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2024 WINNERS BOOK

AMERICAN ADVERTISING AWARDS





OUR SPONSORS



THANK YOU TO OUR COMMITTEE



Nina Hines	Tyler Matthews
Savannah Powell	Matt Joyner
Silver Cuellar	Jeff Shill
Ally Pridgen	Emily Robertson
Mandi Cox	Allison Petroy
Angie Ahumada	





JUDGES



Derrit DeRouen
Global Creative
Director @ *Twitter*



Roby McEuen
Specialist, Advertising &
Graphic Communication
@ *University of Texas
at Arlington*



Jamie Stark
Creative Director,
Art Direction @
Quality Meats



Omar Curiel
Creative Director,
Copywriting @ *Amazon*







BEST IN SHOW

PROFESSIONAL

VML - Performance Unbound
Cinematography - Single

Credits:

Jared Kozel, Diogo Mendonca, Marcelo Florentino,
Caroline Lancaster, Nicole McIntosh,
Morgan Kitchens, Min Yoo, Tom Murphey

STUDENT

Nike X Futura
Typeface Design

Anvisha Vora
Savannah College of Art and Design





JUDGES CHOICE



PROFESSIONAL

Liaison Pictures - Morning Joy

Single entry - more than :60 seconds

Credits: John Henry Hinkel, Ethan Pakchar

Tailfin Marketing - Our Georgia Coast - Extraordinary

Public Service Campaign

Credits: Greg Abel, Kelly Hackett, Alex Saiz, Kati Phillips, Tristan Otto, Naomi Speaks, Sara Lowe, Tim Smith, Liz bles, Andy Anderson, Sofia Iaco, Wes Whitener, Alex Russell, Alan Araya, Karen Urquhart, Chispa House, Jake Cooper, Cartter Fontaine, Rinne Allen

VML - Gold Peak Golden Hour Lens

Other Merchandise

Credits: Jared Kozel, Kimberly Blasnik, Ransom Haywood, Lauren Cesar, Sherry McLenon

Mailchimp Wink - Email is Dead

Art Direction - Campaign

Credits: Mailchimp Wink

VML - Shell - Performance Unbound

Cinematography - Single

Credits: Jared Kozel, Diogo Mendonca, Marcelo Florenti, Caroline Lancaster, Nicole McIntosh, Morgan Kitchens, Min Yoo, Tom Murphey



JUDGES CHOICE



STUDENT

Who's For Dinner?

Consumer Campaign

Claire Mirsky, Madeleine Dodson, Sofia Arabena
Miami Ad School

Airbnbaby - The Babies Category

Campaign

Vishwa Patel, Julia Ardila, Yuxin Yi
Savannah College of Art and Design

Rakish Rum

Packaging

Jamie Jason
Miami Ad School





GOLD

“PROFESSIONAL”





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Entry Name	Category	Entrant Company/Org.	Client Company
This could have been an email	Single Board	Mailchimp Wink	Mailchimp
Headword Agency Website	B-to-B	Headword	Headword
Everything Bad Is Good For Me	Single Spot :30 seconds or less	Chemistry Agency	Beyond Meat
Big Bills “Coach”	Single Spot - Up to 2:00	BBDO Atlanta	Georgia Lottery
Shell - Performance Unbound	Single Spot - Up to 2:00	VML	Shell USA
Hellmann’s Super Bowl	Single Spot - Up to 2:00	VML	Hellmann’s
Aunt Angie	Single Spot - Up to 2:00	Chemistry Agency	Coralisle Group Insurance
Shell - Everybody Forward	Campaign	VML	Shell
Piano Trac	Campaign	Luckie & Company	RaceTrac
Aunt Angie	Campaign	Chemistry Agency	Coralisle Group Insurance
Everything Bad Is Good For Me	Single Spot - Any Length	Chemistry Agency	Beyond Meat
“Work Hard. Play Harden.”	Campaign	Majority	J-Harden Wine / Accolade Wines
Morning Joy	Single entry - more than :60 seconds	Liaison Pictures	Kawai
Email is Dead	Art Direction - Campaign	Mailchimp Wink	Mailchimp
Shell - Performance Unbound	Cinematography - Single	VML	Shell USA
Shell - Everybody Forward	Cinematography - Single	VML	Shell
World of Mouthwatering Bliss	Animation, Special Effects or Motion Graphics	Brunner	Church’s Texas Chicken
Shell - Performance Unbound	Animation, Special Effects or Motion Graphics	VML	Shell USA
Hampton April Fools “Waffle Alarm”	Computer Generated Imagery (CGI)	Fitzco	Hilton
Mas Dicha	Music With Lyrics - Single	Brunner	Church’s Texas Chicken
Atlanta Born. And Now Raised.	Voiceover Talent	Chemistry Agency	Grady Hospital
Scana Energy	Voiceover Talent	VML	Scana Energy



