

CELEBRATING

aaf® fort wayne

GRAND REVEAL AWARDS



2026
FORT WAYNE
ADDY
AWARDS

CELEBRATING

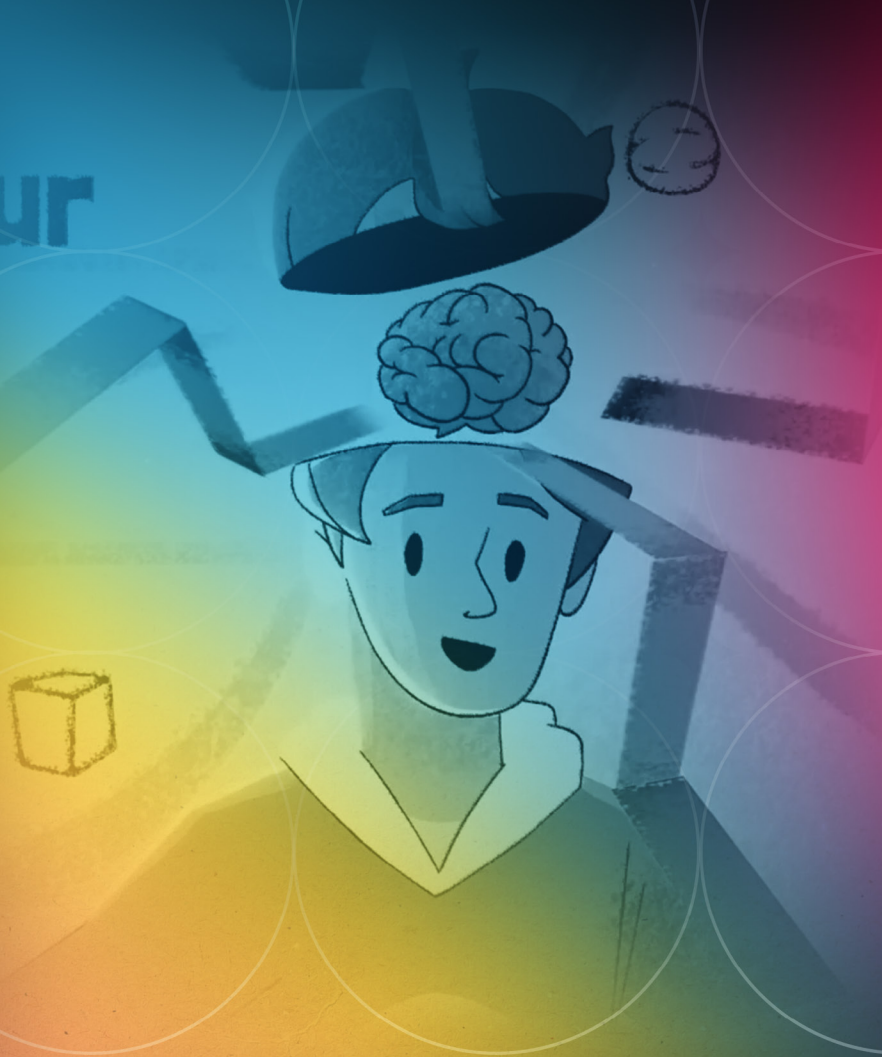
aaf fort wayne

CREATIVITY

BEST OF SHOW.....	2
JUDGES' CHOICE.....	6
PROFESSIONALS.....	8
GOLD	8
SILVER	14
BRONZE	22
STUDENTS.....	30
GOLD	30
SILVER	34
BRONZE	40
MEET THE JUDGES.....	48

CELEBRATING

OUR
BEST
WORK



BEST OF SHOW



**OUT-OF-HOME & AMBIENT MEDIA:
SINGLE INSTALLATIONS**

ENTRANT **Ferguson Advertising**
TITLE **Team Green Law Boardroom Mural**
CLIENT **Team Green Law**



