

**aaf**® dayton

**AAF**

**2023 AMERICAN**

**ADVERTISING AWARDS**

**HERMES**

*aaf-dayton Hermes*

*aaf-dayton Hermes*

# A MESSAGE FROM THE HERMES CHAIR



## **TOGETHER AGAIN,**

Welcome! It was great to finally return to the American Advertising Awards live and in-person. The past two years of virtual awards were great, but being able to high-five and congratulate each other is what we all have wanted to do.

The past two years have also proven that the creativity in Dayton continues to flow strong. It is always great to see the amazing work and effort our ad community puts into client and personal work, both local and beyond. The other great thing is that our drive and sense of community has grown over the past few years, in light of the circumstances we've all faced. We have become better at lending a hand, supporting one another and raising up the creative aesthetic of the Dayton Region and beyond.

We celebrated the night! It was great to see everyone who attended in-person again. We missed those who could not attend and look forward to seeing you next year. Congratulations to all who entered the competition this year!

Brian Mercer  
Boom Crate Studios  
2023 Hermes Chair

**2023 American Advertising Awards – Hermes**





2023 American Advertising Awards – Hermes

aaf<sup>®</sup> dayton

**STUDENT**



GOLD GOLD GOLD GOLD GOLD GOLD

# STUDENT



## GOLD

**Hannah Peterson**

The Modern College of Design –  
Amato's Branding

Credits:

Hannah Peterson - Designer

Leah Henderson - Instructor



GOLD GOLD GOLD GOLD GOLD

STUDENT



# **GOLD**

**Marya Al-Zadjali**

University of Dayton –  
Joks Loading Screen Animation

Credits:  
Marya Al-Zadjali - Designer



**SILVER**

**Lola Flores-Holland**

The Modern College of Design –  
Lola

Credits:

Lola Flores-Holland - Photographer  
Mark Werle - Instructor



**SILVER**

**Jack Kargl**

University of Dayton –  
Space Crafted Branding

Credits:

Jack Kargl - Designer



**SPACE  
CRAFTED**  
COFFEE CRUISER



## BRONZE

Parker Hess

The Modern College of Design – Turn the Tides

Credits:

Parker Hess - Designer

Clancy Boyer - Instructor

## BRONZE

The Modern Design Club

The Modern College of Design – Halloween Coloring Cards & Pages

Credits:

The Modern Design Club - Designers

Matthew Flick - Instructor

Paul Garcher - Instructor

Justin Morter - Instructor



## BRONZE

Leah Ramspott

University of Dayton – On the Eve of this Thanksgiving

Credits:

Leah Ramspott - Designer

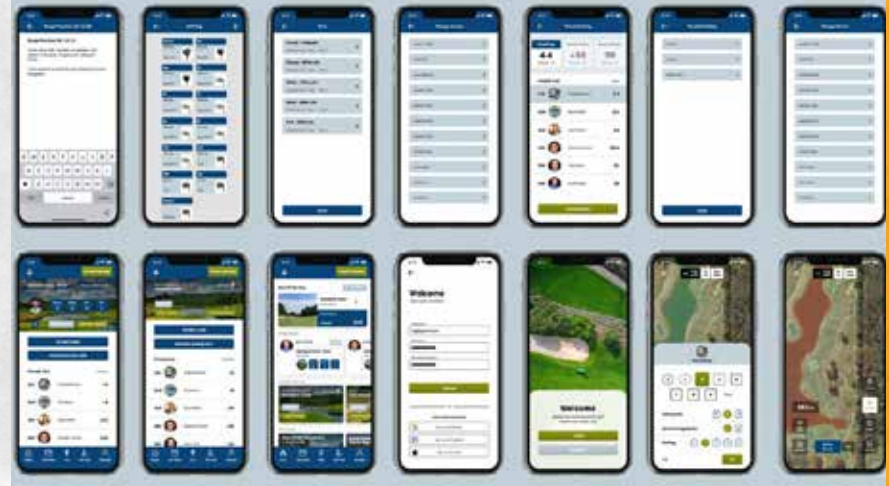


# STUDENT

## ENTRY

**Rob Keel**  
The Modern College of Design –  
Robert Trent Jones Golf Trail App

Credits:  
Rob Keel - Designer  
Leah Hendreson - Instructor



## ENTRY

**Lauren Patchett**  
The Modern College of Design –  
Bite Toothpaste Website

Credits:  
Lauren Patchett - Designer  
Chris Beach - Instructor



## ENTRY

**Kourtnie Riviello**  
The Modern College of Design –  
The Pottery Connection Branding

Credits:  
Kourtnie Riviello - Designer  
Matthew Flick - Instructor  
Paul Garcher - Instructor



## ENTRY

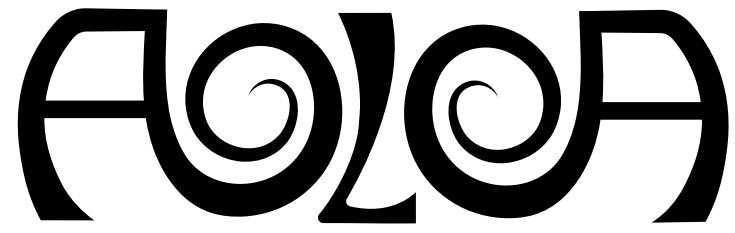
**Alexia Woodward**  
The Modern College of Design –  
Rareform Brand Experience

Credits:  
Alexia Woodward - Designer  
Matthew Flick - Instructor  
Paul Garcher - Instructor

## ENTRY

**Marya Al-Zadjali**  
University of Dayton –  
AOLOA Logo (Hawaiian Clothing  
Co.)

Credits:  
Marya Al-Zadjali - Designer



## ENTRY

**Melina Durham**  
University of Dayton –  
Going to Bed and Staying There

Credits:  
Melina Durham - Designer



# STUDENT

## ENTRY

**Anna Gorman**  
University of Dayton –  
AOLOA Logo (Hawaiian Clothing  
Co.)

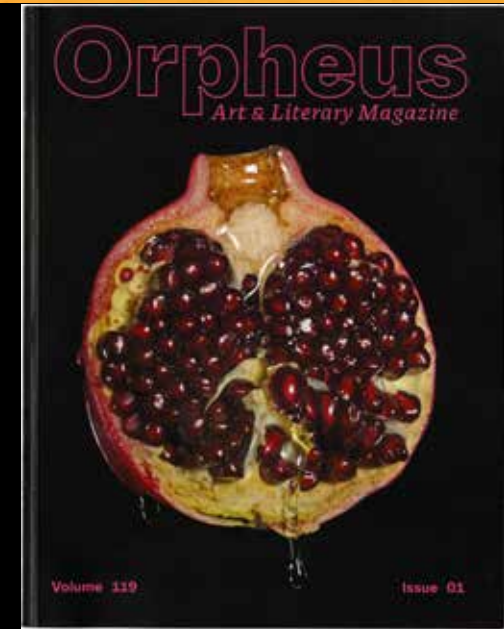
Credits:  
Anna Gorman - Designer



## ENTRY

**Anna Gorman**  
University of Dayton –  
NIGHTMARY'S Branding

Credits:  
Anna Gorman - Designer



## ENTRY

**Jack Kargl**  
University of Dayton –  
Orpheus Volume 119 01

Credits:  
Jack Kargl - Lead Designer and Editor, Cover  
Photographer  
Mira Holifield - Assistant Student Designer  
and Editor



## ENTRY

**Gracie King**  
University of Dayton –  
UD Art+Design Recruitment  
Sheets

Credits:  
Gracie King - Designer  
Reilly Waldoch - Designer

## ENTRY

**Benjamin McKenna**  
University of Dayton –  
Imagining Community Event  
Materials

Credits:  
Benjamin McKenna - Designer  
Laura Barrett - Designer



## ENTRY

**Grace Reilly**  
University of Dayton –  
Stander Symposium Branding  
2022

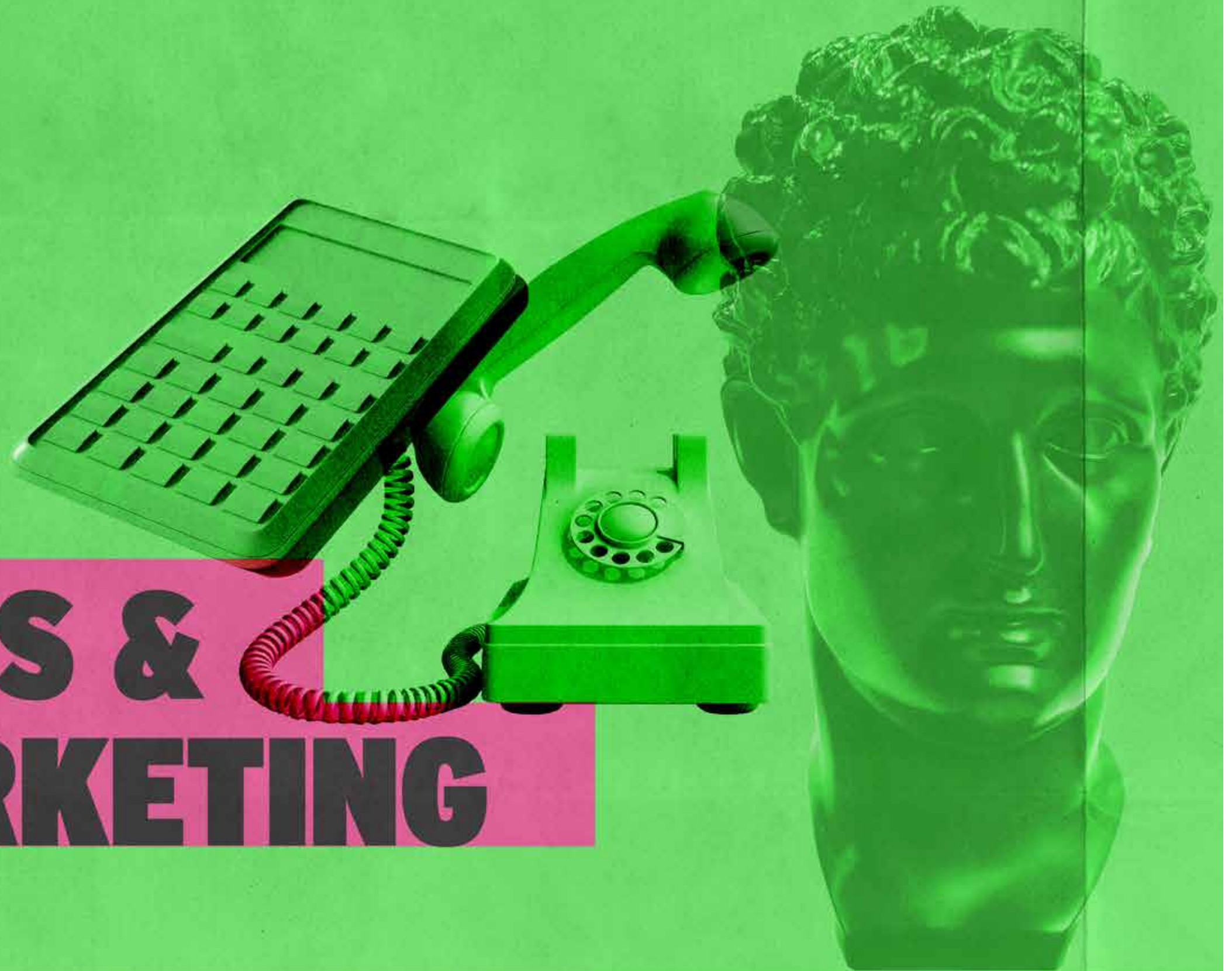
Credits:  
Grace Reilly - Designer



2023 American Advertising Awards – Hermes



**SALES &  
MARKETING**





# **GOLD**

## **Boom Crate Studios**

Dolly Parton's Imagination Library of Ohio –  
Imagination Library Ohio Brand Kit

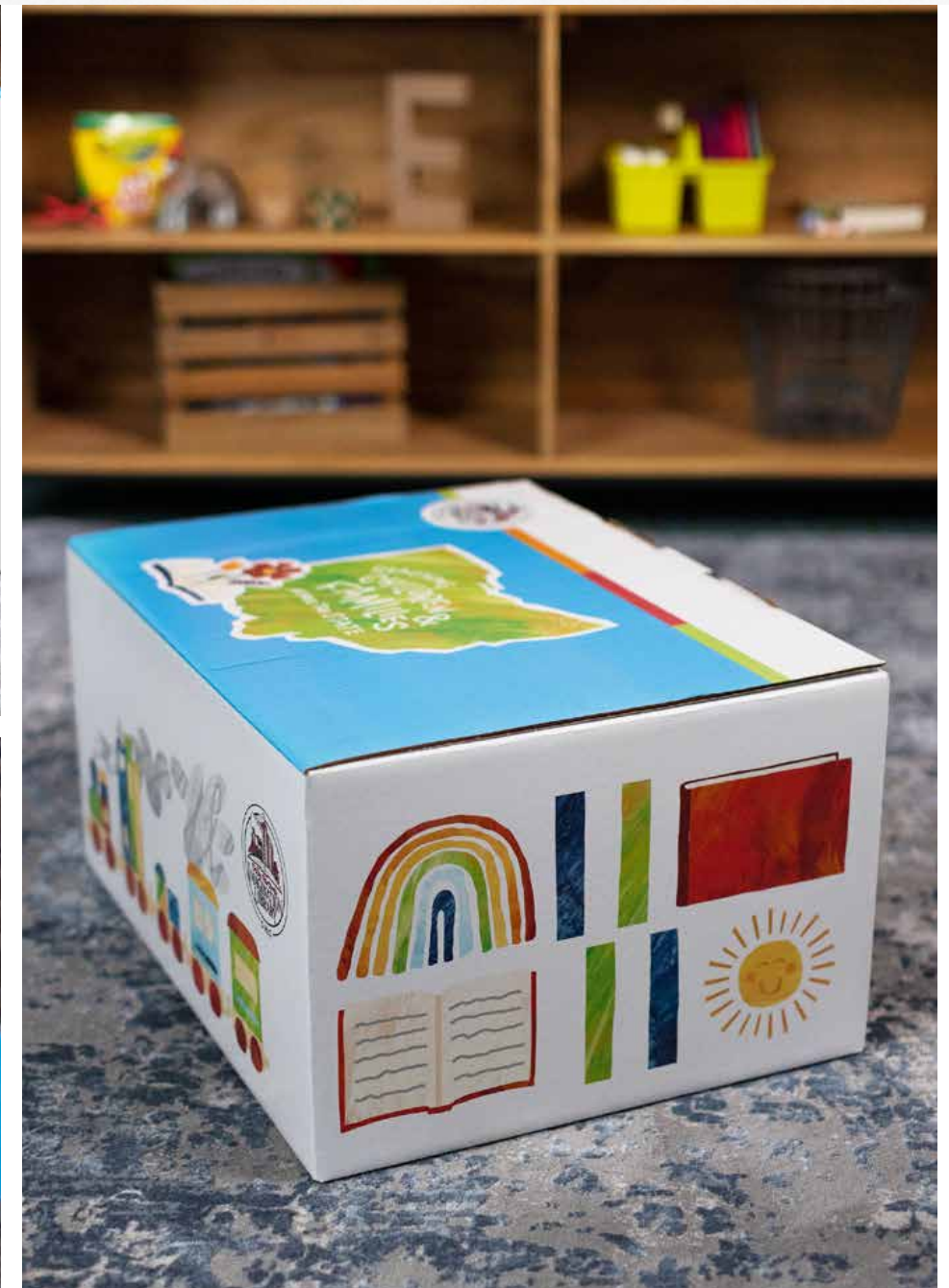
Credits:

Kelly Mercer - Creative Director

Anna Beneke - Designer

Madison Hosier - Designer

Think Patented - Printer





## **GOLD**

### **Real Art**

Hartzell Industries Inc –  
Air Flow and Hardwood Trophy Series

Credits:  
Real Art Creative Team



**SILVER**

**paperreka**  
Rye Camp –  
Rye Camp Collateral

Credits:  
Reka Juhasz - Designer & Art Director



## SILVER

### The Ohlmann Group Area Agency on Aging – Area Agency on Aging Annual Report

Credits:  
Meghen Murphy - Art Director & Graphic  
Designer  
Gary Haschart - Production Manager





