

The background of the entire page is a vibrant red. On the left side, there is a large, stylized illustration of a superhero's face, wearing a red mask with white eye cutouts and having a red mustache. The illustration is composed of various shades of red and white, giving it a comic book or stencil-like appearance. At the bottom of the page, there is a black silhouette of a city skyline with various skyscrapers of different heights. A large, white, circular spotlight effect is positioned on the right side of the page, casting a beam of light downwards towards the city skyline. Inside this spotlight, the title 'ALTER EGO' is written in a large, bold, sans-serif font. The word 'ALTER' is in a light gray color, and 'EGO' is in a darker red color. Below the title, the words 'WINNERS BOOKLET' are written in a smaller, white, sans-serif font. The overall design is modern and eye-catching, with a strong color palette of red, white, and black.

ALTER EGO

WINNERS BOOKLET

2014

American Advertising Awards
(Formerly known as the ADDY Awards)

the JUDGES

the ILLUSTRATOR

REAL NAME Nikki Gronli

LAST KNOWN LOCATION Sioux Falls, SD

TEAM AFFILIATION SDN Communications

POWERS Draws her own conclusions



ORIGIN STORY

Nikki is the Marketing Specialist at SDN Communications. She has been in the advertising/marketing world for about 18 years (Wow. That went fast.) as an art director with clients such as South Dakota Tourism, Taco Johns, Sanford Health, Red Baron Pizza, Target and a bunch more. Nikki is a University of Minnesota graduate (Go Gophers!) and, in her spare time, she is an amazing hockey mom. A+ winter-driving skills? Check.

the JUDGIFIER

REAL NAME Luke Oeth

LAST KNOWN LOCATION Minneapolis, MN

TEAM AFFILIATION Usable Materials

POWERS First in with the last word



ORIGIN STORY

Luke Oeth is a uncommonly large man who works out of a surprisingly small design studio in downtown Minneapolis called Usable Materials. He founded Usable Materials in early 2014 to design neat things, to make engaging ads and to experiment with emerging technology.

Prior to the launch of Usable Materials, Luke was the Executive Creative Director for Minneapolis agency Modern Climate, where he led advertng, design and interactive initiatives for Jamba Juice, UnitedHealthcare and Andersen Windows, among others.

the ORACLE

REAL NAME Heather Barnes

LAST KNOWN LOCATION Chicago, IL

TEAM AFFILIATION **CONFIDENTIAL**

POWERS Foresaw you on stage two weeks ago



ORIGIN STORY

Heather grew up in a design studio, where her father was an art director and graphic designer. ("Heather, with great brands comes great responsibility.") She spent her childhood hanging out at photo shoots and developing ninja-like Exacto skills. As she grew she went to college (learned about photography, philosophy and boozy red punch in Solo cups), proceeded to study advertising at The Creative Circus in Atlanta (waffled between copywriting and design before settling on design) and eventually found herself championing great brands like McDonald's, Unilever, KFC, JELL-O and Theshelterproject.org.