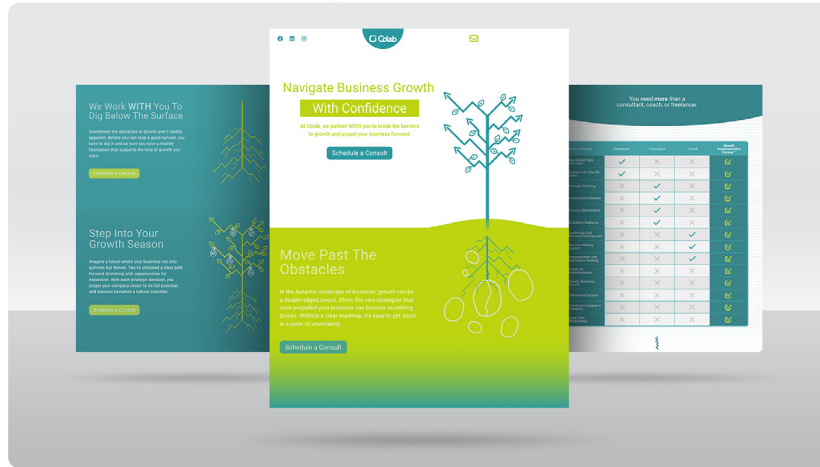
**TELEVISION ADVERTISING:
REGIONAL/NATIONAL SINGLE SPOT**

ENTRANT **Hirons**
TITLE **AskRose Homework Helpline "Wait"**
CLIENT **Rose Hulman Institute of
Technology/AskRose Homework
Helpline**



**ELEMENTS OF ADVERTISING: ANIMATION,
SPECIAL EFFECTS OR MOTION GRAPHICS**

ENTRANT **Hirons**
TITLE **AskRose Homework Helpline "Wait"**
CLIENT **Rose Hulman Institute of
Technology/AskRose Homework
Helpline**



ONLINE & INTERACTIVE: WEBSITES B-TO-B

ENTRANT **Growth Keys**
TITLE **Grow With Confidence Colab Website**
CLIENT **Colab**



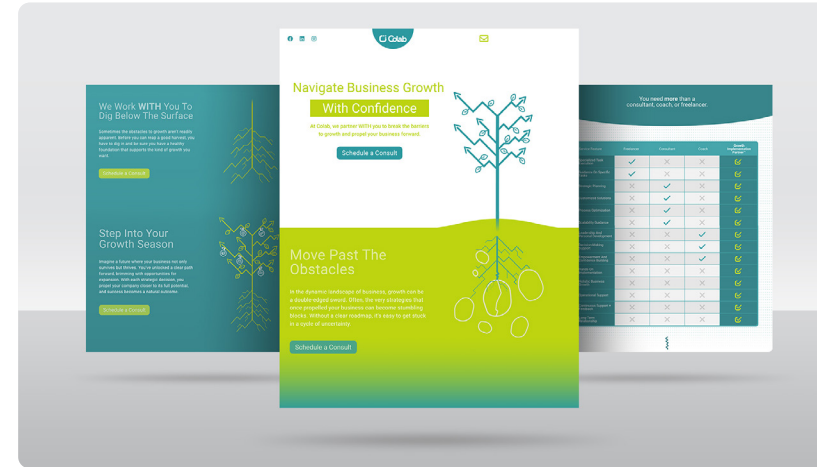
ONLINE & INTERACTIVE: SOCIAL MEDIA

ENTRANT **Ryan Weidler**
TITLE **HU Volleyball Hype Video**
SCHOOL **Huntington University**

CELEBRATING

BIG WIN

JUDGES' CHOICE



**ONLINE & INTERACTIVE:
WEBSITES B-TO-B**

ENTRANT **Growth Keys**
 TITLE **Grow With Confidence Colab Website**
 CLIENT **Colab**



**SALES & MARKETING: SALES KIT
OR PRODUCT INFORMATION SHEETS**

ENTRANT **Ferguson Advertising**
 TITLE **A Bold Step Campaign**
 CLIENT **Concordia Lutheran High School**



**FILM, VIDEO, & SOUND:
TELEVISION ADVERTISING CAMPAIGN**

ENTRANT **The Basement**
 TITLE **Timeless French Lick**
 CLIENT **Visit French Lick /
West Baden Indiana**

CELEBRATING

PROFESSIONALS AWARDS



GOLD

AskROSE
Homework Help

Call AskRose, the free math & science homework helpline.