## BRONZE

Catapult Creative

Main Street Health –

Main Street Health Package Design

Credits:

Lizzie Rahn - Lead Designer

Daniel Rizer - Creative Director

Raichel Jenkins - Project Manager

## BRONZE

paperreka

Curated City Gifts –

Curated City Gifts

Credits:

Reka Juhasz - Designer & Art Director



## BRONZE

### Real Art

Five Rivers MetroParks Foundation –  
Champions Program T-Shirt Design

Credits:  
Real Art Creative Team



## BRONZE

### Sharpe Creative

Old Scratch Pizza –  
Old Scratch Merch Line

Credits:  
Andy Sharpe - Design & Illustration  
Logan Hill - Design & Illustration

# SALES & MARKETING

## ENTRY

**Boom Crate Studios**  
Graceworks Luthern Services –  
Graceworks Vista Place Newspaper

Credits:  
Kelly Mercer - Creative Director  
Anna Beneke - Designer  
Brian Mercer - Producer



## ENTRY

**Jetpack**  
BrightUp –  
BrightUp Flyer

Credits:  
Aryn Landes - Designer  
Tony Wartinger - Creative Director



## ENTRY

**Kargl Graphic Design**  
University of Dayton Student  
Transitions & Family Programs –  
UD Family Weekend Guide

Credits:  
Kathy Kargl - Art Director & Designer



## ENTRY

**Kargl Graphic Design**  
University of Dayton Student  
Transitions & Family Programs –  
UD Welcome Weekend Guide

Credits:  
Kathy Kargl - Art Director & Designer

## ENTRY

**MarketMatch**  
MarketMatch –  
MarketMatch Outreach

Credits:  
Jeremy Yontz - VP, Director of Interactive  
Media



2023 American Advertising Awards – Hermes

**aaf** dayton

**OUT-OF-HOME &  
AMBIENT MEDIA**



**GOLD GOLD GOLD GOLD GOLD GOLD GOLD**

# OUT-OF-HOME & AMBIENT MEDIA



## **GOLD**

**Real Art**  
Activision –  
LoadOut Boxes Recruitment

Credits:  
Real Art Creative Team



**GOLD GOLD GOLD GOLD GOLD**

# **OUT-OF-HOME & AMBIENT MEDIA**



## **GOLD**

### **Real Art**

National Underground Railroad  
Freedom Center –  
Shine a Light

Credits:  
Real Art Creative Team  
Agape Media

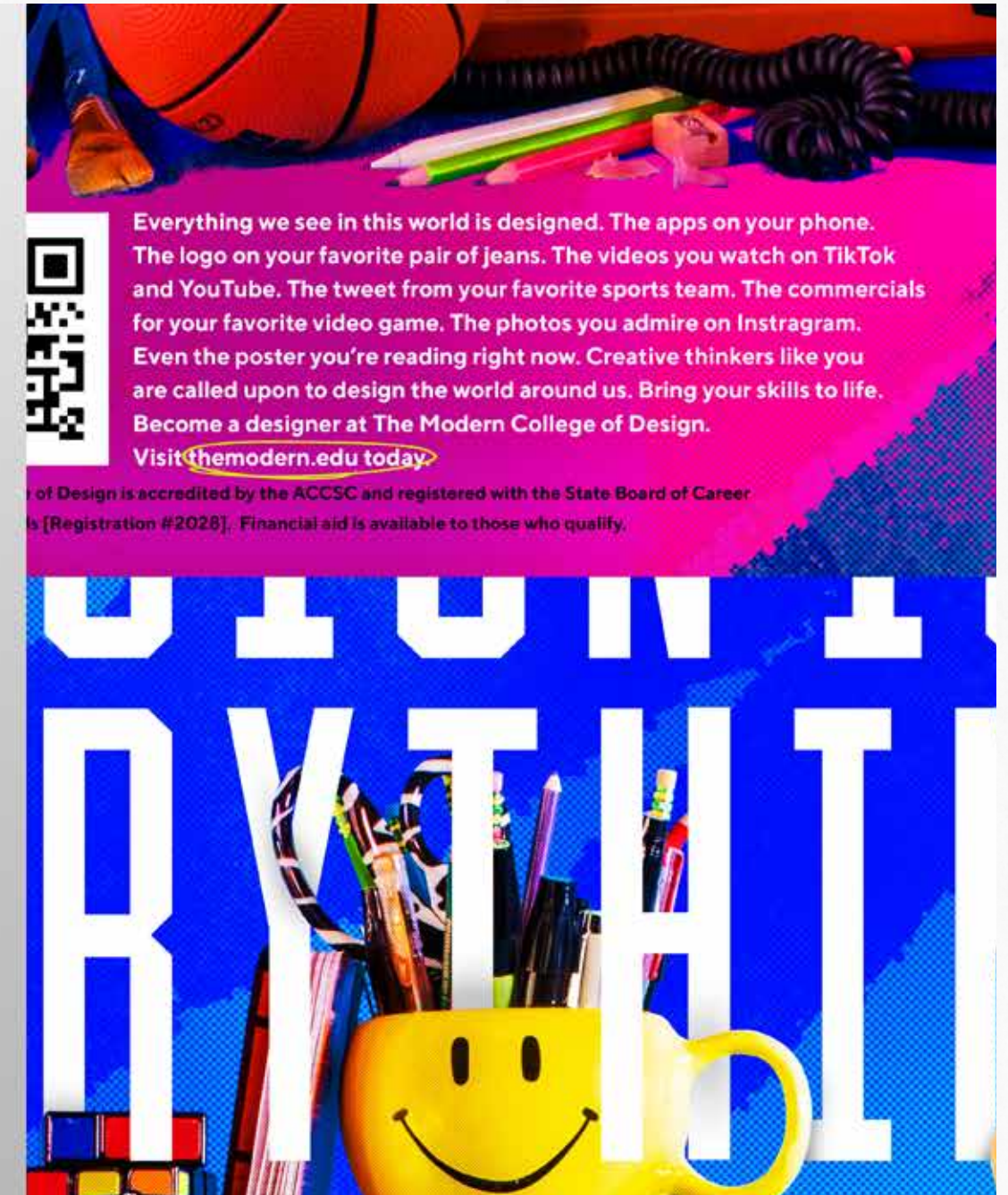


# OUT-OF-HOME & AMBIENT MEDIA

## SILVER

**The Modern College of Design**  
The Modern College of Design –  
Recruitment Campaign Poster

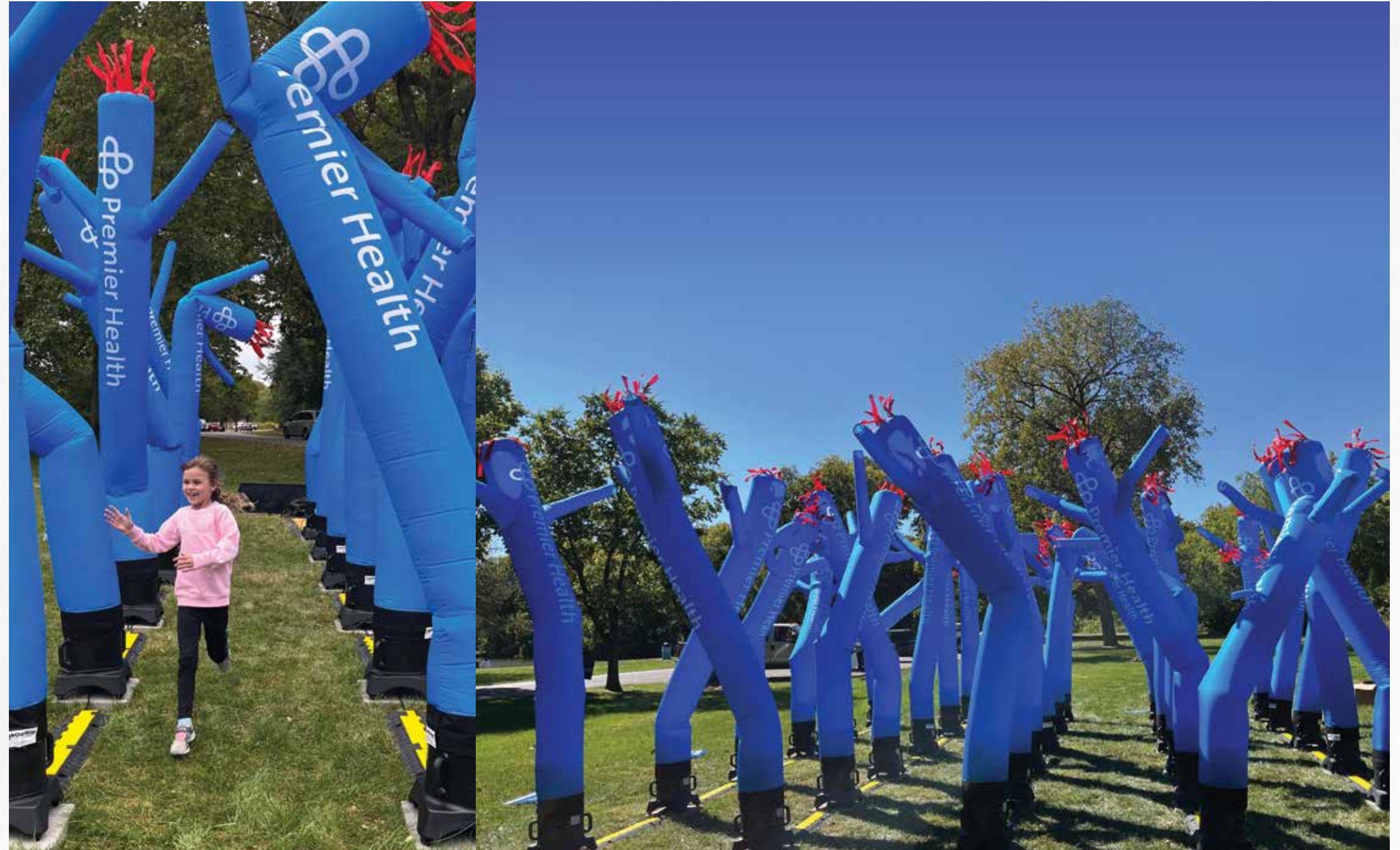
Credits:  
Justin Morter - Creative Director  
Emily Shankland - Creative Director



## SILVER

**Real Art**  
Premier Health –  
Air Dancers

Credits:  
Real Art Creative Team



# OUT-OF-HOME & AMBIENT MEDIA



## BRONZE

### Boom Crate Studios

Dayton Children's Hospital –  
Female Athlete Selfie Wall

Credits:

Kelly Mercer - Creative Director

Madison Hosier - Designer

Anna Beneke - Designer

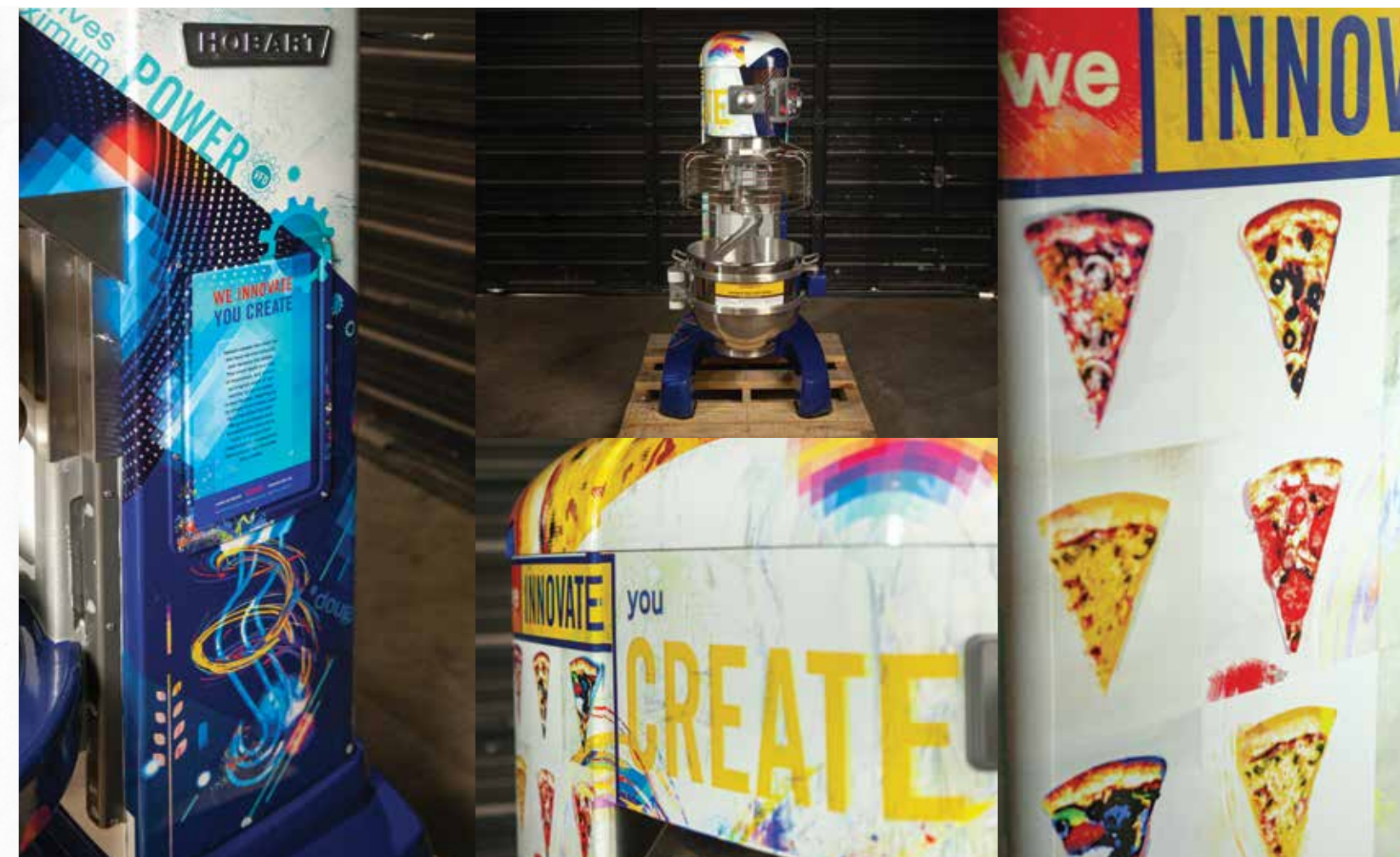
## BRONZE

### Real Art

Hobart –  
2022 Pizza Expo Mixer

Credits:

Real Art Creative Team



# OUT-OF-HOME & AMBIENT MEDIA

## ENTRY

### Fahlgren Mortine

Emerson –  
Copeland Innovation Timeline

Credits:  
Gregg Slayton - Designer  
Mike Exner - Writer  
Bill Marconi - Creative Director  
Jocelyn Hodson - Client Engagement  
Brad Oldham - Client Engagement