JENNARAE
BURICH

Stationery Package

Phoenixbreath
Stationery

Alexandria Technical &
Community College



KAITLYN
CRAWFORD

Poster, Single

Recon

St. Cloud Technical &
Community College



KRISTAL
BOMSTAD

Poster, Campaign

Lounge 21

Alexandria Technical &
Community College



MARK
KOSTUCH

Publication Design,
Editorial Spread or
Feature

Abraham Lincoln
Editorial

Alexandria Technical &
Community College

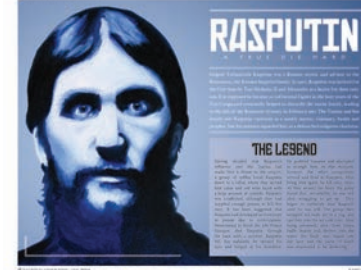


JEREMY
KREBS

Publication Design,
Editorial Spread or
Feature

Rasputin Editorial

Alexandria Technical &
Community College



LEE MACK

Consumer or Trade
Publication, Single,
Fractional, or Full page

MadPLAID

Alexandria Technical &
Community College



KRISTAL
BOMSTAD

Stationery Package

Bird Cards

Alexandria Technical &
Community College



RYLEY
MAISCH

Poster, Single

Duluth Promotional

Alexandria Technical &
Community College



ASHLEY
LEUTHOLD

Poster, Campaign

Inspirational Poster

Alexandria Technical &
Community College

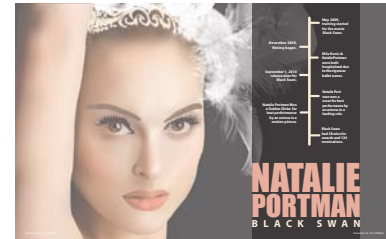


HEIDI
DORNBUSCH

Publication Design,
Editorial Spread or
Feature

Natalie Portman

Alexandria Technical &
Community College



ALLIE BERG

Out of Home, Single

Tresme Billboard

Central Lakes College



JAYNE
HAGLIN

Consumer or Trade
Publication, Single,
Fractional, or Full page

Steinway and Sons
Ad

Alexandria Technical &
Community College



SAMANTHA
GREEN

Stationery Package

Legendary Beer
Stationery

Alexandria Technical &
Community College



LEE MACK

Poster, Campaign

Nike Campaign

Alexandria Technical &
Community College



AMANDA
BRINKMAN

Publication Design,
Cover

Leonard the
Leopard

Alexandria Technical &
Community College



SAMANTHA
GREEN

Publication Design,
Editorial Spread or
Feature

Pink Editorial

Alexandria Technical &
Community College



KAYLEE
HANOWSKI

Consumer or Trade
Publication, Single,
Fractional, or Full page

Heat Perfume Ad

Central Lakes College



LAUREN
ENGBRETSON

Consumer or Trade
Publication, Single,
Fractional, or Full page

Mad Plaid

Alexandria Technical &
Community College



IAN VICKNAIR

Consumer or
Trade Publication,
Campaign

Heelium

Alexandria Technical &
Community College



**TAYLOR
FINGER**

Integrated
Campaigns,
Consumer

Daymaker Coffee

Central Lakes College

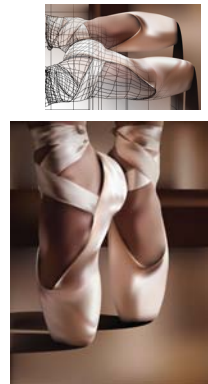


**HEIDI
DORNBUSCH**

Elements of
Advertising,
Illustration, Single

Ballet Shoes

Alexandria Technical &
Community College



KERI OTT

Elements of
Advertising,
Photography, B&W

Life on the Ice

Central Lakes College



**NICOLE
EDWARDS**

Elements of
Advertising,
Photography, B&W

Coffee Shop Lady

Alexandria Technical &
Community College



**EMILY
BICKFORD**

Elements of
Advertising,
Photography, Color

Chickens Alert

Central Lakes College



**CASEY
WEBER**

Consumer or
Trade Publication,
Campaign

**Barnes & Noble
Upgrade Campaign**

Alexandria Technical &
Community College



**KAYLEE
HANOWSKI**

Elements of
Advertising, Logo

Zestea Logo

Central Lakes College



**HANNAH
KROLL**

Elements of
Advertising,
Illustration, Single

**Animal Storybook
Illustration Spread**

Alexandria Technical &
Community College



**JAMIE
BIRKEDAH**

Elements of
Advertising,
Photography, B&W

Old school house

Central Lakes Collage



**RYLEY
MAISCH**

Elements of
Advertising,
Photography, B&W

Untitled

Alexandria Technical &
Community College



**HEATH
MICKELSON**

Elements of
Advertising,
Photography, Color

Gotham's Finest

Central Lakes College



**TRICIA
ZIEGELMAN**

Integrated
Campaigns,
Consumer

Zigs Beez

St Cloud State University



**JENNARAE
BURICH**

Elements of
Advertising, Logo

**Phoenixbreath
Logo**

Alexandria Technical &
Community College



**RYLEY
MAISCH**

Elements of
Advertising,
Illustration, Single

Self Illustration

Alexandria Technical &
Community College



**NICHOLE
HEINEN**

Elements of
Advertising,
Photography, B&W

Hands of Wisdom

Alexandria Technical &
Community College



**ROB
FITZSIMMONS**

Elements of
Advertising,
Photography, Color

Who Me?

Central Lakes College



**EVA
FITZSIMMONS**

Elements of
Advertising,
Photography, Color

Nature's Artwork

Central Lakes College



**JOSHUA
HAMMER**

Elements of
Advertising,
Photography, Color

Canal Park Duluth
Central Lakes College



**HOLLIE
LINTNER**

Elements of
Advertising,
Photography, Color

**Scrambled or
Fried?**
Central Lakes College



**AMANDA
REGER**

Elements of
Advertising,
Photography, Color

Full Of Hot Air
Central Lakes College



**COLBY
ABAZS**

Elements of
Advertising,
Photography, Color

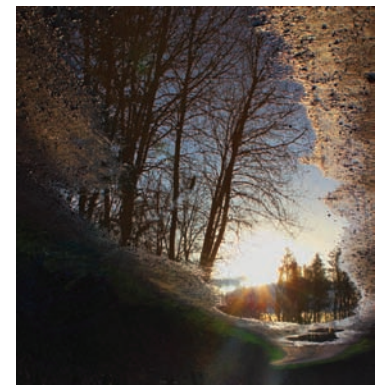
First Love
Central Lakes College



ANGELA GOFF

Elements of
Advertising,
Photography, Color

**Reflections of a
Mud Puddle**
Central Lakes College



**SUSAN
KERFELD**

Elements of
Advertising,
Photography, Color

Sunrise Comfort
Central Lakes College



**NICHOLAS
CUMMINGS**

Elements of
Advertising,
Photography, Color

The High Road
Central Lake College



**JAYNE
HAGLIN**

Elements of
Advertising,
Photography, Color

Crimson Horizon
Alexandria Technical &
Community College



**SAMANTHA
GREEN**

Elements of
Advertising,
Photography, Color

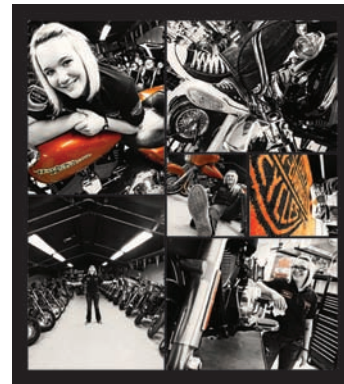
Self-Portrait
Alexandria Technical &
Community College