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Entry Name	Category	Entrant Company/Org.	Client Company
Shell - Performance Unbound	Sound Design - Single	VML	Shell USA
Shell - Everybody Forward	Sound Design - Single	VML	Shell
Citizens NYC Marathon Expo	Innovative Use of Interactive / Technology	Miller Zell	Citizens
USMC 248th Birthday Message	Public Service Online Film, Video & Sound	VML	United States Marine Corps
Our Georgia Coast - Extraordinary	Public Service Campaign	Tailfin Marketing	One Hundred Miles





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Entry Name	Category	Credits	Educational Institution
Sola: Brews for every type of YOU	Packaging	Bhavani Sitaraman	Savannah College of Art and Design
Project 62 Zodiac Candle Redesign	Packaging	Kathy Sumardi	Savannah College of Art and Design
Lure Tinned Fish	Packaging	Reagan Williams	Miami Ad School
Rakish Rum	Packaging	Jamie Jason	Miami Ad School
Nike X Futura	Stationery Package - Single or Multiple pieces	Anvisha Vora	Savannah College of Art and Design
Melt Cookbook	Book Design	Bryan Robinson	Miami Ad School
Listerine: Swish Out the Bias	Single	Yula Ryoo, Folabomi Oyewo	Savannah College of Art and Design
Sequin #ChangetheScript	Campaign	Anvisha Vora, Shuihan Ding, Abbey Edmonson	Savannah College of Art and Design
Impossible: Cheat on Meat (Data)	Campaign	Muskan Dharani, Bhavana Dharmapuri Vachaspati, Sharvari Sawarkar	Savannah College of Art and Design
Bed	Single Occurrence or Installation	Anna LeBer	Miami Ad School
Ripple	Single Occurrence or Installation	Anna LeBer	Miami Ad School
Eternal	Single Occurrence or Installation	Catarina Sterlacci	Miami Ad School
Airbnb - The Babies Category	Campaign	Vishwa Patel, Julia Ardila, Yuxin Yi	Savannah College of Art and Design
Airbnb - The Babies Category	Web Banner Ads or Website Takeovers	Vishwa Patel, Julia Ardila, Yuxin Yi	Savannah College of Art and Design
Diablo IV: Made By Demons	Consumer Campaign	Yula Ryoo, Sarah Monick, Linxin Lu, Zhentao Xia, Folabomi Oyewo, Afshin Esamaeili, Qingying Zhu, Xiangyue Meng	Savannah College of Art and Design
Airbnb - The Babies Category	Consumer Campaign	Vishwa Patel, Julia Ardila, Yuxin Yi	Savannah College of Art and Design
The Doghouse	Consumer Campaign	Gordana Jokanovic, Carter Garfinkel	Miami Ad School
Seven Sisters Hotel	Single	Taylor Pirtle	Miami Ad School
Flightdeck: Typographical Card Deck	Typeface Design	Shuihan Ding	Savannah College of Art and Design
Nike X Futura	Typeface Design	Anvisha Vora	Savannah College of Art and Design
Unwrapped	Typeface Design	Zalika Yavlinskiy	Miami Ad School



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Entry Name	Category	Credits	Educational Institution
Flightdeck: Typographical Card Deck	Illustration – Single	Shuihan Ding	Savannah College of Art and Design
Palace (Horror Book)	Illustration – Campaign	Jonathan Gleaton	Miami Ad School
Tiny Tarot	Illustration – Campaign	Jonathan Gleaton	Miami Ad School
Kay	Black & White, Single	Liv Donaldson	Miami Ad School
Monotony is a Muse	Color, Single	Molly Jacobs	Miami Ad School
Leave the Line Open	Color, Single	Molly Jacobs	Miami Ad School
Flightdeck: Typographical Card Deck	Single	Shuihan Ding	Savannah College of Art and Design
Nike X Futura	Campaign	Anvisha Vora	Savannah College of Art and Design
Typographic Specimen Card Deck	Campaign	Rajeev Pillai	Savannah College of Art and Design