## ENTRY

### Key-Ads

Chevrolet of Troy –  
Chevrolet of Troy



## ENTRY

### Key-Ads

Chewy Distribution Center –  
Chewy Recruitment, Static/Digital



## ENTRY

### Key-Ads

Procter & Gamble –  
P&G Gain a New Career

## ENTRY

### Real Art

HPE - Hewlett Packard Enterprise –  
HPE Patented Wall

Credits:  
Real Art Creative Team



## ENTRY

### Real Art

Hyperquake –  
AI Adoption Studio

Credits:  
Real Art Creative Team  
Hyperquake Storytelling Team

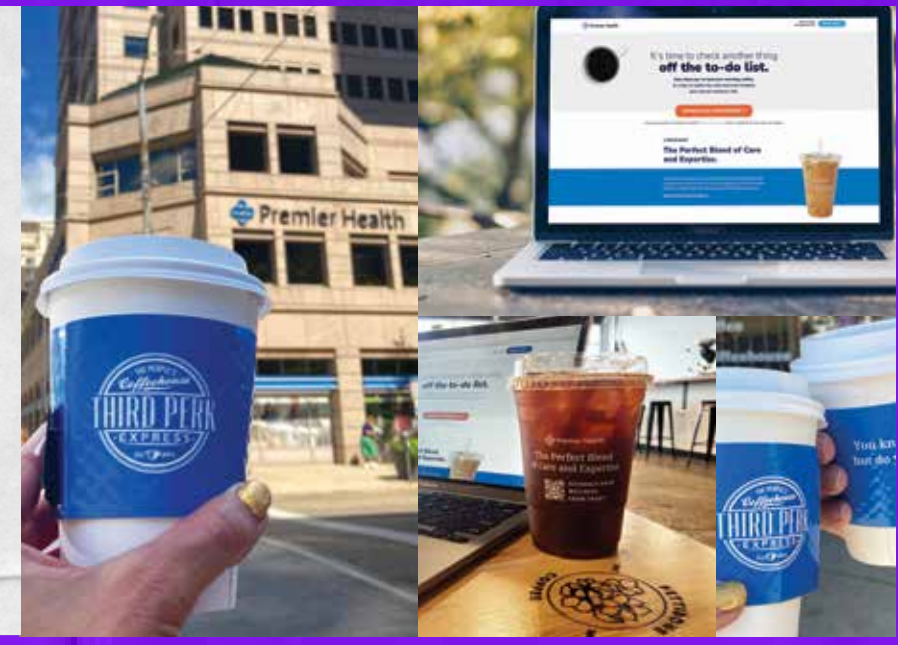


# OUT-OF-HOME & AMBIENT MEDIA

## ENTRY

**Real Art**  
Premier Health –  
Coffee Cup Promotion

Credits:  
Real Art Creative Team



2023 American Advertising Awards – Hermes

**aaf** dayton

**ONLINE  
INTERACTIVE**

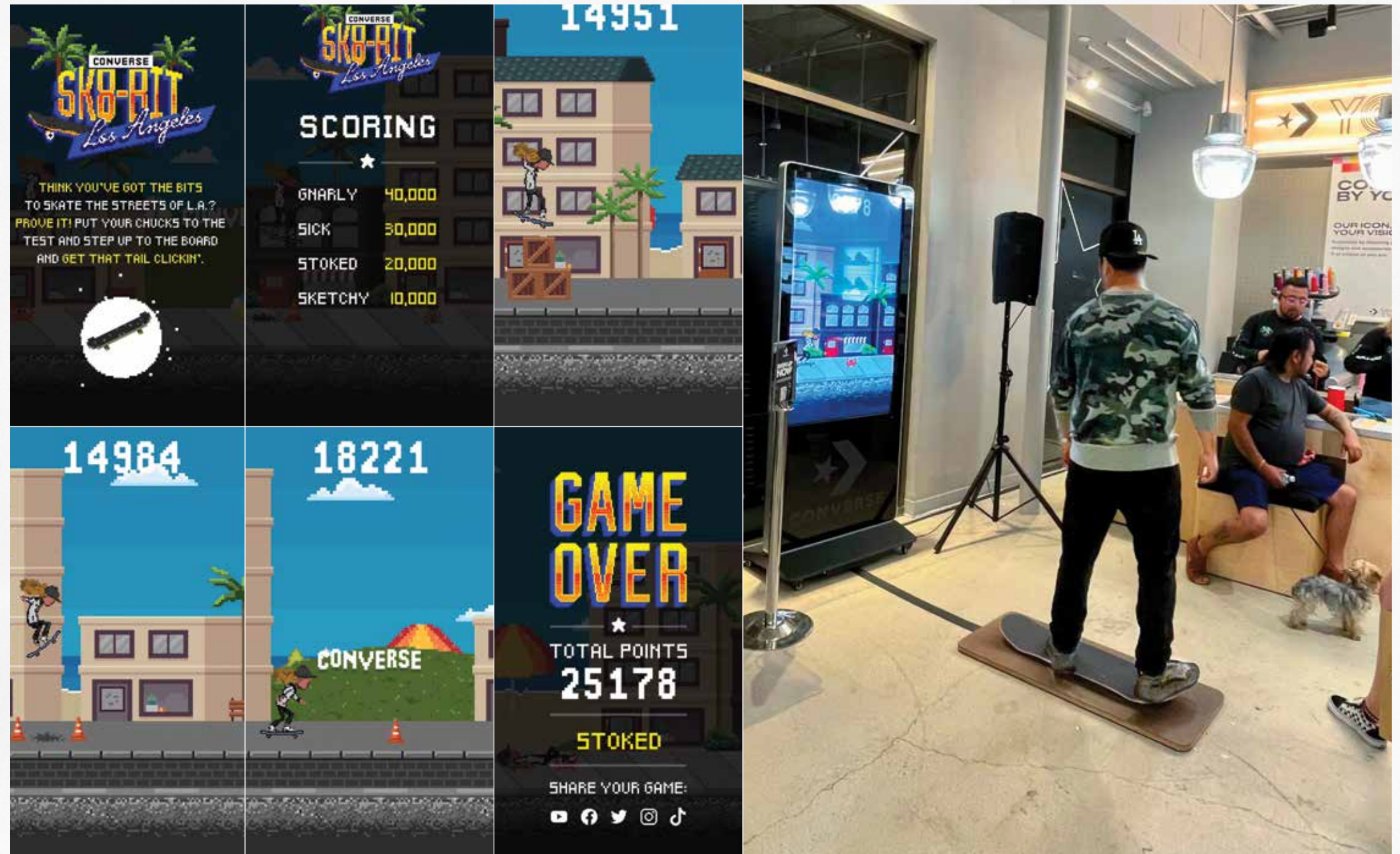




# GOLD

Real Art  
Converse –  
Sk8-Bit Game

Credits:  
Real Art Creative Team





# GOLD

Sharpe Creative  
Rye Camp –  
Rye Camp Website

Credits:  
Andy Sharpe  
Reka Juhasz - Logo/Identity Design

**RYE CAMP**

FULL-SERVICE  
**LUXURY CAMPING**  
SOUTHWEST, OHIO

[MAKE RESERVATION](#)

**We believe nature nurtures the soul.**

We developed Rye Camp because we know a lot of Ohioans who travel a far distance to escape the hustle and grind for the weekend. Come breathe, imagine, get dirty, play and simply recharge. You don't have to go away to get away.

[THE RYE CAMP GUIDE](#)

**COMING UP AT RYE CAMP**

Modular promo area to feature event or upcoming news.

[LEARN MORE](#)

**Be a kid again. Get out there, run, play and forget the daily grind.**

Remember what it was like to be a kid? Care less, out to dinner, not worried about a 9:00 a.m. Enjoy active again. Escape the grind and embrace the gift.

**LUXURY CAMPING**  
Furnished Yurts and A-Frames

**ROUGH IT (BYOT)**  
Pitch your own tent on our site.

**FAMILY & COUPLES**  
The perfect outdoor getaway.

**CAMP ADD-ONS**  
Customize with amenities.

**RYE CAMP CAMPSITES**

**TAKE MEMORIES**

**ADVENTURE**

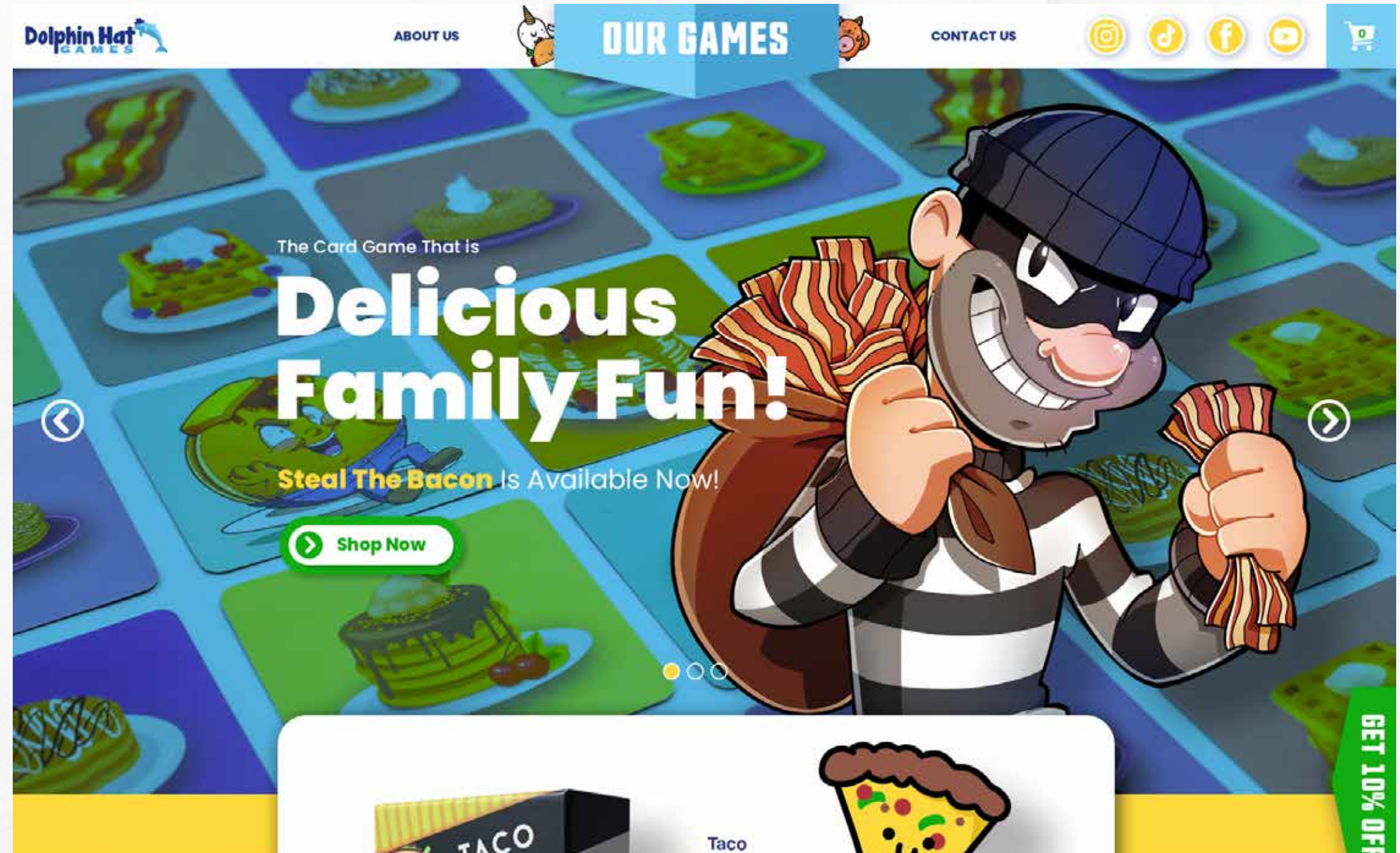
## SILVER

### Catapult Creative

Dolphin Hat Games –  
Dolphin Hat Games Website

Credits:

Veronica Easley - Website Developer  
Daniel Rizer - Creative Director & Designer  
Raichel Jenkins - Project Manager  
Lizzie Rahn - Photographer



## SILVER

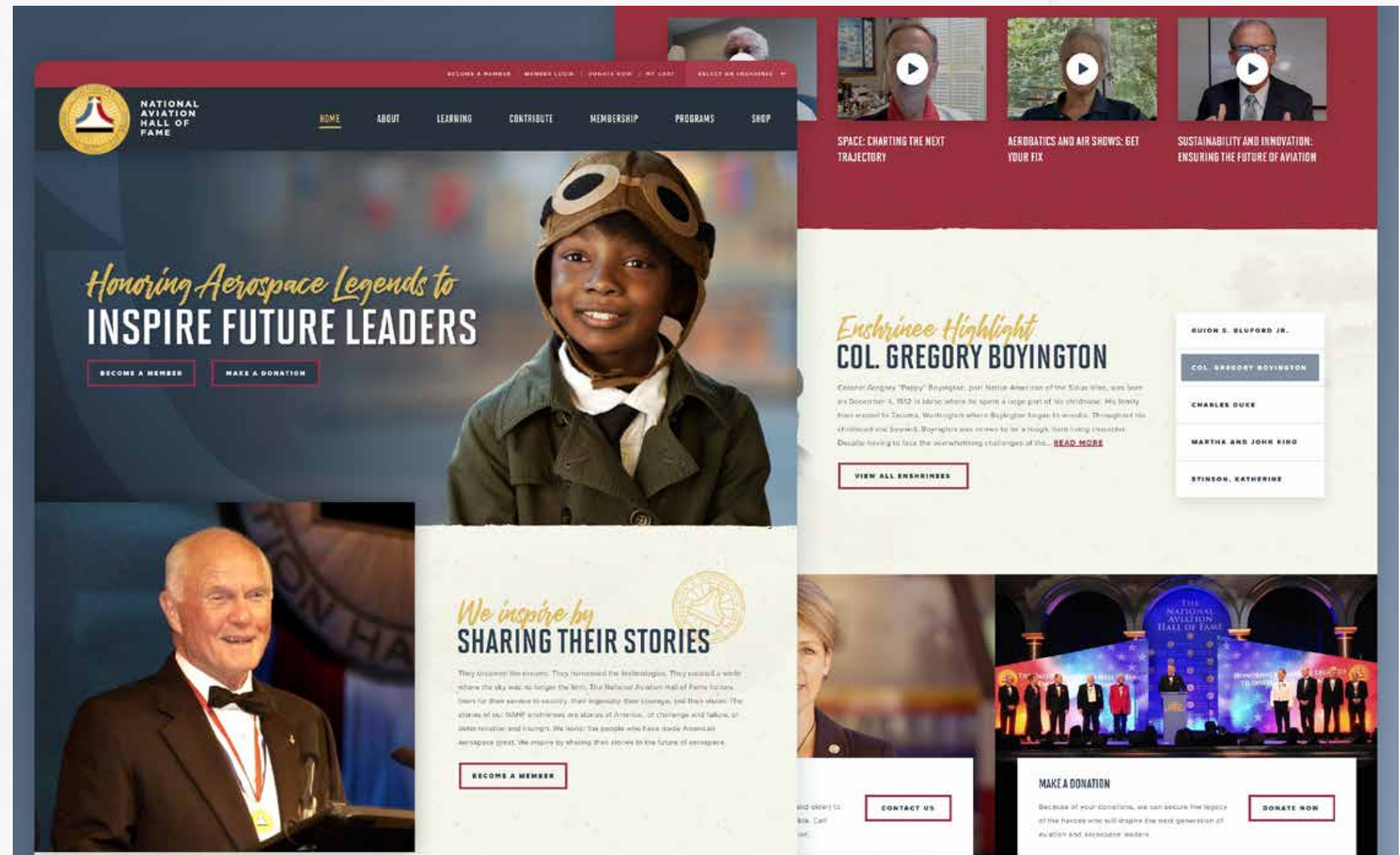
### Jetpack

National Aviation Hall of Fame –  
NAHF Website

Credits:

Tony Wartinger - Designer

Eric Ditmer - Developer



## SILVER

### University of Dayton, Marketing & Communications

University of Dayton –  
UD Magazine Summer 22 Digital  
Issue

Credits:

Danielle Johnson - Art Director  
Bro. Bob Hughes - Graphic Designer  
Larry Burgess - Publications Photographer