**CARLI
GRENINGER**

Elements of Advertising,
Photography, Campaign

Harley Girl
Alexandria Technical &
Community College



**KIMBERLY
BOLLIG**

Elements of
Advertising,
Cinematography

No More Secrets
Central Lakes College



**CARSON
BERCZYK**

Elements of
Advertising, Sound
Design

Crappuccino
Central Lakes College



DONNA
BARES
Packaging

TrueCLEAN ECO
St Cloud State University



HALI
DANIELSON
Stationery Package

Beastly Branding
Central Lakes College



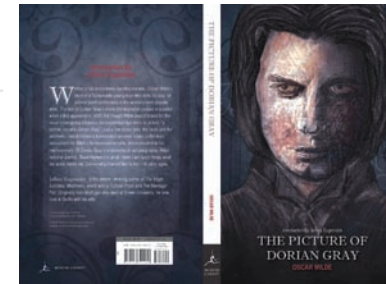
HALI
DANIELSON
Poster, Single

Shameless
Infographic
Central Lakes College



IAN VICKNAIR
Publication Design,
Cover

The Picture of
Dorian Gray
Alexandria Technical &
Community College



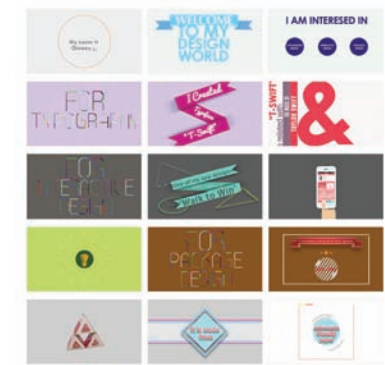
HALI
DANIELSON
Out of Home,
Campaign

Sucker for a Shot
Central Lakes College



QIUWEN LI
Digital Advertising,
Multimedia DVD

My Design World
St. Cloud State University



JODI LIBERTY
Packaging

Herbaceous Tea
Central Lakes College



JESSICA
WAGNER
Poster, Single

You Cannot Not
Communicate
St. Cloud State University



REED RESCH
Poster, Single

Vans Classic
Alexandria Technical &
Community College



HEIDI
DORNBUSCH
Publication Design,
Editorial Spread or
Feature

John & Annetta
Editorial
Alexandria Technical &
Community College



JENNARAE
BURICH
Consumer or Trade
Publication, Single,
Fractional, or Full page

Phoenixbreath
Advertisement
Alexandria Technical &
Community College



SARAH
STAWARSKI
Integrated
Campaigns,
Consumer

Seasonal Seeds
Supply Co
Central Lakes College



LEXIE LEHRKE
Point of Purchase

Happteeness
Display
Central Lakes College



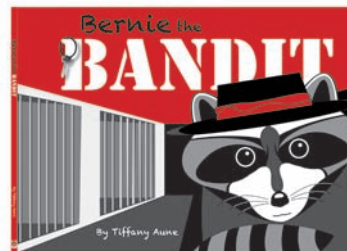
ALLAN
NOYES
Poster, Single

Creating From A
New Angle
St. Cloud State University



TIFFANY
AUNE
Publication Design,
Cover

Bernie the Bandit
Alexandria Technical &
Community College



HANNAH
KROLL
Publication Design,
Editorial Spread or
Feature

Jackie Robinson
Editorial Spread
Alexandria Technical &
Community College



HANNAH
KROLL
Consumer or
Trade Publication,
Campaign

Mad Bomber Ad
Campaign
Alexandria Technical &
Community College



HALI
DANIELSON
Integrated
Campaigns,
Consumer

The Beastly
Mercantile
Central Lakes College



CARLI GRENINGER

Integrated
Campaigns,
Consumer

**Imperial Ink
Campaign**

Alexandria Technical &
Community College

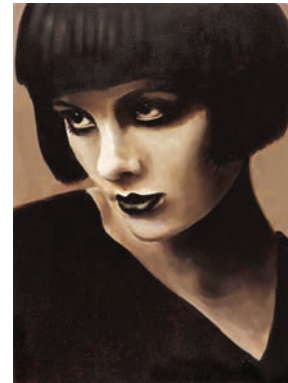


JAYNE HAGLIN

Elements of
Advertising,
Illustration, Single

Louise Brooks

Alexandria Technical &
Community College



JESSE KANE

Elements of
Advertising,
Illustration, Single

**Vincent Price
Oil Wash**

Alexandria Technical &
Community College



OLIVIA FREBORG

Elements of
Advertising,
Photography, B&W

Abandoned History

Central Lakes College



EVA FITZSIMMONS

Elements of
Advertising,