SILVER

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Entry Name	Category	Entrant Company/Org.	Client Company
Gold Peak Golden Hour Lens	Other Merchandise	VML	The Coca-Cola Company
Gold Peak Golden Hour Lens	Guerrilla Marketing	VML	The Coca-Cola Company
Email is Dead	Single Installation	Mailchimp Wink	Mailchimp
Email is Dead	Out-Of-Home Campaign	Mailchimp Wink	Mailchimp
Gold Peak Golden Hour Lens	Out-Of-Home Campaign	VML	The Coca-Cola Company
Shifting Perspectives	Single Execution	VML	United States Marine Corps
Find Your Thing - Holiday	Campaign	Digitas	Walmart
World of Mouthwatering Bliss Social	Campaign	Brunner	Church's Texas Chicken
Creating the DIYers of Tomorrow	Games	BBDO Atlanta	The Home Depot
DoubleTree x Cookie Monster	Branded Content & Entertainment for Online/ Interactive	Fitzco	Hilton
Atlanta Born. And Now Raised.	Single Spot :30 seconds or less	Chemistry Agency	Grady Hospital
“Car” Wash	Single Spot - Up to 2:00	BBDO Atlanta	Georgia Lottery
Everything Bad Is Good For Me	Single Spot - Up to 2:00	Chemistry Agency	Beyond Meat
Pinto Ron	Single Spot - Any Length	Mailchimp Wink	Mailchimp
“Sprite Icons’ Delight”	Single entry :60 seconds or less	Majority	Sprite / The Coca-Cola Company
Lift as We Fly	Branded Content & Entertainment Campaign	Ammunition	Atlanta Hawks
Kroger: ConFRESHions	Branded Content & Entertainment Campaign	ECG Productions	The Kroger Company
Clustomer	B-to-B Campaign-Regional / National	Mailchimp Wink	Mailchimp
Go Big on Good Haunting	Animation, Special Effects or Motion Graphics	Brunner	Goodwill of North Georgia
Understood The Assignment	Video Editing	Digitas	Walmart
Nemours “Reflections”	Video Editing	Company 3	Nemours
DoubleTree x Cookie Monster	Voiceover Talent	Fitzco	Hilton



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Entry Name	Category	Entrant Company/Org.	Client Company
Gold Peak It's Got To Be Gold	Voiceover Talent	VML	The Coca-Cola Company
Citizens NYC Marathon Expo	Augmented Reality	Miller Zell	Citizens
Citizens NYC Marathon Expo	Mobile Interaction	Miller Zell	Citizens
Trendgetter	Innovative Use of Interactive / Technology	Digitas	Walmart
Come Together, Thrive Together	Public Service Online Film, Video & Sound	Trade School	Arthur M. Blank Family Foundation
Our Georgia Coast - anthem	Public Service Online Film, Video & Sound	Tailfin Marketing	One Hundred Miles
Headword Agency Website	Advertising Industry Self-Promotion Online/Interactive/ Virtual Reality	Headword	Headword
JS Rebrand Video	Advertising Industry Self-Promotion Online/Interactive/ Virtual Reality	Jackson Spalding	Jackson Spalding
CMO Moms Hate Us, You'll Love Us	Advertising Industry Self-Promotion Online/Interactive/ Virtual Reality	Chemistry Agency	Chemistry
CMO Moms Hate Us, You'll Love Us	Single-Medium Campaign	Chemistry Agency	Chemistry