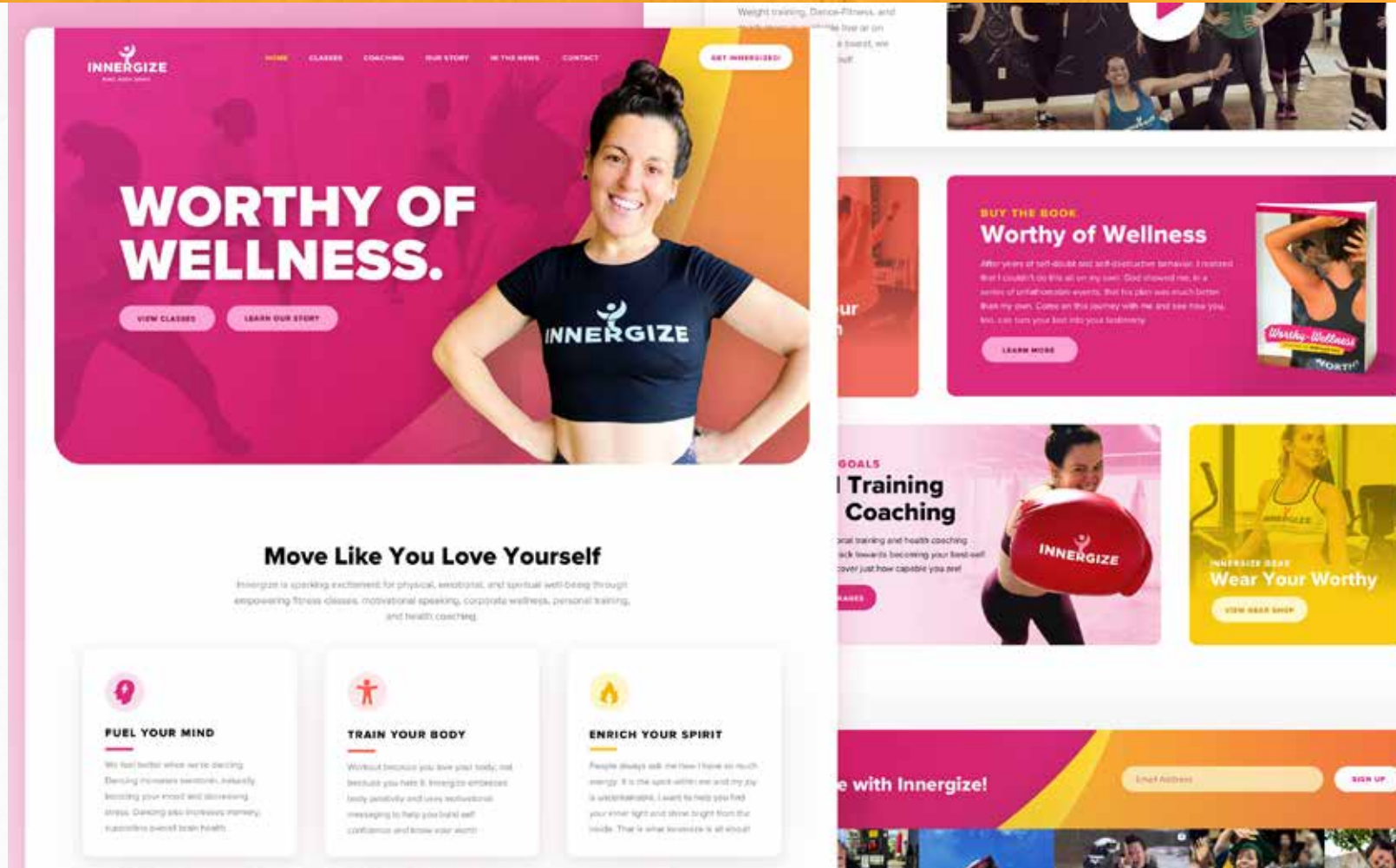


# ONLINE INTERACTIVE

## BRONZE

Jetpack  
Innergize –  
Innergize Website

Credits:  
Tony Wartinger - Designer  
Eric Ditmer - Developer



STUDENT DEVELOPMENT  
2022 IMPACT REPORT

SUPPORT. CREATE.  
EMBODY. EDUCATE.

University of Dayton

## BRONZE

Kargl Graphic Design  
University of Dayton Student Development –  
UD Student Development Impact Report

Credits:  
Kathy Kargl - Art Director & Designer

# ONLINE INTERACTIVE

## BRONZE

### Sharpe Creative

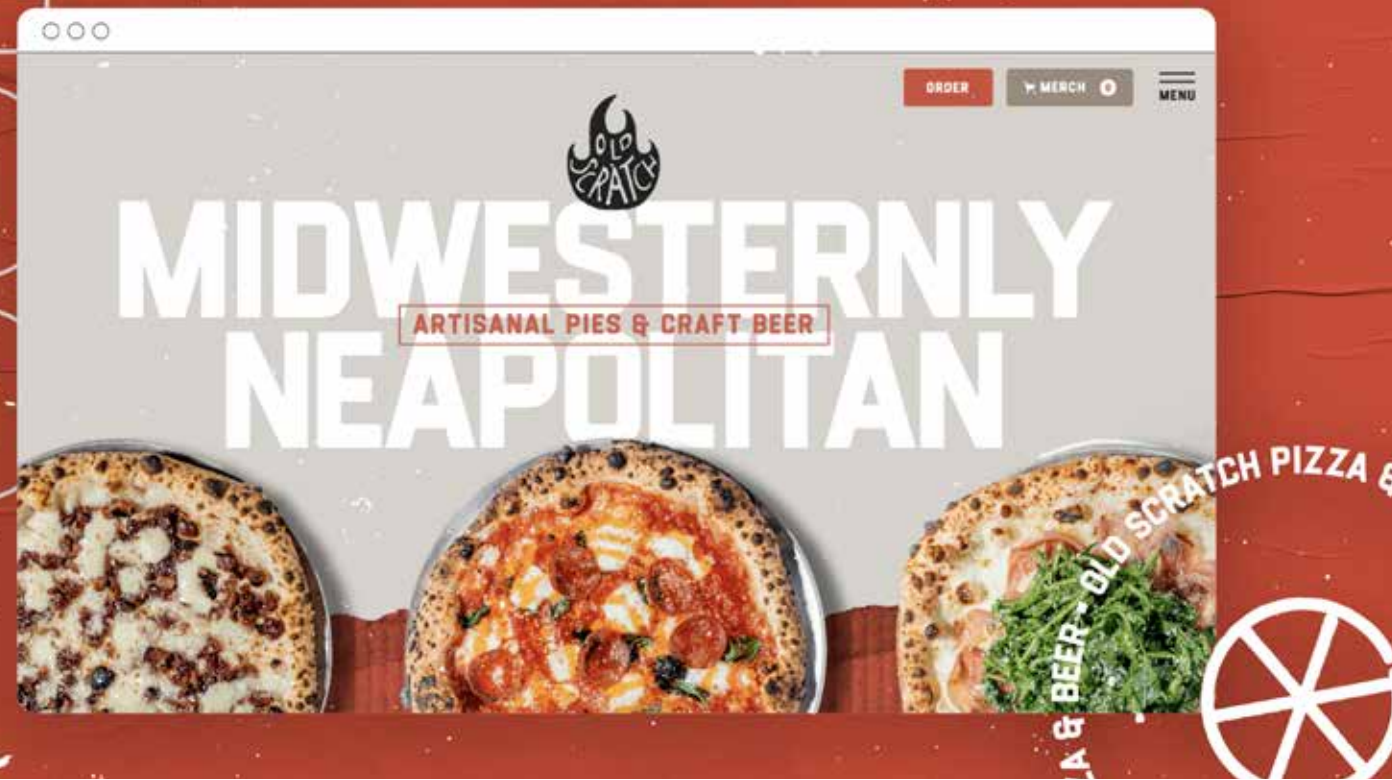
Old Scratch Pizza –  
Old Scratch Pizza Website

Credits:

Andy Sharpe

Clare Lowry - Photography

Boom Crate Studios - Photo & Video Content

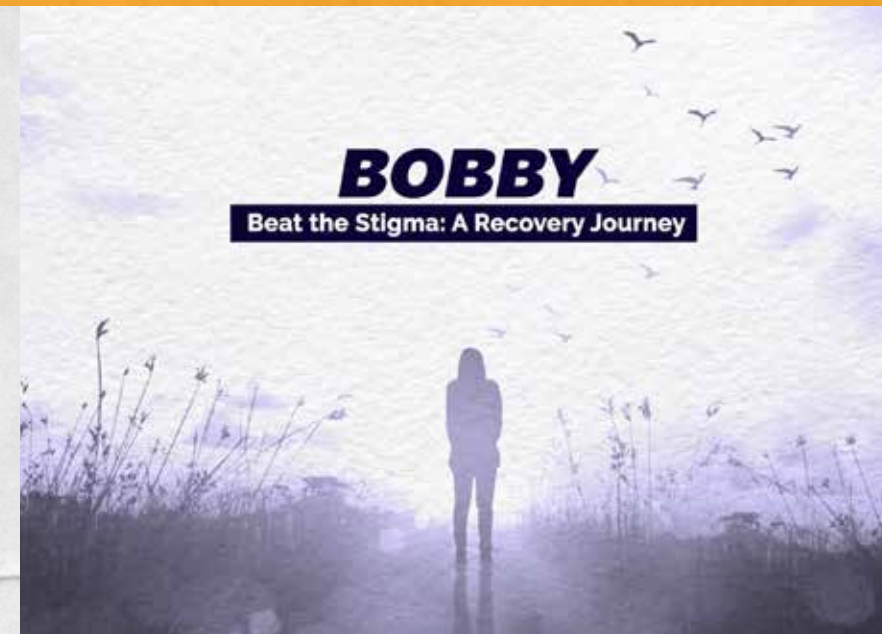


# ONLINE INTERACTIVE

## ENTRY

**Cox Media Group**  
MCADAMHS –  
Beat The Stigma: A Recovery Story

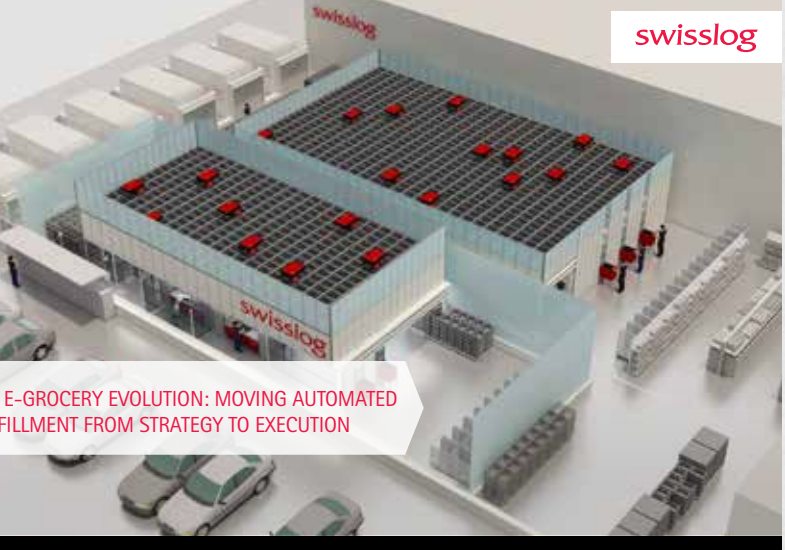
Credits:  
Teniola Onitiri - Videographer/Editor



## ENTRY

**Dayton Children's Hospital**  
Dayton Children's Hospital –  
Dayton Children's Elf on the Shelf

Credits:  
Lindsay Nicholson - Social Media Manager  
Ashley Junkunc - Marketing Communications  
Coordinator



swisslog

THE E-GROCERY EVOLUTION: MOVING AUTOMATED FULFILLMENT FROM STRATEGY TO EXECUTION

## ENTRY

**Fahlgren Mortine**  
Swisslog –  
The E-grocery Evolution

Credits:  
Dennis Brown - Writer  
Gregg Slayton - Designer  
Heather Allen - Client Engagement  
Brad Oldham - Client Engagement

swisslog

Home > References & more > Blog > Five Overlooked C...

## Five Overlooked Challenges that Can Make or Break E-grocery Automation

Bob Hoffman  
May 10, 2022

Reading Time: 5 min.

Learn how to make a successful transition to e-grocery automation



## ENTRY

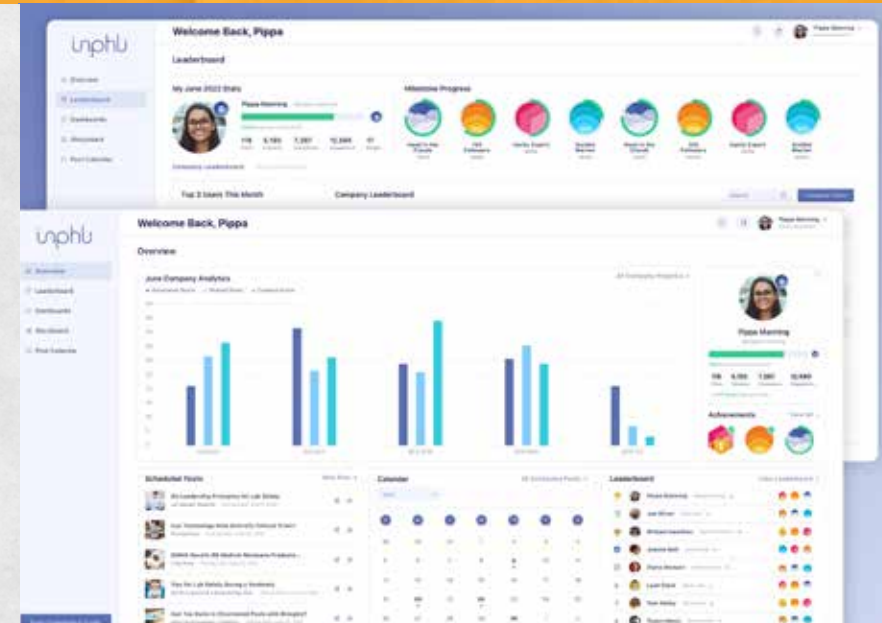
**Fahlgren Mortine**  
Swisslog –  
Overlooked E-grocery Challenges

Credits:  
Dennis Brown - Writer  
Heather Allen - Client Engagement  
Brad Oldham - Client Engagement

## ENTRY

**Jetpack**  
Inphlu –  
Inphlu Web App

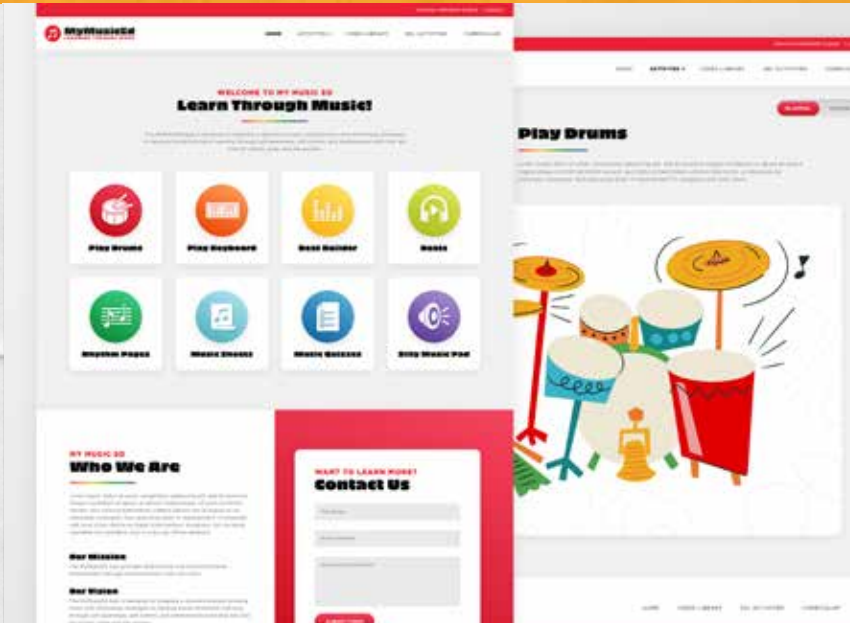
Credits:  
Aryn Landes - Designer  
Tony Wartinger - Creative Director