Photography, Color

Afloat

Central Lakes College



NICHOLAS CUMMINGS

Elements of
Advertising,
Photography, Color

**Finding Level
Ground**

Central Lake College



IAN VICKNAIR

Integrated
Campaigns,
Consumer

Housebreaker

Alexandria Technical &
Community College



JESSE KANE

Elements of
Advertising,
Illustration, Single

Jaguar Oil Painting

Alexandria Technical &
Community College



ANNIE LUND

Elements of
Advertising,
Photography, B&W

**Nature Has
Two Sides**

Central Lakes College

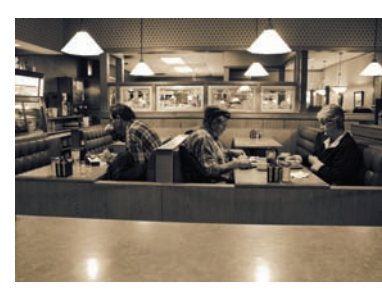


HEIDI DORNBUSCH

Elements of
Advertising,
Photography, B&W

**Elderly Couple
Photography**

Alexandria Technical &
Community College



JOSHUA HAMMER

Elements of
Advertising,
Photography, Color

New Guitar

Central Lakes College



DAYTON GRIGGS

Elements of
Advertising, Logo

**Maud Cat
Brand Logo**

Central Lakes College



IAN VICKNAIR

Elements of
Advertising,
Illustration, Single

The Cook

Alexandria Technical &
Community College



COLBY ABAZS

Elements of
Advertising,
Photography, B&W

Jump on a Train

Central Lakes College



ROB FITZSIMMONS

Elements of
Advertising,
Photography, Color

Catch me if you Can!

Central Lakes College



SARA JUSTIN

Elements of
Advertising,
Photography, Color

Take Time to Reflect

Central Lakes College





SARAH STAWARSKI
Integrated Campaigns, Consumer

PROJECT
Seasonal Seeds Supply Co

SCHOOL
Central Lakes College



HANNAH KROLL
Consumer or Trade Publication, Campaign

PROJECT
Mad Bomber Ad

SCHOOL
Alexandria Technical & Community College



HEIDI DORNBUSCH
Elements of Advertising, Photography, B&W

PROJECT
Elderly Couple Photography

SCHOOL
Alexandria Technical & Community College



HALI DANIELSON
Stationery Package

PROJECT
Beastly Branding

SCHOOL
Central Lakes College

TASTEFULLY SIMPLE

Sales Promotion,
Sales Kit

My Mug Cake Gift

Tastefully Simple



GASLIGHT CREATIVE

Packaging,
Campaign

Jack'd Up Packaging

Third Street Brewhouse



ADVENTURE ADVERTISING

Publication Design,
Book Design
(Entire Book)

Oliver & Hope's Amusing Adventure

United Healthcare
Children's Foundation

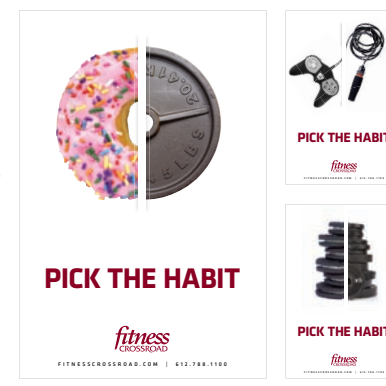


SOULO COMMUNICATIONS

Collateral Material,
Poster, Campaign

Pick The Habit

Fitness Crossroads



GASLIGHT CREATIVE

Out-of-home, Site,
Interior Still or
Static

Three Way Tin Tacker

Third Street Brewhouse



GASLIGHT CREATIVE

Digital Advertising,
Websites, B-to-B,
Products

McDonald's Meats Website

McDonald's Meats



GASLIGHT CREATIVE

Packaging,
Single Unit

Third Street Brewhouse Variety Pack

Third Street Brewhouse



GASLIGHT CREATIVE

Stationery Package,
Flat Printed

McDonald's Meats Business Card

McDonald's Meats



MEGAN BLONDEAU

Publication Design,
Book Design
(Entire Book)

Bike. Camp. Cook.