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Entry Name	Category	Credits	Educational Institution
Baiana Beer Company	Packaging	Cheyenne Baglin	Savannah College of Art and Design
make 'em POP	Packaging	Bhavani Sitaraman	Savannah College of Art and Design
Art from Art	Packaging	Catarina Sterlacci	Miami Ad School
Illuminatus Trilogy	Cover	Cassidy O'Connor	Miami Ad School
Y'allternative	Cover / Editorial Spread or Feature - Series	Cassidy O'Connor	Miami Ad School
The Pit	Magazine Design	Reagan Williams	Miami Ad School
Housing Poster	Single	Jonathan Gleaton	Miami Ad School
Citizen - Brand Awareness Campaign	Campaign	Gauri Chauhan, Vijay Isaac, Yi Gao	Savannah College of Art and Design
Square Peg	Campaign	Cassidy O'Connor	Miami Ad School
Verizon - Accesstories	Outdoor Board (Flat or 3D)	Shikha Nair, Andrea Lee, Kayleigh Bowman, Vishwa Patel, Harshil Desai, Katia Lopez, Gauri Chauhan, Isaiah Clowe, John Verzwylvelt	Savannah College of Art and Design
Citizen - Brand Awareness Campaign	Campaign	Gauri Chauhan, Vijay Issac, Yi Gao	Savannah College of Art and Design
Serving Togetherness, Le Creuset	Campaign	Vishwa Patel, Michelle Puri, Arsham Maleki	Savannah College of Art and Design
Luminous Passage	Single Occurrence or Installation	Reagan Williams	Miami Ad School
Bridge	Single Occurrence or Installation	Maya Givens	Miami Ad School
Start Fresh - Heineken Campaign	Campaign	Maura Chandler, Maya Ingraham, Anna Bolden, Maya Nayak, Darryn Hammond	Savannah College of Art and Design
Impossible: Cheat on Meat (Data)	Campaign	Muskan Dharani, Bhavana Dharmapuri Vachaspati, Sharvari Sawarkar	Savannah College of Art and Design
Mindset	App (Mobile or Web-Based)	Maya Givens, Emily Jeffrey, Taylor Pirtle	Miami Ad School
DUOLINGO - Confidence Is Key	Single	Amara Holland, Naydia Bradford, Sofia Sanchez, Christiana Brown, Sam Arano	Savannah College of Art and Design
Listerine: Swish Out the Bias	Single	Yula Ryo, Folabomi Oyewo	Savannah College of Art and Design
Uber Treasures	Consumer Campaign	Vishwa Patel, Shantanu Kulkarni	Savannah College of Art and Design
Serving Togetherness, Le Creuset	Consumer Campaign	Vishwa Patel, Michelle Puri, Arsham Maleki	Savannah College of Art and Design



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Entry Name	Category	Credits	Educational Institution
Project Angel Wings	Consumer Campaign	Gordana Jokanovic, Jessica Bickmann	Miami Ad School
What's Yours Is Mined	Consumer Campaign	Gordana Jokanovic, Timothy Goetze, Alice Mullen, Carter Garfinkel	Miami Ad School
Who's For Dinner?	Consumer Campaign	Claire Mirsky, Madeleine Dodson, Sofia Arabena	Miami Ad School
Low Key	Consumer Campaign	Nikolas Sandevski, Lilly Graham, Maria Rodriguez, Harper Herman	Miami Ad School
GoFundMe X Headspace	Consumer Campaign	Paula Renata Roxo, Carter Garfinkel, Claire Mirsky	Miami Ad School
Lunchables Hot Box	Consumer Campaign	Nikolas Sandevski, Nathalie Lopez, Caroline Filips	Miami Ad School
Williams Racing Rebrand	Campaign	Reagan Williams	Miami Ad School
Uber Treasures	Copywriting	Vishwa Patel, Shantanu Kulkarni	Savannah College of Art and Design
Sola: Brews for every type of YOU	Logo Design	Bhavani Sitaraman	Savannah College of Art and Design
Typographic Specimen Card Deck	Illustration – Campaign	Rajeev Pillai	Savannah College of Art and Design
Nike Court-side	Color, Single	Molly Jacobs	Miami Ad School
RAINS	Campaign	Liv Donaldson	Miami Ad School
Facial Feature with Montserrat Card	Single	Kathy Sumardi	Savannah College of Art and Design
Olaplex - Diversity Campaign	Campaign	Gauri Chauhan, Vijay Issac, Lily Zhang	Savannah College of Art and Design
Lunchables Hot Box	Campaign	Nikolas Sandevski, Nathalie Lopez, Caroline Filips	Miami Ad School







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