## ENTRY

**Jetpack**  
MyMusicEd –  
MyMusicEd Website

Credits:  
Tony Wartinger - Designer  
Eric Ditmer - Developer

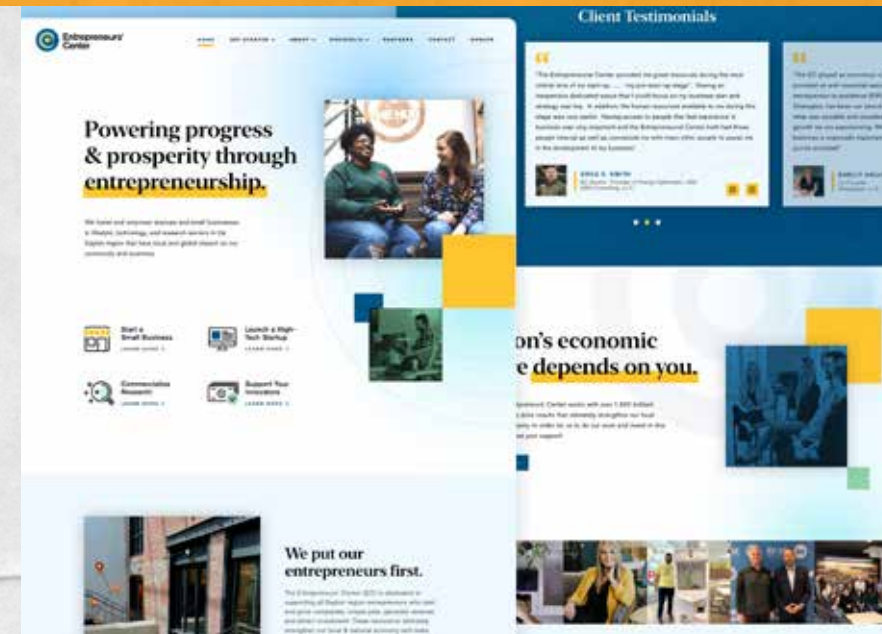


# ONLINE INTERACTIVE

## ENTRY

**Jetpack**  
The Entrepreneurs Center –  
The Entrepreneurs Center Website

Credits:  
Aryn Landes - Designer  
Eric Ditmer - Developer  
Tony Wartinger - Creative Director



## ENTRY

**Jetpack**  
ThreadFather –  
ThreadFather Website

Credits:  
Tony Wartinger - Designer  
Eric Ditmer - Developer



## ENTRY

**MarketMatch**  
StrategyCorps –  
StrategyCorps Presentation

Credits:  
Jeremy Yontz - VP, Director of Interactive  
Media



## ENTRY

**Real Art**  
Chipotle Mexican Grill –  
Chipotle IQ Test - Round 3

Credits:  
Real Art Creative Team

## ENTRY

**Real Art**  
Tangram Flex, Inc. –  
Illuminating Connections Game

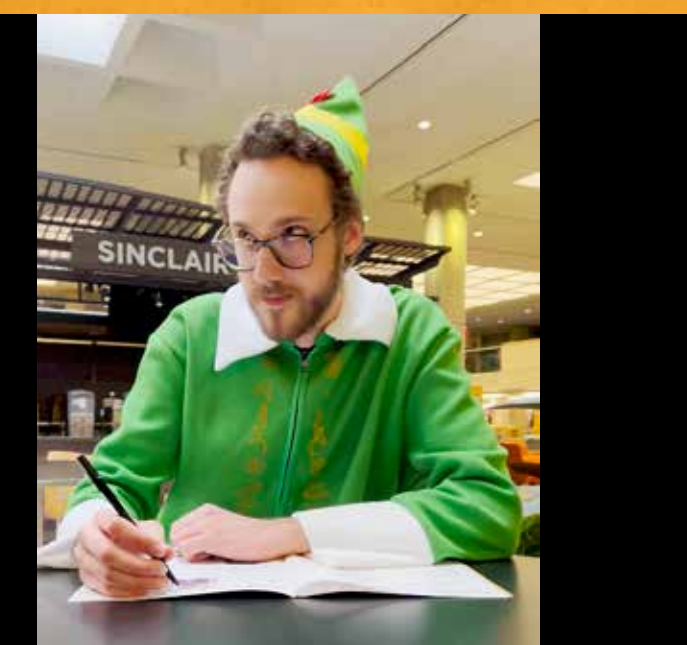
Credits:  
Real Art Creative Team



## ENTRY

**Sinclair Community College**  
Sinclair College –  
Sinclair Buddy the Elf Series

Credits:  
Natalie Bowers - Social Media Coordinator  
Adam Robinson - Videographer/Producer  
Adam Clark - Videographer/  
Assistant Producer



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**PUBLIC  
SERVICE**



**GOLD GOLD GOLD GOLD GOLD**

# **PUBLIC SERVICE**



## **GOLD**

### **Boom Crate Studios**

Boys & Girls Club of Dayton –  
Boys & Girls Club - Spark 2022

Credits:

Kelly Mercer - Creative Director  
Brian Mercer - Cinematographer  
Emily Shankland - Producer



## SILVER

**Real Art**  
Ronald McDonald House –  
2021-2022 Capital Campaign

Credits:  
Real Art Creative Team



**SILVER**

**Sharpe Creative**

One Starfish Foundation –  
One Starfish Foundation Brand

Credits:  
Andy Sharpe - Creative Director & Designer  
Login Hill - Designer



**BRONZE**

**Real Art**

Ohio Department of Health –  
Booster - Partly Protected

Credits:  
Real Art Creative Team



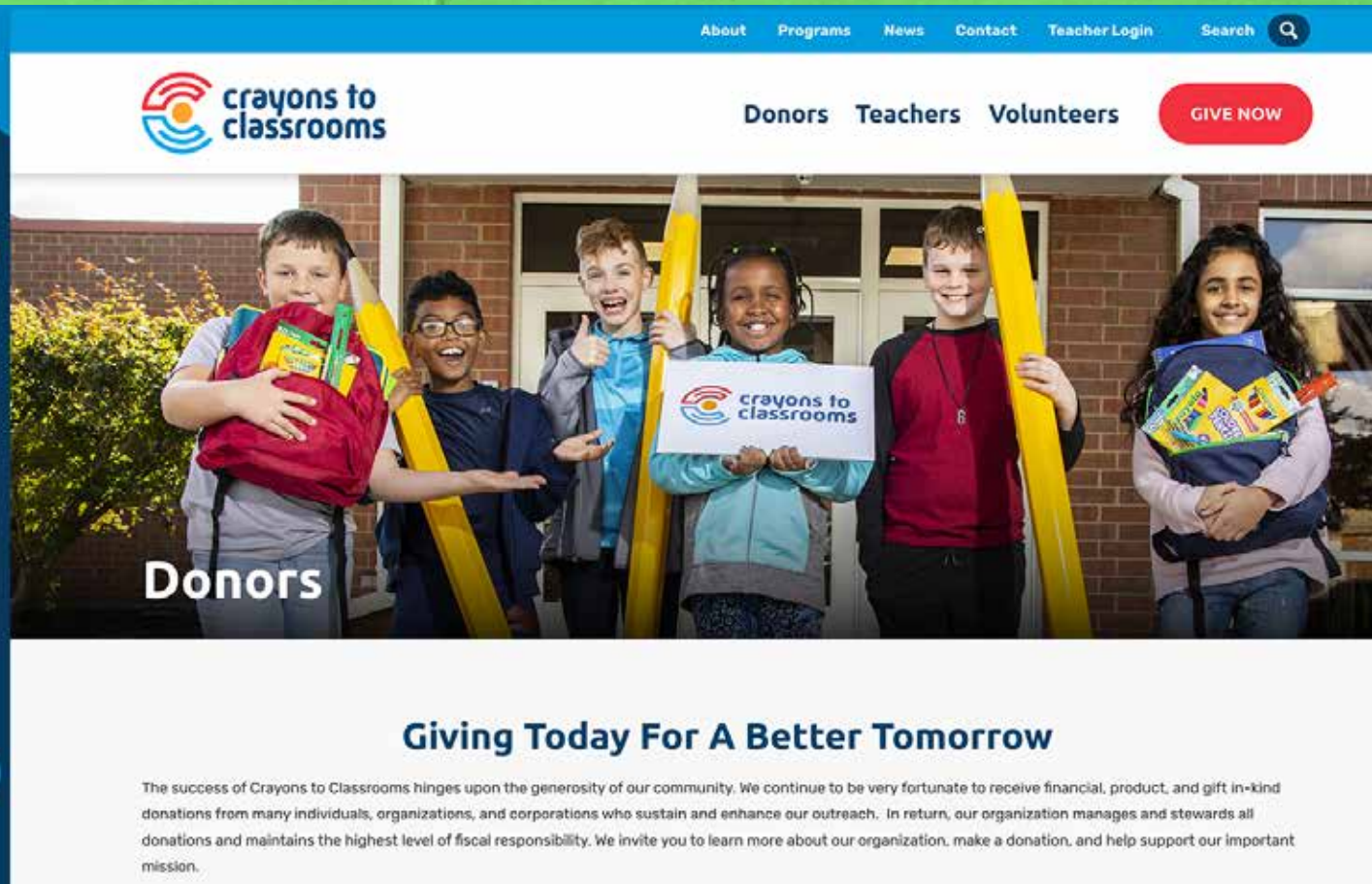
**BRONZE**

**Real Art**

Ohio Department of Health –  
Dr. Bertley Q&A Series

Credits:  
Real Art Creative Team





## **BRONZE**

### **The Ohlmann Group**

Crayons to Classrooms –  
Crayons to Classroom - Website

Credits:

Meghen Murphy - Art Director/Graphic Designer

Kern Patton - Web Developer

Jim Hausfeld - VP Creative/Copywriter

John Rossi, John A Rossi Photography -  
Photographer

**ENTRY**

**Real Art**  
Ohio Department of Health –  
Direct Care Recruitment Campaign

Credits:  
Real Art Creative Team



**ENTRY**

**Real Art**  
Ohio Department of Health –  
JFS Social Worker Recruitment

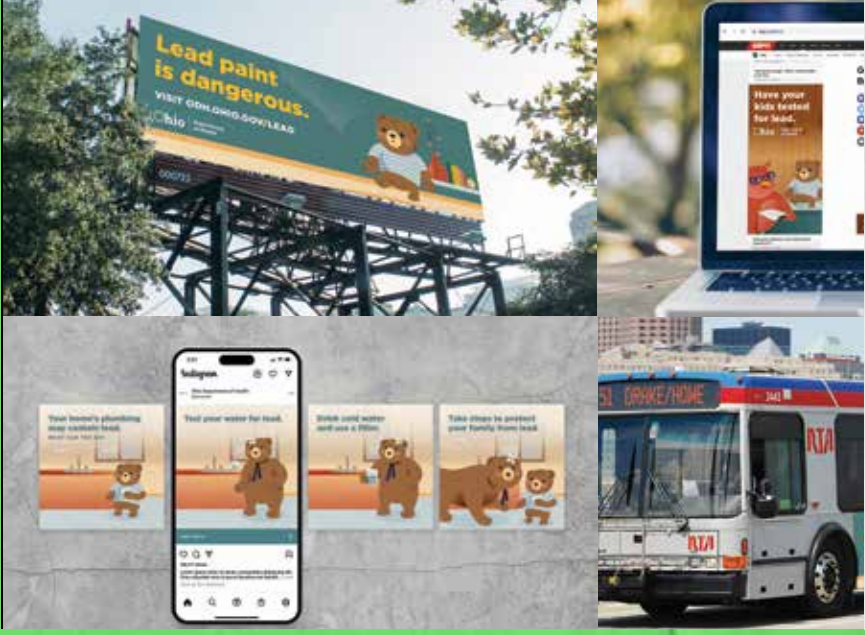
Credits:  
Real Art Creative Team



**ENTRY**

**Real Art**  
Ohio Department of Health –  
Lead Poisoning Awareness  
Campaign

Credits:  
Real Art Creative Team



**ENTRY**

**Real Art**  
Ohio Department of Health –  
Ohio State Fair Booth

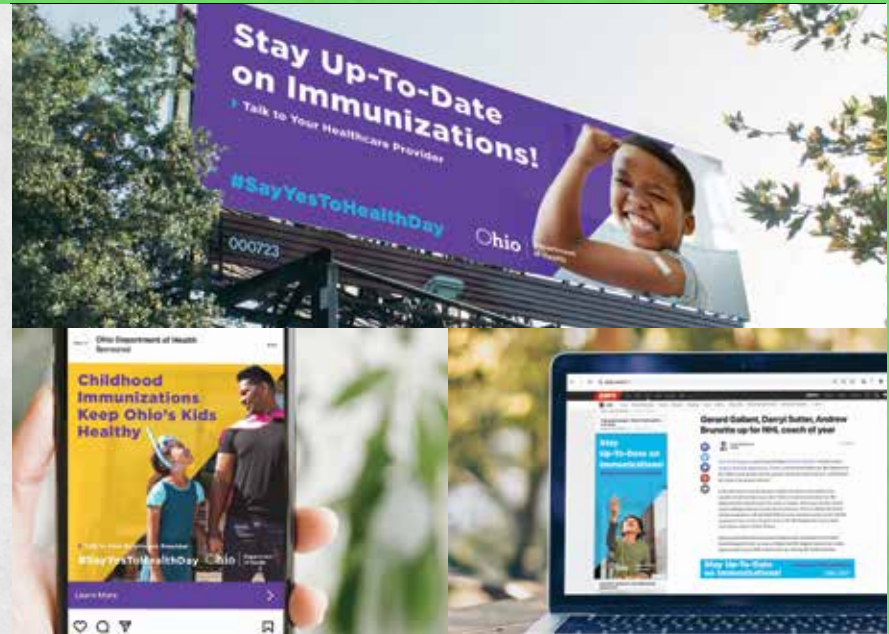
Credits:  
Real Art Creative Team



**ENTRY**

**Real Art**  
Ohio Department of Health –  
Say Yes to Healthy Day Campaign

Credits:  
Real Art Creative Team



**ENTRY**

**Real Art**  
Ohio Department of Health –  
Seasonal Flu Campaign

Credits:  
Real Art Creative Team



# ENTRY

## Think Patented

Gala of Hope Foundation –  
Gala of Hope 2022 Invitation

Credits:

Mike Fessler - Graphic Designer  
Diana Renner - Creative Director



2023 American Advertising Awards – Hermes



**FILM, VIDEO & SOUND**

**GOLD GOLD GOLD GOLD GOLD**

# FILM, VIDEO & SOUND



## **GOLD**

### **Boom Crate Studios**

Dayton Children's Hospital –  
Dayton Children's ChaCha 2022

Credits:

Kelly Mercer - Creative Director/Writer/Editor  
Brian Mercer - Cinematography/Producer  
Patrick Johnston - Production Assistant  
Patricia Martinez - Styling/Makeup  
Andy Miller - Sound



**GOLD GOLD GOLD GOLD GOLD**

# FILM, VIDEO & SOUND



## **GOLD**

### **Boom Crate Studios**

Kettering Health –  
Kettering Health Sarah Miracle

Credits:

Kelly Mercer - Creative Director  
Brian Mercer - Cinematography  
Mitch Baker - Editor  
Hunter Rupp - Animation



**GOLD GOLD GOLD GOLD GOLD**

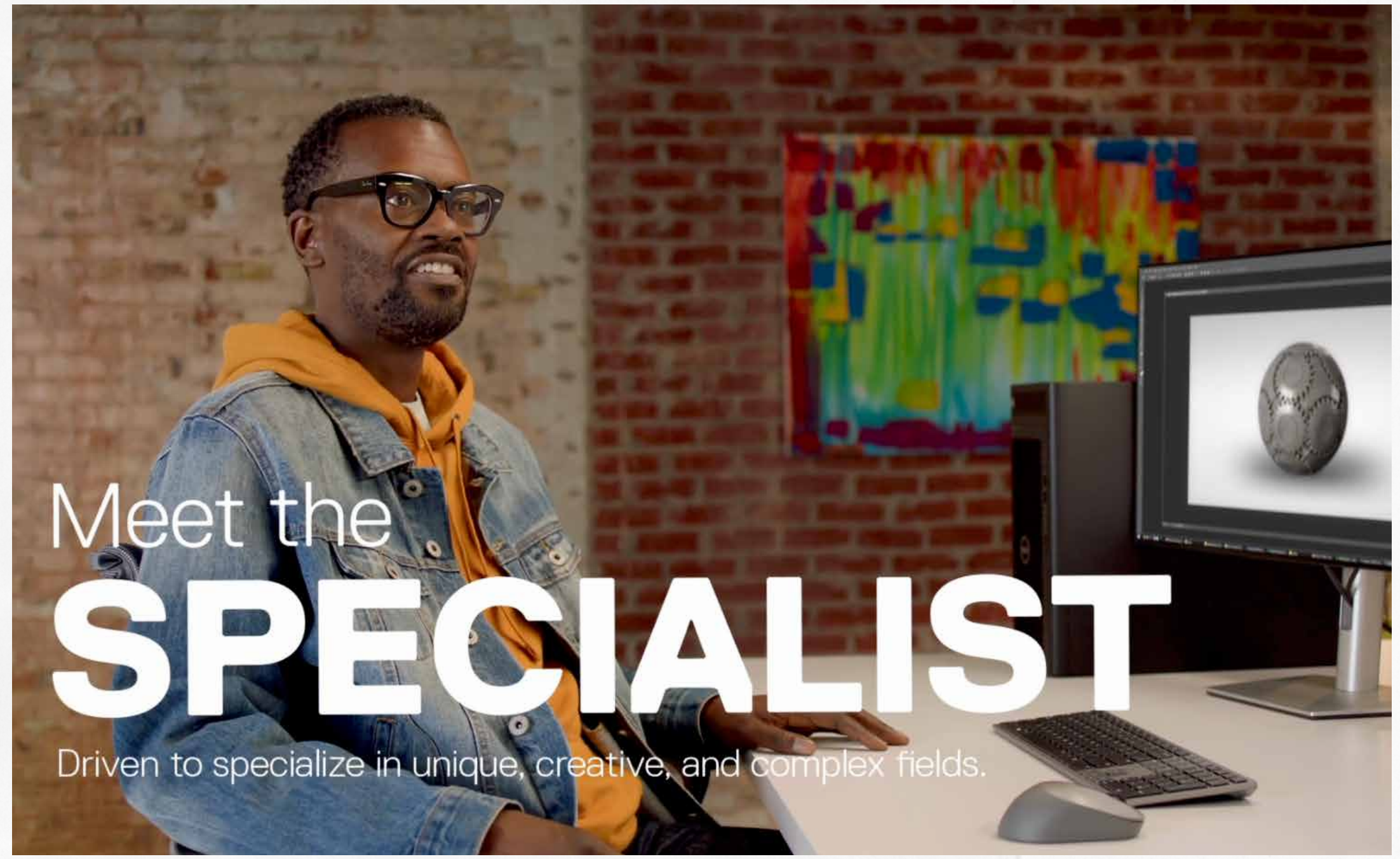
# FILM, VIDEO & SOUND



## **GOLD**

**Real Art**  
Dell Technologies –  
Dell Personas Video Series

Credits:  
Real Art Creative Team



Meet the  
**SPECIALIST**

Driven to specialize in unique, creative, and complex fields.