Going Slowly, LLC



ADVENTURE ADVERTISING

Collateral Material,
Special Event
Material, Card

Valentine's Day Card

Bruno Press



ADVENTURE ADVERTISING

Consumer or Trade
Publication,
Four-color

Old Town Canoe Museum Ad

Johnson Outdoors



HATLINGFLINT

Digital Advertising,
Websites, B-to-B,
Products

Pouchtec Industries Website

HatlingFlint



GASLIGHT CREATIVE

Packaging,
Campaign

Three Way Packaging

Third Street Brewhouse



GASLIGHT CREATIVE

Brochure, Four color

Vision Woodworking Brochure

Vision Woodworking



ADVENTURE ADVERTISING

Collateral Material,
Poster, Single

5 Years of Participants Poster

Trinona Triathlon



GASLIGHT CREATIVE

Direct Marketing,
Specialty Advertising,
Other Merchandise

Mathew Hall Lumber Employee Money

Mathew Hall Lumber
Company

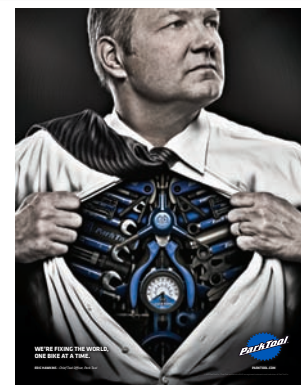


ADVENTURE ADVERTISING

Consumer or Trade
Publication,
Four-color

Man of Steel Ad

Park Tool



THELEN ADVERTISING

Digital Advertising,
Websites, B-to-B,
Products

CountryHearth-Breads.com

Country Hearth Bread



IMPARTIUM

Digital Advertising,
Websites, B-to-B,
Products

American Standard Website Re-Brand

American Standard Brands



IMPARTIUM

Digital Advertising,
Websites, Campaign

American Standard Re-Brand Digital Campaign

American Standard Brands



GASLIGHT CREATIVE

Advertising Industry
Self-Promotion,
Direct Marketing /
Specialty Items

Gaslight Creative USB Campaign

Gaslight Creative LLC



LIVEEDIT

Digital Advertising,
Websites, Consumer,
Services

Bikram Yoga Glasgow

Bikram Yoga Glasgow



AHNI & ZOE

BY CREATIVE MEMORIES
Integrated Campaigns,
Consumer, Regional /
National

Ahni & Zoe 'Beautiful Life' Campaign/ Company Launch

Ahni & Zoe by
Creative Memories



GASLIGHT CREATIVE

Elements of
Advertising,
Copywriting

Mathew Hall Lumber Employee Money

Mathew Hall Lumber

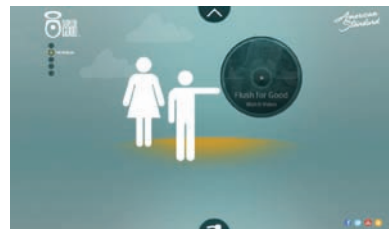


IMPARTIUM

Digital Advertising,
Websites, Consumer,
Services

Flush For Good Microsite

American Standard



GASLIGHT CREATIVE

Advertising Industry
Self-Promotion,
Broadcast

Gaslight Creative Infographics

Gaslight Creative LLC



ADVENTURE ADVERTISING

Elements of
Advertising, Logo

O2 Runners Logo

O2 Runner



GASLIGHT CREATIVE

Elements of
Advertising,
Illustration, Single

March of Dimes Signature Chef's Auction Quilling

March of Dimes
Central Minnesota



ADVENTURE ADVERTISING

Elements of Advertising,
Illustration, Campaign

Oliver & Hope's Amusing Adventure Illustration Series

United Healthcare
Children's Foundation



ADVENTURE ADVERTISING

Elements of Advertising,
Photography, Campaign

Polaris Off Road Trail Imagery

Polaris Industries



ADVENTURE ADVERTISING

Elements of Advertising,
Photography, Campaign

Polaris RZR XP1000-4 Imagery

Polaris Industries

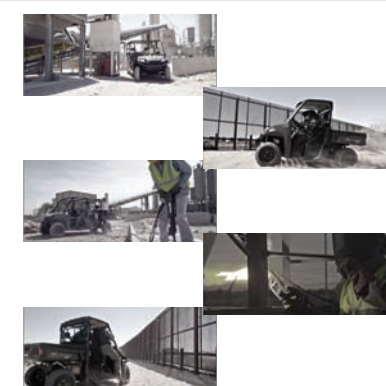


ADVENTURE ADVERTISING

Elements of
Advertising,
Cinematography

Polaris Government Vehicles Video

Polaris Industries



IMPARTIUM

Elements of Advertising,
Digital Creative
Technology, Interface &
Navigation

American Standard Dynamic Visual Drodown Menus

American Standard Brands



ADVENTURE ADVERTISING

Sales Promotion, Product or
Service Sales Presentation,
Catalog

Ahni & Zoe Fall 2013 Catalog

Ahni & Zoe by Creative Memories

Gina Nacey, Creative Strategy
Abby Fitch, Senior Art Director
Jenna Akre, Senior Art Director
Dave Schutz, Senior Copywriter
Corinne Skoog, Ahni & Zoe Art Director



ADVENTURE ADVERTISING

Sales Promotion, Product or
Service Sales Presentation,
Catalog

Old Town Canoe 2014 Classic Wood Canoes Catalog

Johnson Outdoors

Brad Alexenko, Senior Art Director
Tom Schmidt, Senior Art Director
Scott Mitchell, Copywriter/Creative Strategy
Sam Voss, Account Manager
Dave Schutz, Copywriter
Luke LaBree, Marketing Director



ADVENTURE ADVERTISING

Sales Promotion, Product or
Service Sales Presentation,
Catalog

Old Town Canoe 2014 Product Guide

Johnson Outdoors

Brad Alexenko, Senior Art Director
Tom Schmidt, Senior Art Director
Scott Mitchell, Copywriter/Creative Strategy
Sam Voss, Account Manager
Luke LaBree, Marketing Director



ADVENTURE ADVERTISING

Collateral Material, Poster,
Single

Man of Steel Poster

Park Tool

Tom Schmidt, Senior Art Director / Image
Manipulation
Gina Nacey, Creative Strategy
Dave Schutz, Senior Copywriter
John Linn, Photographer
Eric Hawkins, Man of Steel



