film/Video/Sound, TV Advertising, Regional/National, TV-National Campaign:

A Silver ADDY goes to [Jackalope](#)

For "Black Hills FCU"

Credits go to: Jackalope Team, Tyler Kalberg, and Grant Holub

Film/Video/Sound, Online Video, Internet Commercial-Single Spot:

A Silver ADDY goes to [Black Hills Energy](#)

For "Corriedale Virtual Ribbon Cutting"

Credits go to: Theresa Donnelly and Laurie Farkas

Film/Video/Sound, Online Video, Internet Commercial –Internet Commercial Campaign:

A Silver ADDY goes to [Strider Sports Int'l](#)

For "Be Together"

Credits go to: Susie Marcks, Brent Kastner, Emily Ashley, Josh Rundell, and Emily Brown

Cross Platform, Integrate Campaigns, Integrated Brand Identity Campaign-Local or Regional/National:

A Silver ADDY goes to [Greenway Made](#)

For "Nailed It Home Inspections"

Credits go to: Liz Patton

Cross Platform, Advertising Industry Self-Promotion, Ad Club:

A Silver ADDY goes to [AAF Black Hills](#)

For "AAA Winners Book"

Credits go to: Kelsey Stine

Cross Platform, Advertising Industry Self-Promotion, Ad Club:

A Silver ADDY goes to [AAF Black Hills](#)

For "Addys Trophies 2020"

Credits go to: Jenna Carda and Lisa Johnson

Elements of Advertising, Visual-Logo Design:

A Silver ADDY goes to [Vela Creative Co.](#)

For "Little Oak Apothecary Logo Design"

Credits go to: Kelsey Stine, Alyssa Tanner and Sarah Miller

Elements of Advertising, Visual-Still Photography, Color-Single:

A Silver ADDY goes to [Golden West](#)

For "Long Valley Horses"

Credits go to: Dee Sleep, Greg Oleson, Deb Petres, Hailey Kessenich, and Greg Latza



Professional Competition Silver Winners: (Continued)

Elements of Advertising, Visual-Still Photography, B&W/Color/Digitally Enhanced-Campaign:

A Silver ADDY goes to **Jackalope**
For "BH Energy Natural Gas Awareness"
Credits go to: Jackalope Team

Elements of Advertising, Sound-Music without Lyrics-Single:

A Silver ADDY goes to **Jackalope**
For "BH FCU TV Soundtrack"
Credits go to: Jackalope Team and Aika Music

Cross Platform, Integrated Campaigns, Integrated Branded Content-Local or Regional/National:

A Silver ADDY goes to **Prairie Berry Winery**
For "Miner Brewing Winter Festival"
Credits go to: Shanna Hockert, Tanya Christensen, and Andrea Stalheim

Cross Platform, Integrated Campaigns, Integrated Branded Content-Local or Regional/National:

A Silver ADDY goes to **Black Hills Energy**
For "Black Hills Energy – Service Guard"
Credits go to: Amanda Bainbridge, Alicia Boe, Carrie Haskell, Emily Aman, and Sarah Folsland

Elements of Advertising, Film & Video, Cinematography-Single:

A Silver ADDY goes to **Black Hills Video**
For "Hockey is Back"
Credits go to: Grant Holub, Tracy Mailloux, Jason Ader, and Nick Hubbard

Elements of Advertising, Film & Video, Cinematography-Campaign:

A Silver ADDY goes to **Jackalope**
For "BH Energy Natural Gas Awareness"
Credits go to: Jackalope Team

Elements of Advertising, Film & Video, Cinematography-Campaign:

A Silver ADDY goes to **Jackalope**
For "Golden West TV Brand Campaign"
Credits go to: Jackalope Team

Public Service-Sales & Marketing, Corporate Social Responsibility Marketing & Specialty Advertising:

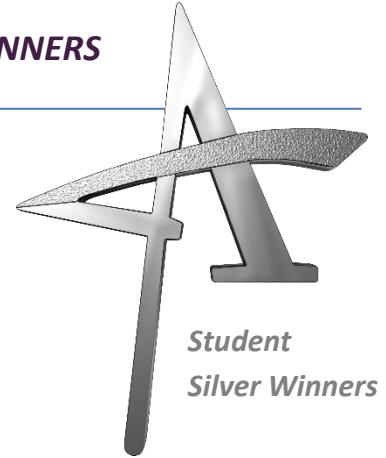
A Silver ADDY goes to **Monument Health**
For "COVID-19 Care At Home Kit"
Credits go to: Stacy Brozik and Terri Upward

Public Service-Film, Video & Sound, Corporate Social Responsibility Radio:

A Silver ADDY goes to **Haugo Broadcasting**
For "KIQQ – Stay Away From the Bison"
Credits go to: Ian Rambo and Karsten Lunde

Public Service-Film, Video & Sound, Corporate Social Responsibility Campaign:

A Silver ADDY goes to **Jackalope**
For "Black Hills FCU Lakota Campaign"
Credits go to: Jackalope Team, Matthew Rama, and Elyssa Concha



Student Competition Silver Winners:

Sales & Marketing, Product or Service Sales Promotion-Packaging:

A Silver ADDY goes to **Erin Bender** from Black Hills State University for "Arise Cold Brew Coffee"

Sales & Marketing, Product or Service Sales Promotion-Packaging:

A Silver ADDY goes to **Zachary Davis** from Black Hills State University for "Ikebana Tea Packaging"

Sales & Marketing, Product or Service Sales Promotion-Packaging:

A Silver ADDY goes to **Valeen Thovson** from Black Hills State University for "Jasmine Dragon Tea"

Print Advertising, Magazine Advertising-Campaign:

A Silver ADDY goes to **Keegan Baatz** from Black Hills State University for "Unintentional Disco"

Elements of Advertising, Logo Design:

A Silver ADDY goes to **Erin Bender** from Black Hills State University for "Arise Coffee House"

Elements of Advertising, Logo Design:

A Silver ADDY goes to **Erin Bender** from Black Hills State University for "Porter Quarter Horses"

Elements of Advertising, Logo Design:

A Silver ADDY goes to **Karin Sandness** from Black Hills State University for "Spearfish Rifle & Trap Club Logo"

Elements of Advertising, Illustration-Single:

A Silver ADDY goes to **Mikayla Ghost Bear** from Oglala Lakota College for "NEON4REVOLUTION"

Elements of Advertising, Illustration-Single:

A Silver ADDY goes to **Rainey Howell** from Black Hills State University for "Earth 2.0"

Elements of Advertising, Still Photography, Color-Single:

A Silver ADDY goes to **Chris Mehlhaff** from Black Hills State University for "14 Hands"

Elements of Advertising, Still Photography, Color-Single:

A Silver ADDY goes to **Erin Bender** from Black Hills State University for "Dior Forever"

Elements of Advertising, Still Photography, Color-Single:

A Silver ADDY goes to **Erin Bender** from Black Hills State University for "NYX"

Elements of Advertising, Still Photography, Digitally Enhanced-Single:

A Silver ADDY goes to **Keegan Baatz** from Black Hills State University for "Color Stack"

Elements of Advertising, Still Photography, Campaign:

A Silver ADDY goes to **Payton Adams** from Black Hills State University for "Words Like Knives"