## **SILVER**

### **Boom Crate Studios**

Dolly Parton's Imagination Library of  
Ohio –  
Imagination Library "Read It In"

Credits:

Kelly Mercer - Creative Director/Writer/Editor

Brian Mercer - Cinematography

Hunter Rupp - Animation

Patrick Johnston - Production Assistant

Patricia Martinez - Styling/Makeup

Andy Miller - Sound



## **SILVER**

### **Real Art**

Chipotle Mexican Grill –  
“Run” with TreVeyon Henderson

Credits:  
Real Art Creative Team



# **SILVER**

## **Real Art**

Chipotle Mexican Grill –  
Behind the Scenes: The 88 Club

Credits:  
Real Art Creative Team



# **SILVER**

## **Real Art**

Chipotle Mexican Grill –  
Chase Young - The Road Back

Credits:  
Real Art Creative Team



**SILVER**

**Real Art**

Chipotle Mexican Grill –  
The 88 Club

Credits:  
Real Art Creative Team



## **SILVER**

### **Real Art**

Premier Health –  
“Be Better” featuring Malachi Smith

Credits:  
Real Art Creative Team



**BRONZE**

**Real Art**

Carrier Corporation –  
ICP - Destined Videos

Credits:

Real Art Creative Team



**BRONZE**

**Real Art**

Chipotle Mexican Grill –  
Keep Up: Nick Chubb & Denzel Ward

Credits:

Real Art Creative Team

 Premier Health

**STRETCH OF  
THE GAME**



**BRONZE**

**Real Art**

Premier Health –  
Stretch of the Game

Credits:  
Real Art Creative Team

**BRONZE**

**The Ohlmann Group**

Henny Penny –  
Henny Penny - “Virtual Tour Teaser”

Credits:  
Jim Hausfeld - Writer/Producer  
Mike Webber, Mainsail - Director/Editor



## **BRONZE**

### **The Ohlmann Group**

LION –

LION “Ready for Action”

Credits:

Jim Hausfeld - Writer/Producer

Andy Kittles - Graphic Designer

Mike Webber, Mainsail - Director/Editor

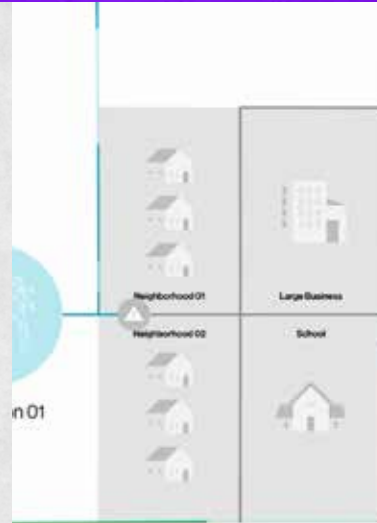


# FILM, VIDEO & SOUND

## ENTRY

**Boom Crate Studios**  
AES –  
AES Smart Grid Animation

Credits:  
Kelly Mercer - Creative Director  
Hunter Rupp - Design & Animation

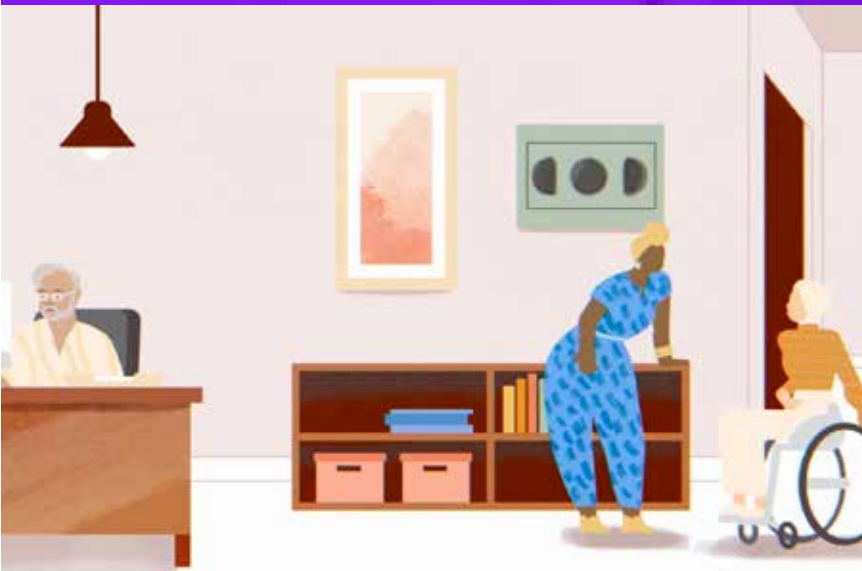


Hundreds of  
customers  
could be without power.

## ENTRY

**Boom Crate Studios**  
Dolly Parton's Imagination Library of Ohio –  
Imagination Library Reading Magical

Credits:  
Kelly Mercer - Creative Director  
Hunter Rupp - Design & Animation



## ENTRY

**Boom Crate Studios**  
Montgomery County ADAMHS –  
MCADAMHS Culture Animation

Credits:  
Kelly Mercer - Creative Director  
Hunter Rupp - Design & Animation  
Jake Rhinehart - Design & Animation  
Anna Beneke - Design  
Andy Miller - Sound



## ENTRY

**Boom Crate Studios**  
Synchrony - CareCredit –  
Covetrus

Credits:  
Kelly Mercer - Creative Director/Writer  
Jake Rhinehart - Design & Animation  
Andy Miller - Sound

## ENTRY

**Cox Media Group**  
Harbor Chase –  
Harbor Chase Care & Compassion

Credits:  
Cristian Perez-Lopez - Videographer/  
Editor



## ENTRY

**Cox Media Group**  
Logan AC & Heat Services –  
Leg Up

Credits:  
Todd Meadows - Videographer/Editor



# FILM, VIDEO & SOUND

## ENTRY

**Dayton Children's Hospital**  
Dayton Children's Hospital –  
Dayton Children's Thank You Nurses

Credits:  
Todd Carter - Videographer  
Grace Jones - Project Manager  
Kristen Bowser - Project Manager



## ENTRY

**DHPProductions**  
Buzzed Bull Creamery –  
Buzzed Bull Image :30

Credits:  
Richard Davis - Writer/Director  
Dakota Fredette - DP/Editor



## ENTRY

**DHPProductions**  
Roll on In –  
Roll on In Image :30

Credits:  
Richard Davis - Writer/Director  
Dakota Fredette - DP/Editor



## ENTRY

**ManaVision, Inc.**  
Dayton Performing Arts Alliance –  
Nutcracker

Credits:  
Sam Manavis



## ENTRY

**Real Art**  
Chipotle Mexican Grill –  
CeeDee Lamb: Garlic Guajillo  
Steak

Credits:  
Real Art Creative Team



## ENTRY

**Real Art**  
Chipotle Mexican Grill –  
Nonstop: Fields & Mooney

Credits:  
Real Art Creative Team



## **ENTRY**

### **Sinclair Community College**

Sinclair College –  
Sinclair College Spring Transfer

Credits:

Adam Robinson - Videographer/Producer

Adam Clark - Videographer/

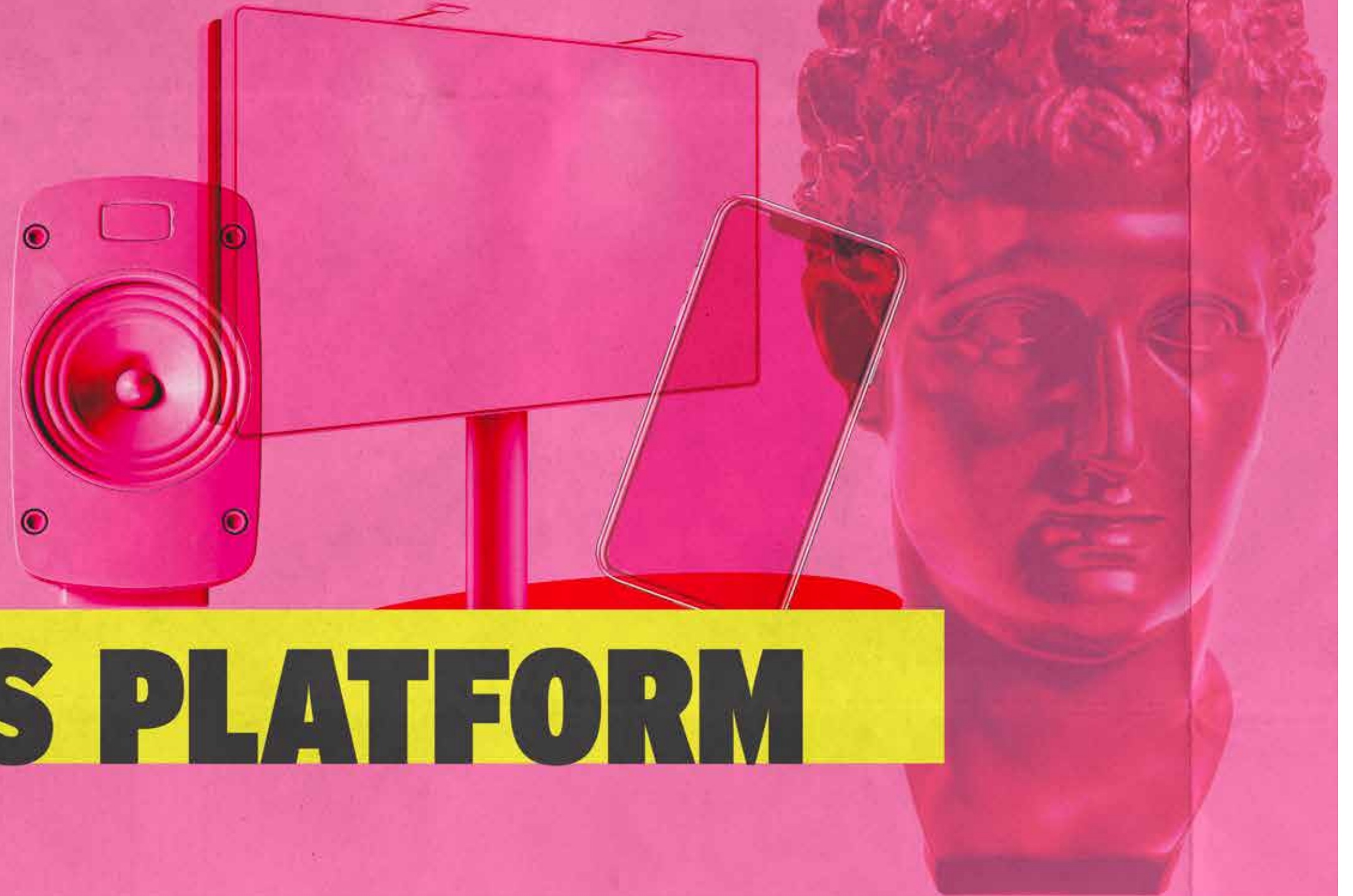
Assistant Producer



2023 American Advertising Awards – Hermes

**aaf** dayton

**CROSS PLATFORM**





# GOLD

## Boom Crate Studios

Dolly Parton's Imagination Library of Ohio –  
Imagination Library Ohio Literacy

### Credits:

- Kelly Mercer - Creative Director
- Anna Beneke - Designer
- Madison Hosier - Designer
- Hunter Rupp - Design & Animation
- Brian Mercer - Cinematography
- Patrick Johnston - Production Assistant
- Patricia Martinez - Styling/Makeup
- Think Patented - Printer/Fullfillment



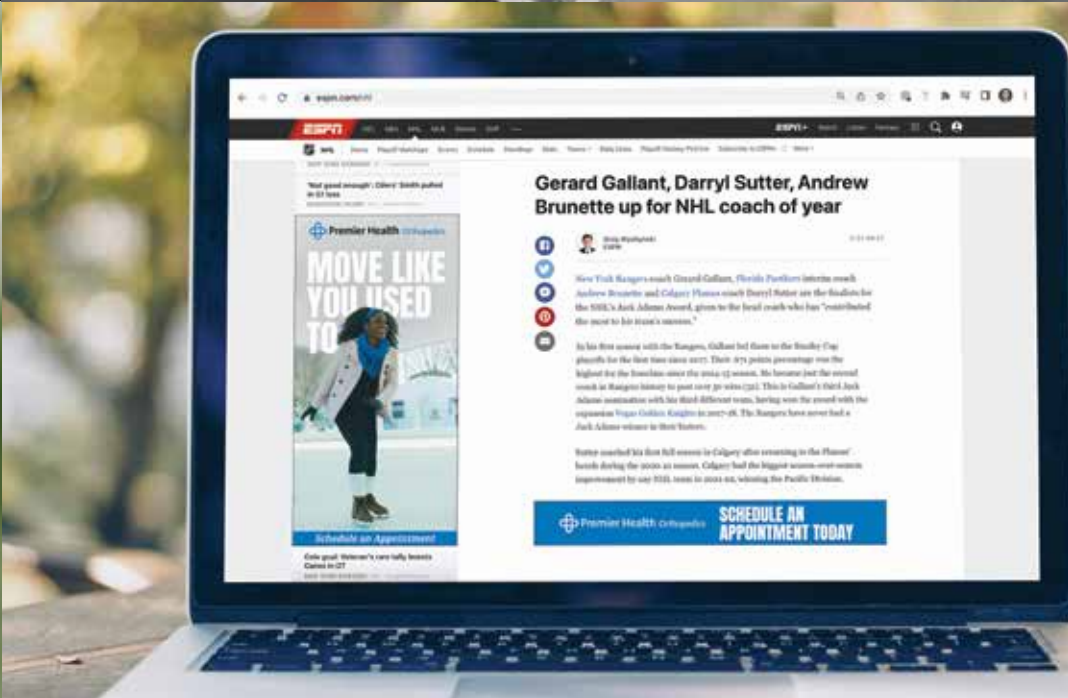
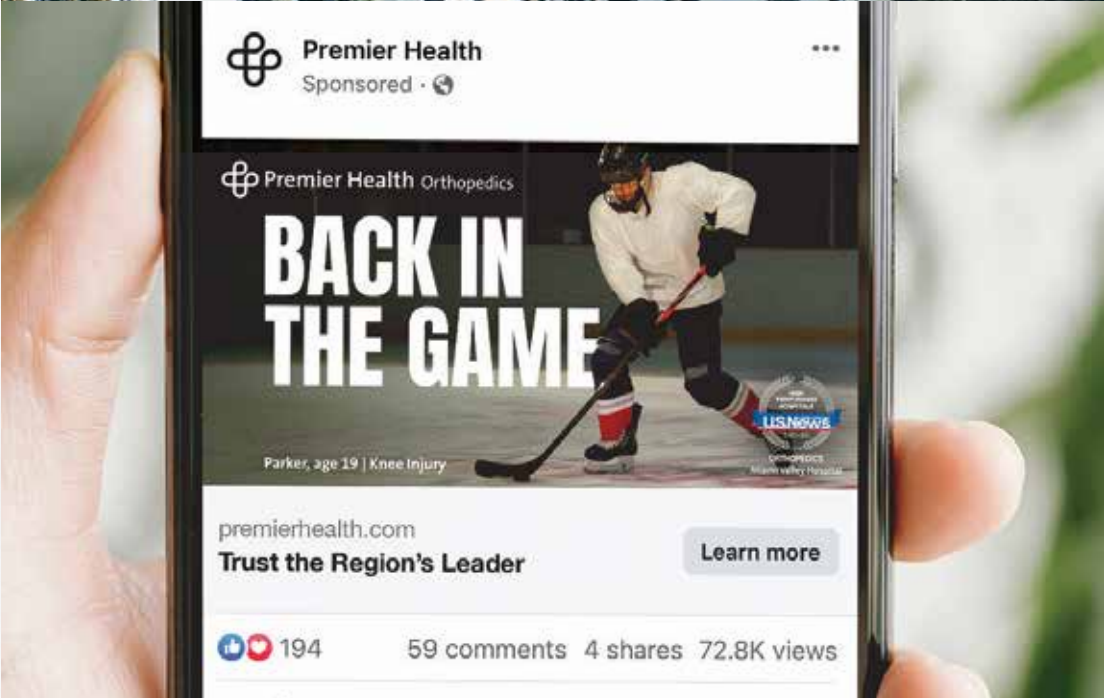
# CROSS PLATFORM