ADVENTURE ADVERTISING

Collateral Material, Poster,
Single

Lifetime Kids Tri Poster

Lifetime Kids Triathlon - Winona

Sam Mitzel, Illustrator/Graphic Designer
Dave Schutz, Creative Strategy



ADVENTURE ADVERTISING

Consumer or Trade Publication,
Full Page, Four-color

Predator Single Ad

Johnson Outdoors

Scott Mitchell, Creative Strategy/Copywriter
Tom Schmidt, Senior Art Director
Sam Voss, Account Manager
Greg Arens, Copywriter
Luke LaBree, Marketing Director



GASLIGHT CREATIVE

Non-Traditional Advertising,
Single

Three Way Tap Handle

Third Street Brewhouse

Kelly Zaske, Marketing Strategist
Jodie Pundsack, Creative Strategist
Michael Nelsen, Interactive Director
Amy Imdieke, Senior Graphic Designer
Marcela Ramos, Motion/Web Designer
Matt Haubrich, Graphic Designer
Katie "Baby Hands" Sczublewski, Hand Model



ADVENTURE ADVERTISING

Consumer or Trade Publication,
Full Page, Four-color

Old Town Canoe Mustache Ad

Johnson Outdoors

Scott Mitchell, Creative Strategy/Copywriter
Tom Schmidt, Senior Art Director
John Linn, Photographer
Dave Schutz, Copywriter
Luke LaBree, Marketing Director



ADVENTURE ADVERTISING

Consumer or Trade Publication,
Full Page, Four-color

Old Town Canoe - Heaven & Earth Ad

Johnson Outdoors

Tom Schmidt, Senior Art Director
Scott Mitchell, Copywriter/Creative Strategy
John Linn, Photographer
Dave Schutz, Copywriter
Luke LaBree, Marketing Director



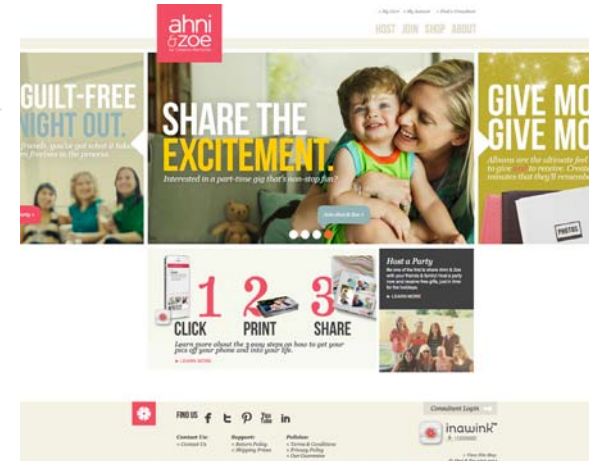
ADVENTURE ADVERTISING

Digital Advertising, Websites,
Consumer, Products

Ahni & Zoe Website

Ahni & Zoe by Creative Memories

Gina Nacey, Creative Strategy/Copywriter
Dave Schutz, Senior Copywriter
Jenna Akre, Senior Art Director
Corinne Skoog, Ahni & Zoe Creative Director
Katie Sczublewski,
Account Manager/Copywriter
Meta 13 Interactive, Programming



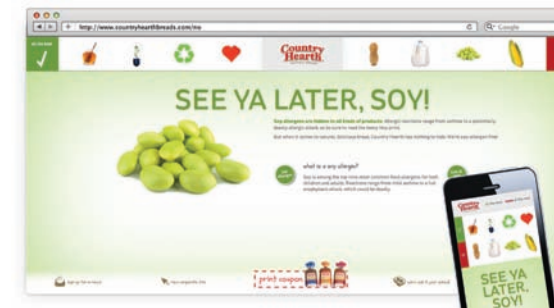
THELEN ADVERTISING

Digital Advertising, Micro Sites,
Products

Country Hearth Get in the 'No' Micro Site

Country Hearth Breads

Thelen Team



ADVENTURE ADVERTISING

Integrated Campaigns,
Consumer, Local

Trinona Triathlon Campaign

Trinona Triathlon

Abby Fitch, Senior Art Director
Dave Schutz, Copywriter/Creative Strategy



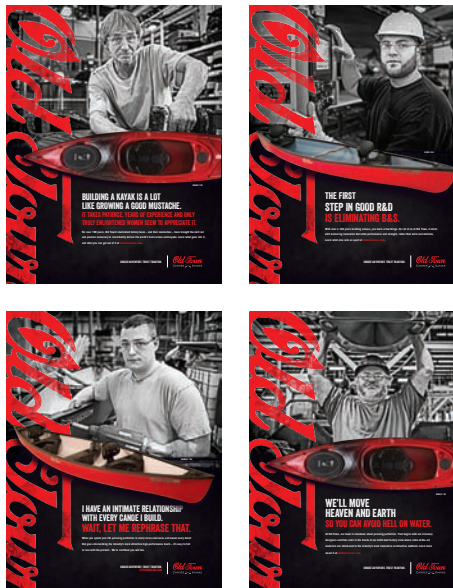
ADVENTURE ADVERTISING

Consumer or Trade Publication,
Campaign, Four-color

Old Town Canoe Worker Campaign

Johnson Outdoors

Tom Schmidt, Senior Art Director
Scott Mitchell, Copywriter/Creative Strategy
John Linn, Photographer
Dave Schutz, Copywriter
Luke LaBree, Marketing Director