## SILVER

### Real Art

Premier Health –  
Move Like You Used To - Winter

Credits:  
Real Art Creative Team



## SILVER

### Sharpe Creative

Old Scratch Pizza –

Old Scratch Pizza Brand Refresh

Credits:

Andy Sharpe - Creative Director & Design

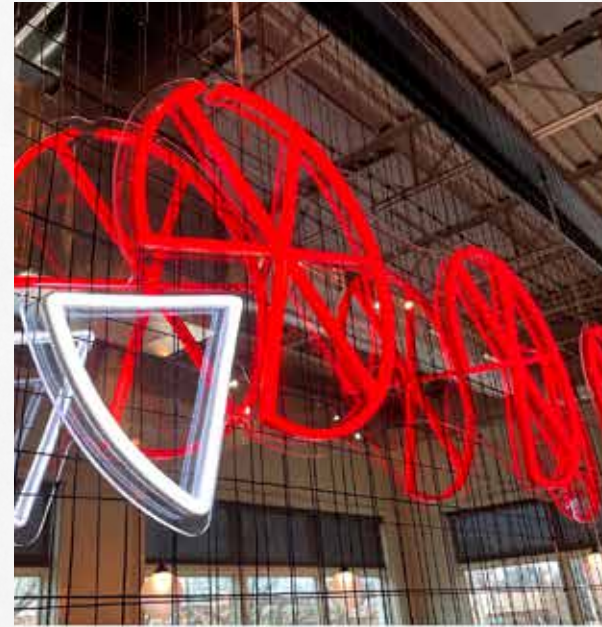
Logan Hill - Designer

Clare Lowry, Old Scratch Pizza -

Photography

Boom Crate Studios - Video and Photo

Content



# CROSS PLATFORM

PSA IS THE ABSOLUTE  
**BEST PLACE**  
FOR PILOTS

- 1 Transformative Industry Pay
- 2 Unrivaled Career Trajectory
- 3 Superior Quality of Life Benefits

**PSA**  
AIRLINES  
Apply now: psairlines.com



## BRONZE

### Boom Crate Studios

PSA Airlines –  
PSA Airlines Pilot Campaign

Credits:

Kelly Mercer - Creative Director  
Anna Beneke - Designer  
Madison Hosier - Designer  
Cameron Braun - Photography  
Brian Mercer - Producer

## BRONZE

### Sharpe Creative

Horizon Payroll Solutions –  
Horizon Payroll Refresh

Credits:

Andy Sharpe - Creative Director & Design  
Acadia LMS - Content & Digital Marketing  
Elevator SEO - SEO & Development

Brand Identity Guide

horizon PAYROLL

CHOOSE YOUR SOLUTIONS

- hr support
- payroll management
- hiring and onboarding
- time and attendance
- benefits
- solution add-ons

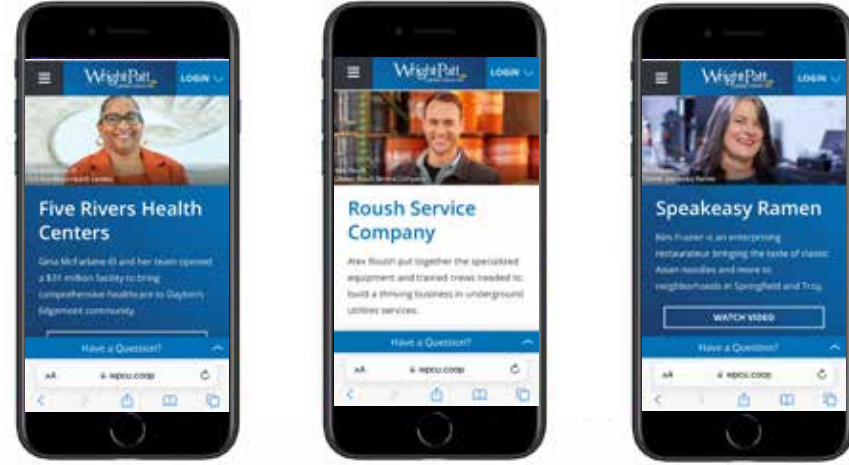
# CROSS PLATFORM

## ENTRY

**Fahlgren Mortine**  
Wright-Patt Credit Union –  
Member Business Services Campaign

Credits:  
Andy Knight - Creative Director  
Jess Young - Creative Director  
Mark Miller - Strategy  
Morgan Johnson - Designer  
Danny McCallum - Videographer  
Bobbie Termeer - Media  
Brad Oldham - Client Engagement

business services campaign elements  
PAIGN LANDING PAGE



<https://www.wpcu.coop/member-business-services>

## ENTRY

**MarketMatch**  
Omni Wellness Center –  
Omni Wellness Center Branding

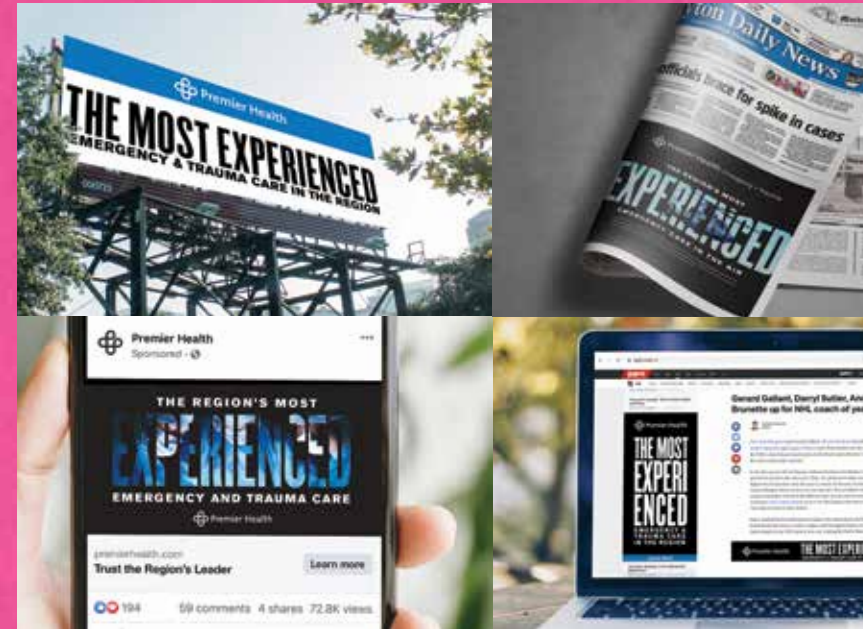
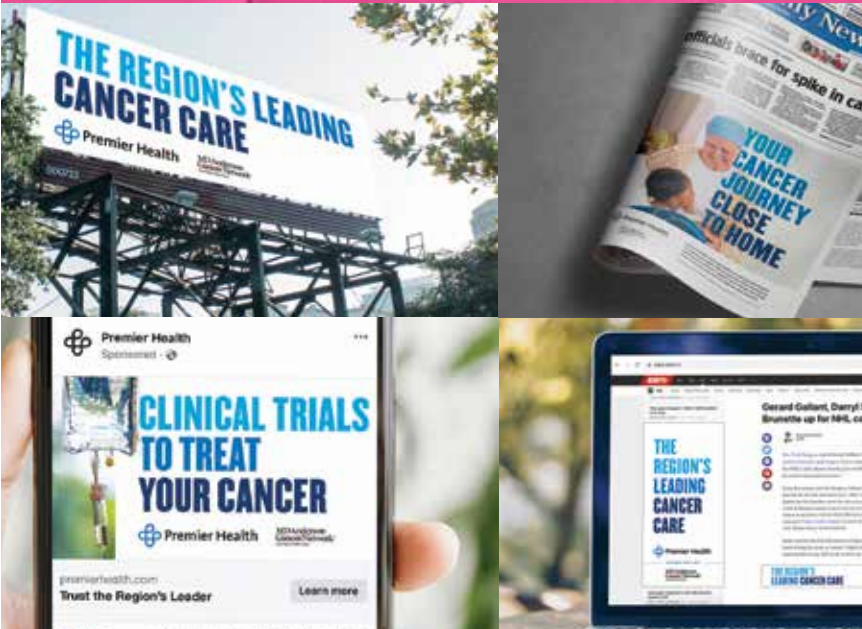
Credits:  
Jeremy Yontz - VP, Director of Interactive  
Media



## ENTRY

**Real Art**  
Premier Health –  
Oncology Service Line Campaign

Credits:  
Real Art Creative Team



## ENTRY

**Real Art**  
Premier Health –  
Trauma and Emergency Care  
Campaign

Credits:  
Real Art Creative Team

2023 American Advertising Awards – Hermes



# ELEMENTS OF ADVERTISING

**GOLD GOLD GOLD GOLD GOLD**

# ELEMENTS OF ADVERTISING



## **GOLD**

**Boom Crate Studios**  
Dayton Children's Hospital –  
Dayton Children's Photography

Credits:  
Kelly Mercer - Creative Director  
Cameron Braun - Photographer  
Brian Mercer - Producer





## **GOLD**

### **Boom Crate Studios**

PSA Airlines –

PSA Airlines Pilot Photography

Credits:

Kelly Mercer - Creative Director

Cameron Braun - Photographer

Brian Mercer - Producer





## **GOLD**

**Kelly Ann Photography**  
Greenpoint Metals, Inc. –  
Metalworks Arc Photography

Credits:  
Kelly Ann Settle - Photographer



## SILVER

### Boom Crate Studios

Boom Crate Studios –  
Boom Crate Poster Series

Credits:

Kelly Mercer - Creative Director  
Brian Mercer - Creative Director  
Anna Beneke - Designer  
Hunter Rupp - Designer  
Jake Rhinehart - Designer  
Madison Hosier - Designer



## SILVER

### Jetpack

Commercial Vehicles Group –  
ATP Branding

Credits:

Tony Wartinger - Designer



## SILVER

### Jetpack

Jetpack –  
The Naughty List Illustrations

Credits:  
Aryn Landes - Illustrator  
Tony Wartinger - Creative Director



## SILVER

**Kelly Ann Photography**  
Centerville Lifestyle Magazine –  
Mr. Ohio Basketball 2022

Credits:  
Kelly Ann Settle - Photography



## SILVER

### Sharpe Creative

Reel Fly Rod –

Sippin' the Dry Podcast Art

Credits:

Andy Sharpe - Illustrator

Andy Baker, Creative Fuse -

Creative Director

### Sketches



### One Color



# ELEMENTS OF ADVERTISING

READING  
IS  
MAGICAL



## BRONZE

### Boom Crate Studios

Dolly Parton's Imagination Library of Ohio –  
Imagination Library Reading Magical Animation

Credits:

Kelly Mercer - Creative Director

Hunter Rupp - Design & Animation

## BRONZE

### paperreka

Babalove Organics –  
Babalove Organics Logo

Credits:

Reka Juhasz - Designer & Art Director

baba  
love  
organics



babalove  
organics



# ELEMENTS OF ADVERTISING

## **BRONZE**

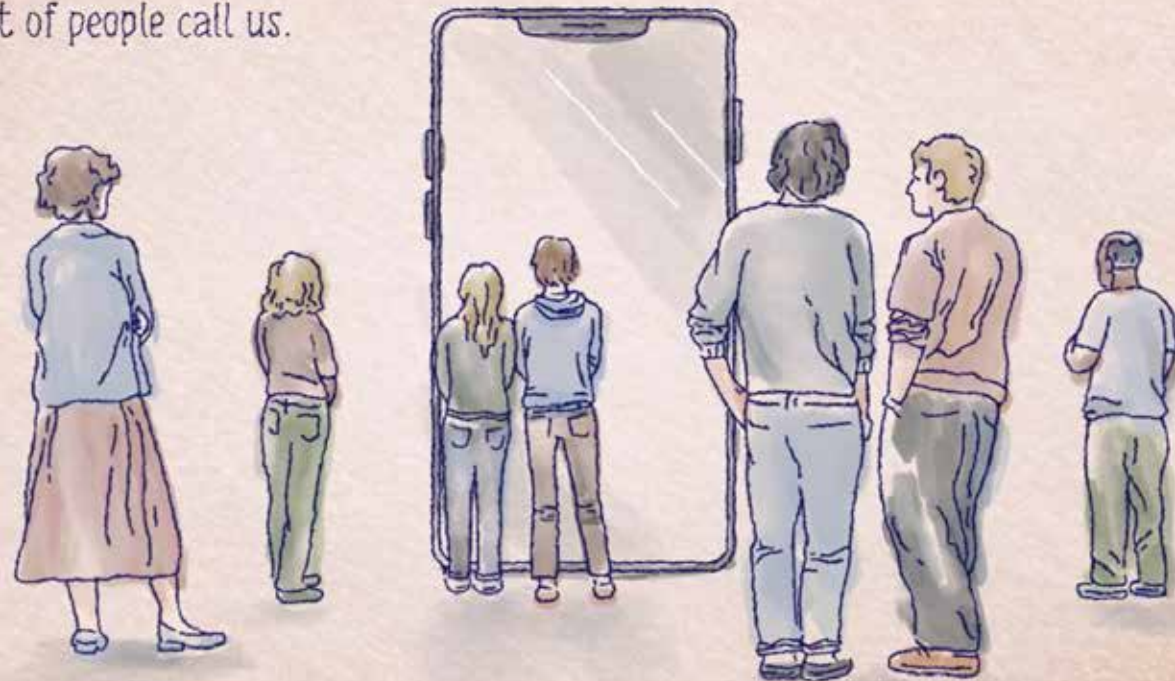
### **Sharpe Creative**

Old Scratch Pizza –  
Good Wood - Great Pizza Old Scratch

Credits:  
Andy Sharpe



A lot of people call us.



## **BRONZE**

### **The Ohlmann Group**

Area Agency on Aging –  
Area Agency on Aging - “Support” Animation

Credits:  
Cody Rayn - Animation/Illustration  
Jim Hausfeld - VP/Creative

# ELEMENTS OF ADVERTISING

HENNY PENNY



FIVE  
RIVERS  
CAMPUS

HENNY PENNY



FIVE  
RIVERS  
CAMPUS



**HP5R**

## **BRONZE**

### **The Ohlmann Group**

Henny Penny –

Henny Penny - Five Rivers Campus

Credits:

Jon Brooks - Designer

# ELEMENTS OF ADVERTISING

## ENTRY

**Boom Crate Studios**  
Boom Crate Studios –  
Boom Crate Studios Logo

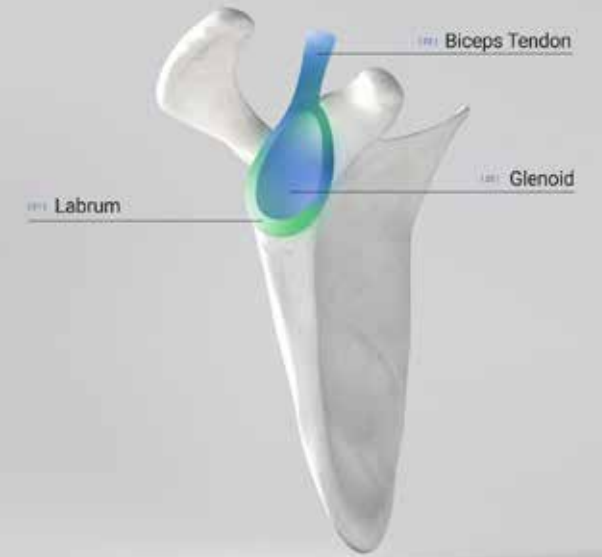
Credits:  
Kelly Mercer - Creative Director  
Brian Mercer - Creative Director  
Jake Rhinehart - Designer



## ENTRY

**Boom Crate Studios**  
Community Blood Center  
Community Tissue Services –  
CBC/CTS Maxxeus Illustrations

Credits:  
Kelly Mercer - Creative Director  
Jake Rhinehart - Designer



## ENTRY

**Boom Crate Studios**  
Synchrony - CareCredit –  
Synchrony-CareCredit Covetrus  
Illustrations

Credits:  
Kelly Mercer - Creative Director  
Jake Rhinehart - Designer



## ENTRY

**Boom Crate Studios**  
Synchrony - CareCredit –  
Synchrony-CareCredit Covetrus  
Animation

Credits:  
Kelly Mercer - Creative Director  
Jake Rhinehart - Design & Animation  
Hunter Rupp - 3D/Designer



## ENTRY

**Catapult Creative**  
Lock 27 Brewing –  
Lock 27 Brewing Photography

Credits:  
Lizzie Rahn - Art Director & Photographer  
Raichel Jenkins - Project Manager



## ENTRY

**Dayton Children's Hospital**  
Dayton Children's Hospital –  
Dayton Children's COVID Diaries

Credits:  
Todd Carter - Videographer  
Katie Solovey - Project Manager



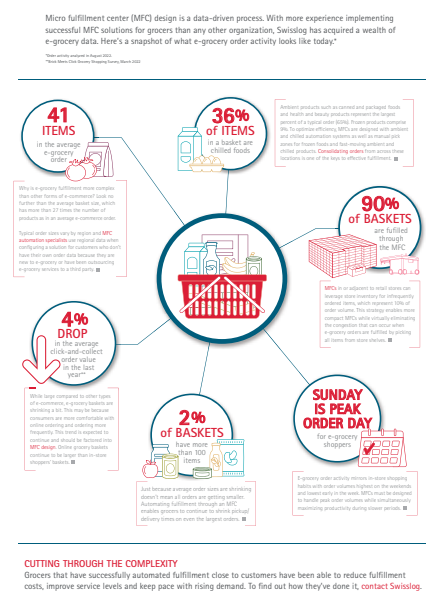
# ELEMENTS OF ADVERTISING

## ENTRY

**Fahlgren Mortine**  
Swisslog –  
U.S. E-grocery Shopping Habits

Credits:  
Dennis Brown - Writer  
Gregg Slayton - Designer  
Heather Allen - Client Engagement  
Brad Oldham - Client Management

### E-GROCERY SHOPPING HABITS IN THE U.S. swisslog



## ENTRY

**Jetpack**  
Ellipse Solutions –  
Ellipse Solutions Branding

Credits:  
Tony Wartinger - Designer



## ENTRY

**Jetpack**  
ThreadFather –  
ThreadFather Branding

Credits:  
Tony Wartinger - Designer



## ENTRY

**Kelly Ann Photography**  
Crooked Handle –  
Trinity Haze

Credits:  
Kelly Ann Settle - Photographer

## ENTRY

**Real Art**  
Ohio Department of Health –  
Direct Care Hero Portraits

Credits:  
Real Art Creative Team



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# AD INDUSTRY SELF-PROMOTION





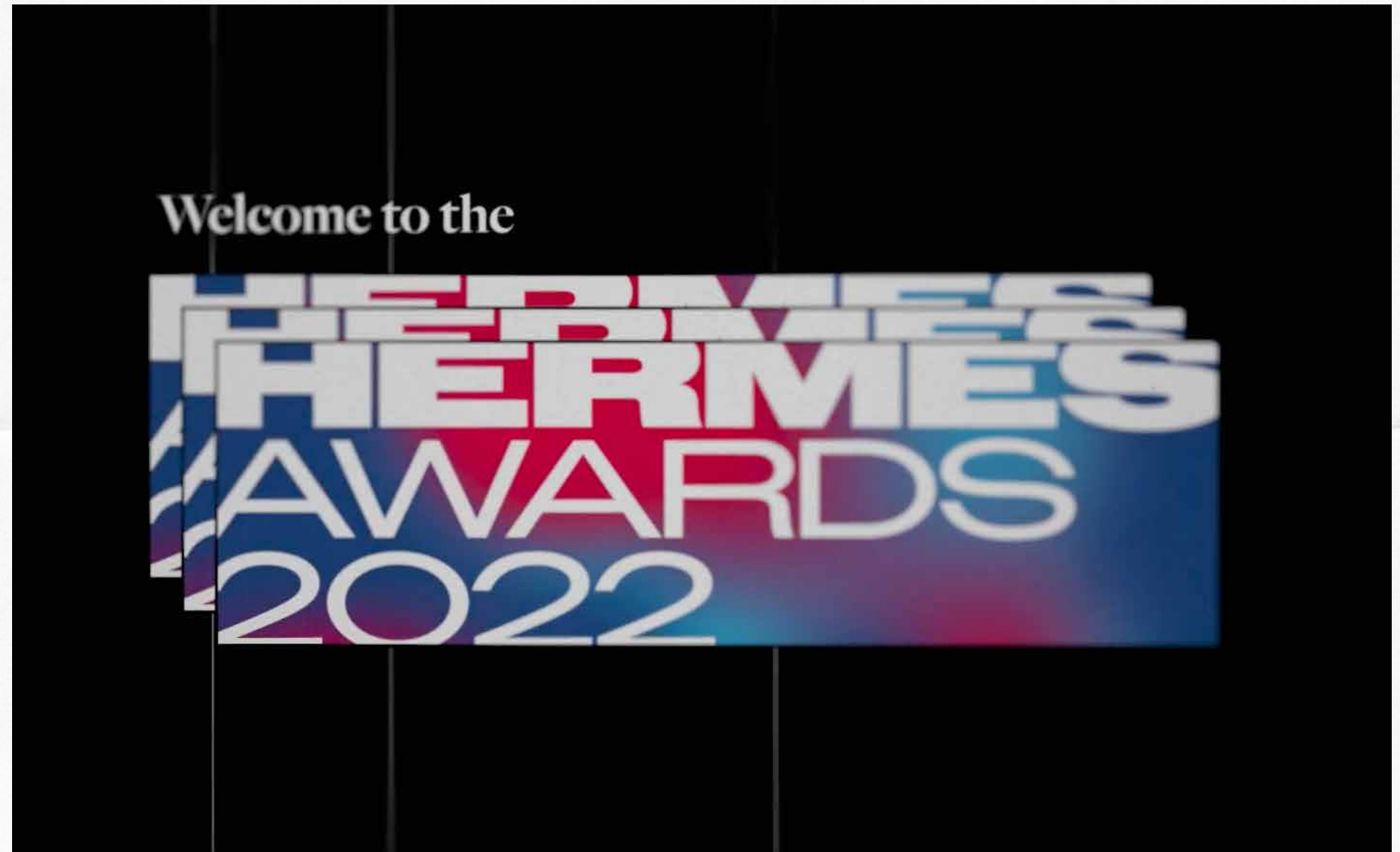
## **GOLD**

### **Boom Crate Studios**

AAF-Dayton –  
2022 AAF-Dayton Hermes Awards  
Show

Credits:

Brian Mercer - Creative Director  
Hunter Rupp - Design & Animation  
Madison Hosier - Designer



**SILVER**

**Boom Crate Studios**

AAF-Dayton –

2022 AAF-Dayton Hermes Awards

Book

Credits:

Brian Mercer - Creative Director

Madison Hosier - Designer



# AD INDUSTRY SELF-PROMOTION

## SILVER

### Boom Crate Studios

Boom Crate Studios –  
Boom Crate Client Gift 2022

Credits:  
Boom Crate Studios





# AD INDUSTRY SELF-PROMOTION

## BRONZE

**Boom Crate Studios**  
Boom Crate Studios –  
Boom Crate 10Yr Party Handout

Credits:  
Kelly Mercer - Creative Director  
Brian Mercer - Creative Director  
Anna Beneke - Designer



WHIO TV 7 THE FAN DUEL ORANGE ZONE LOGOS

## BRONZE

**Cox Media Group**  
WHIO-TV 7 –  
WHIO TV 7 The Fan Duel Orange Zone

Credits:  
Kevin Johnson - Graphic Designer & Animator  
Jennifer Bucheit - Creative Director

# AD INDUSTRY SELF-PROMOTION



## BRONZE

**Real Art**  
Real Art –  
Real Art Hoodie Gift

Credits:  
Real Art Creative Team

# AD INDUSTRY SELF-PROMOTION

## ENTRY

### Boom Crate Studios

Boom Crate Studios –  
Boom Crate 10Yr Party

Credits:  
Boom Crate Studios



## ENTRY

### Cox Media Group

Cox Media Group Ohio - WHIO Radio/  
Evening with Todd Hollst –  
WHIO Radio Double Feature Poster

Credits:  
Kevin Johnson - Graphic Designer &  
Illustrator



## ENTRY

### MarketMatch

UnityOne –  
UnityOne 95th Anniversary

Credits:  
Jeremy Yontz - VP, Director of Interactive  
Media



## ENTRY

### Think Patented

Think Patented –  
Think Patented Holiday Card

Credits:  
Mike Fessler - Graphic Designer  
Diana Renner - Marketing Director

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**JUDGE'S AWARD**

**Lisa Verkamp**

# **JUDGE'S AWARD**



**Real Art**

National Underground Railroad Freedom Center –  
Shine a Light

Credits:  
Real Art Creative Team

“SHINE A LIGHT” ON HUMAN TRAFFICKING  
WITH US TOGETHER



Steve Lance

# JUDGE'S AWARD



## Real Art

Hartzel Industries Inc –  
Air Flow and Hardwood Trophy Series

Credits:  
Real Art Creative Team



Liz Mattingly

# JUDGE'S AWARD



## Real Art

Chipotle Mexican Grill –  
“Run” with TreVeyon Henderson

Credits:  
Real Art Creative Team



2023 American Advertising Awards – Hermes



**aaf**® dayton

**MOSAIC AWARD**

MOSAIC MOSAIC MOSAIC MOSAIC

# MOSAIC AWARD



Boom Crate Studios Dayton Children's Hospital – Dayton Children's ChaCha 2022



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**BEST OF SHOW**

**BEST OF SHOW**

**BEST OF SHOW**

**BEST OF SHOW**



Boom Crate Studios Kettering Health – Kettering Health Sarah Miracle

**POP POP TO THE PLAYOFFS!**

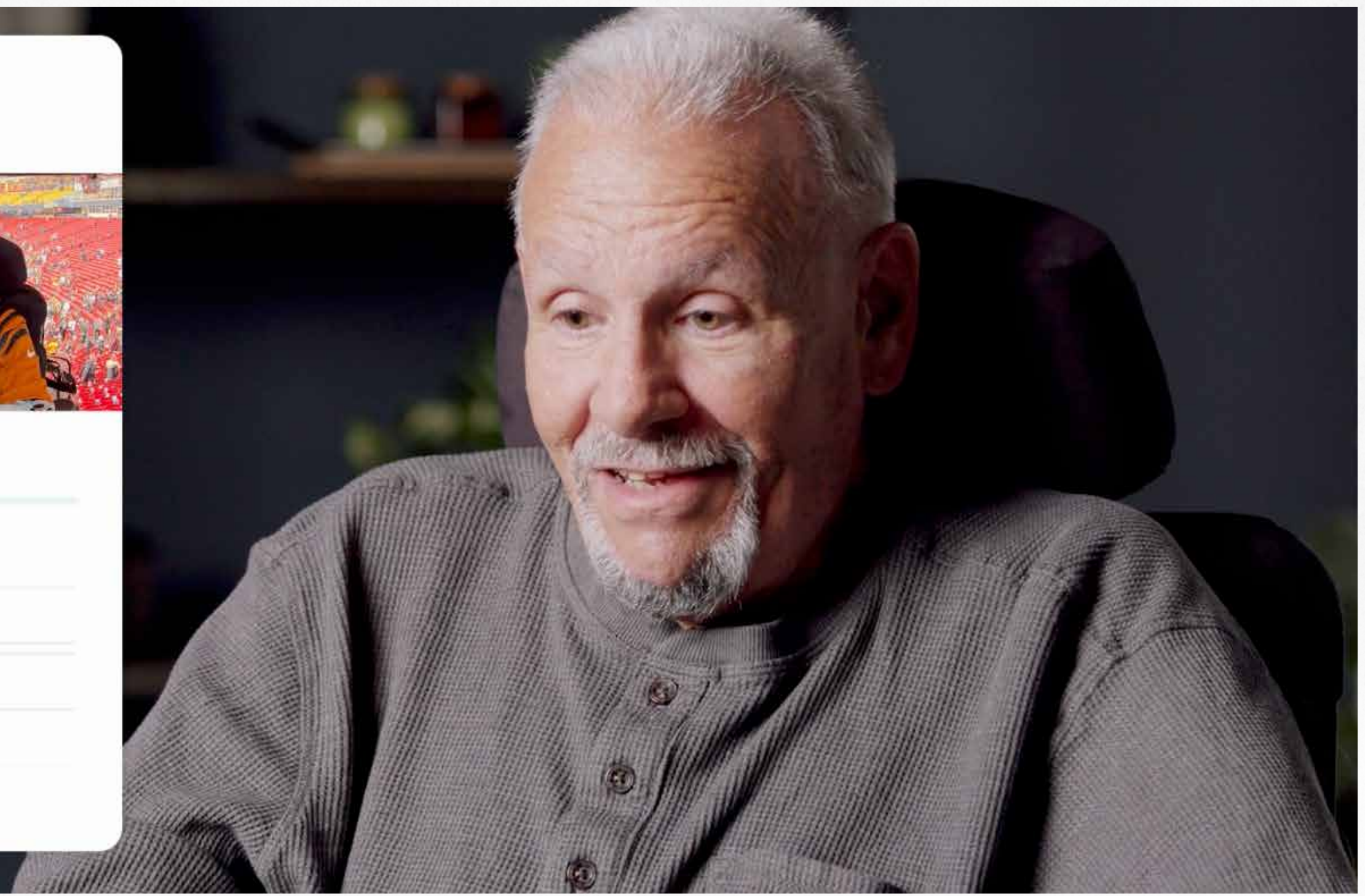


**\$23247** raised of \$30,000



258 donations

- Anonymous \$25 · 2 mos
- Anonymous \$25 · 2 mos
- Anonymous \$25 · 2 mos
- Anonymous \$25 · 2 mos



2023 American Advertising Awards – Hermes



**SILVER MEDAL WINNER**



## **FIRST & LAST NAME**

### **Job Title**

Name of Company/Agency

Reasons for winning or highlights about the winner would go here in this copy?



2023 HERMES

2023 HERMES

2023 HERMES

**aaf** dayton

From The American Advertising Federation of Dayton

**WE THANK YOU**