ADVENTURE ADVERTISING

Digital Advertising, Websites,
Consumer, Products

Predator Website

Johnson Outdoors

Scott Mitchell, Creative Strategy/Copywriter
Tom Schmidt, Senior Art Director
Sam Voss, Account Manager
Meta 13 Interactive, Programming
Dave Schutz, Copywriter
Luke LaBree, Marketing Director



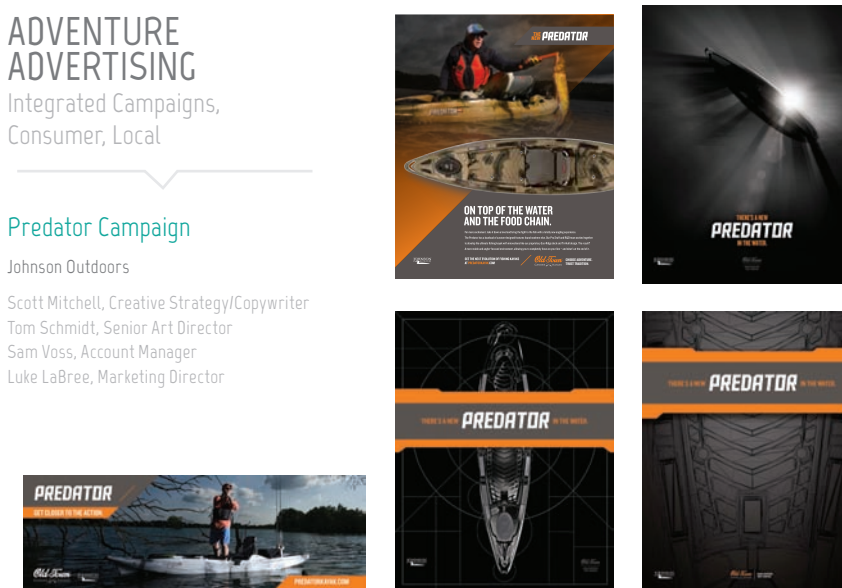
ADVENTURE ADVERTISING

Integrated Campaigns,
Consumer, Local

Predator Campaign

Johnson Outdoors

Scott Mitchell, Creative Strategy/Copywriter
Tom Schmidt, Senior Art Director
Sam Voss, Account Manager
Luke LaBree, Marketing Director



IMPARTIUM

Advertising for the Arts &
Sciences, Broadcast/Electronic/
Digital, Non-traditional

Leading To Death - James Lotter Capabilities Promo Site

James Lotter Productions

Simon Royzman, Developer/Programmer
Cory Hollenhorst, Developer/Account Manager
James Lotter, Concept & Direction



GASLIGHT CREATIVE

Advertising Industry Self-Promotion, Digital Advertising

Gaslight Creative Website

Gaslight Creative LLC

Kelly Zaske, Marketing Strategist
Jodie Pundsack, Creative Strategist
Michael Nelsen, Interactive Director
Amy Imdieke, Senior Graphic Designer
Marcela Ramos, Motion/Web Designer



ADVENTURE ADVERTISING

Elements of Advertising, Visual, Photography, Digitally Enhanced

Park Tools Man of Steel Image

Park Tools

John Linn, Photography, Adventure Studios
Scott Mitchell, Creative Director
Tom Schmidt, Senior Art Director



META 13

Advertising Industry Self-Promotion, Ad Club or Marketing Club

American Advertising Federation of Central Minnesota Website

American Advertising Federation of Central Minnesota

Bryce Jacobson, Designer/Developer
Anita Hollenhorst, Copywriter
Amy Imdieke, Palette Picker
AAFCM Board, Creative Strategy



ADVENTURE ADVERTISING

Elements of Advertising, Visual, Photography, Campaign

Polaris Off Road Vehicles Imagery

Polaris Industries

John Linn, Photographer, Adventure Studios
Michael Schoenecker, Photo Assistant
Justin Wohlrabe, Digitech
Thomas Cusciotta, Creative Director, SixSpeed



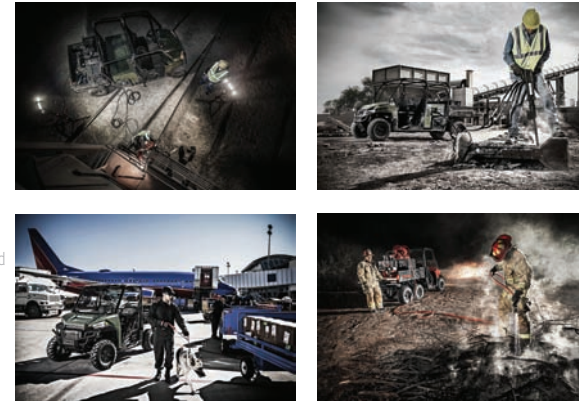
ADVENTURE ADVERTISING

Elements of Advertising, Visual, Photography, Campaign

Polaris Government Vehicles Imagery

Polaris Industries

John Linn, Photographer, Adventure Studios
Thomas Cusciotta, Creative Director, SixSpeed
Grant Johnson, Art Director, SixSpeed
Luke Mulvaney, Marketing Communications Specialist, Polaris



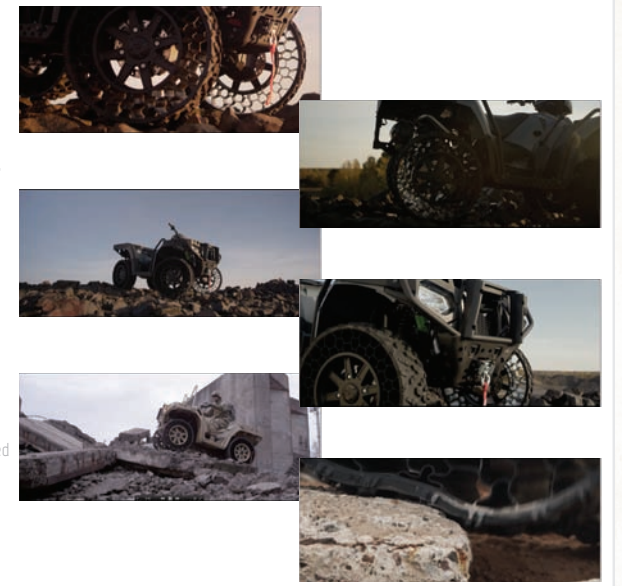
ADVENTURE ADVERTISING

Elements of Advertising, Visual, Cinematography

Polaris Terrain Armor Tires Video

Polaris Industries

John Linn, Director of Photography, Adventure Studios
Marcel Morin, Camera Operator
Sarah Mueller, Video Assistant
Nate Maydole, Editor, Don't Blink
Thomas Cusciotta, Creative Director, SixSpeed



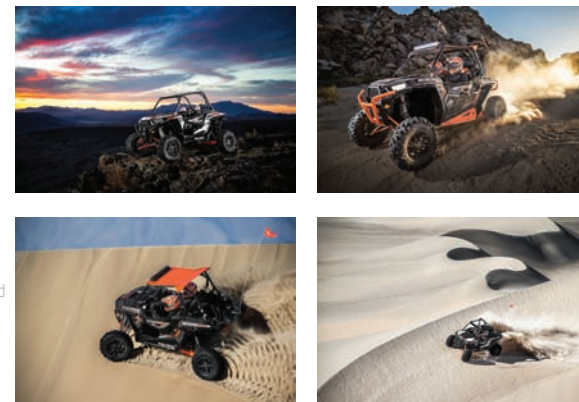
ADVENTURE ADVERTISING

Elements of Advertising, Visual, Photography, Campaign

Polaris RZR XPI000 Imagery

Polaris Industries

John Linn, Photographer, Adventure Studios
Michael Schoenecker, Photo Assistant
Mike Massey, Photo Assistant
Thomas Cusciotta, Creative Director, SixSpeed
Lisa Kingsley, Marketing Communications Specialist, Polaris





ADVENTURE ADVERTISING
Integrated Campaigns, Consumer, Local

PROJECT
Trinona Triathlon Campaign

CLIENT
Trinona Triathlon



ADVENTURE ADVERTISING
Elements of Advertising, Visual, Photography, Campaign

PROJECT
Polaris Off Road Vehicles Imagery

CLIENT
Polaris Industries



IMPARTIUM
Advertising for the Arts & Sciences, Broadcast/Electronic/Digital, Non-traditional

PROJECT
Leading To Death - James Lotter Capabilities Promo Site

CLIENT
James Lotter Productions



ADVENTURE ADVERTISING
Consumer or Trade Publication, Full Page, Four-color

PROJECT
Old Town Canoe Mustache Ad

CLIENT
Johnson Outdoors



Consumer or Trade Publication, Campaign, Four-color



Old Town Canoe Worker Campaign



Johnson Outdoors



Integrated Campaigns, Consumer, Local



Predator Campaign



Johnson Outdoors



the **LEAGUE** *of* **HEROES**

★ ADVENTURE™



GASLIGHT
creative //////////////



hatlingflint
advertising + marketing + PR



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PROMOTIONAL SPONSORS



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AMY **IMDIEKE**
BRYCE **JACOBSON**

RICK **JENSEN**
DAVID **JUILFS**
MELISSA **KENNEY**
GREG **SKOOG**
ANDREA **YURCZYK**

AGENCY *of* RECORD

GASLIGHT CREATIVE

The American Advertising Federation of Central Minnesota would like to thank the students, college instructors, agencies, organizations and individuals who entered their work or volunteered their time and resources to make this year's competition such a success. When over 385 entries were submitted - the most in recent history - it further proved that central Minnesota's advertising industry is a force to be reckoned with. AAFCM is here to support this creative world and your alter ego. To learn more, visit our virtual lair: adfedcentral.com.