1-ASK-ROSE (1-877-275-7673)

FILM, VIDEO, & SOUND: TELEVISION ADVERTISING

ENTRANT **Hirons**
TITLE **AskRose Homework Helpline "Wait"**
CLIENT **Rose Hulman Institute of Technology/
AskRose Homework Helpline**



ELEMENTS OF ADVERTISING: ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

ENTRANT **Hirons**
TITLE **AskRose Homework Helpline "Wait"**
CLIENT **Rose Hulman Institute of
Technology/AskRose
Homework Helpline**



OUT-OF-HOME & AMBIENT MEDIA: INSTALLATIONS

ENTRANT **Ferguson Advertising**
TITLE **Team Green Law Boardroom Mural**
CLIENT **Team Green Law**



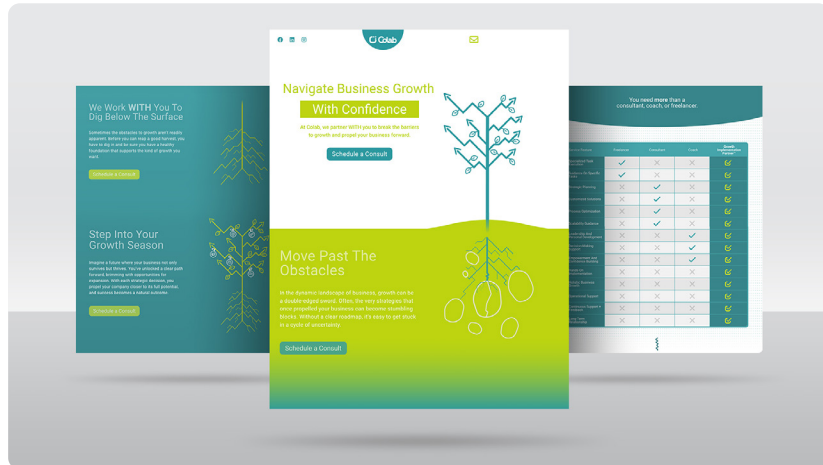
SALES & MARKETING: SALES KIT OR PRODUCT INFORMATION SHEETS

ENTRANT **Ferguson Advertising**
 TITLE **A Bold Step Campaign**
 CLIENT **Concordia Lutheran High School**



FILM, VIDEO & SOUND: INTERNET COMMERCIAL

ENTRANT **Boyden & Youngblutt**
 TITLE **Adapt or Croak**
 CLIENT **Boyden & Youngblutt**



ONLINE & INTERACTIVE: WEBSITES B-TO-B

ENTRANT **Growth Keys**
 TITLE **Grow With Confidence Colab Website**
 CLIENT **Colab**



ELEMENTS OF ADVERTISING: ART DIRECTION-CAMPAIGN

ENTRANT **Growth Keys**
 TITLE **Brimstone Brand Identity Design**
 CLIENT **Brimstone Fire Protection**



OUT-OF-HOME & AMBIENT MEDIA: OUTDOOR BOARD

ENTRANT **Borshoff**
 TITLE **Indianapolis Zoo "BOO"**
 CLIENT **Indianapolis Zoo**



CROSS PLATFORM ADVERTISING CAMPAIGNS: CONSUMER CAMPAIGN-LOCAL

ENTRANT **Ferguson Advertising**
 TITLE **Go Touch Sand: FWA/Fort Lauderdale**
 CLIENT **Fort Wayne International Airport**



**FILM, VIDEO & SOUND: TELEVISION
ADVERTISING LOCAL CAMPAIGN**

ENTRANT **Five Legged Lion**
 TITLE **Hancock Health 'More Than My Stats'**
 CLIENT **Hancock Health**



**PUBLIC SERVICE:
BRAND COLLATERAL ELEMENTS**

ENTRANT **Matt Hakey**
 TITLE **Booking It Reading Literacy
Brand Identity Package**
 CLIENT **Booking It, Inc.**



**PRINT ADVERTISING:
MAGAZINE ADVERTISING**

ENTRANT **Elevatus Architecture**
 TITLE **Elevatus 2025 Air Show Ad**
 CLIENT **Elevatus Architecture**



**ADVERTISING & MEDIA INDUSTRY SELF
PROMOTION: BRAND ELEMENTS**

ENTRANT **Ferguson Advertising**
 TITLE **Ferguson Agency 50th Beer**
 CLIENT **Ferguson Agency**



CELEBRATING

PROFESSIONALS



SILVER



FILM, VIDEO & SOUND: BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

ENTRANT **TopSphere Media**
TITLE **SweetHelicopters Lifestyle Campaign**
CLIENT **SweetHelicopters**



ELEMENTS OF ADVERTISING: CINEMATOGRAPHY

ENTRANT **Hirons**
TITLE **Hoosier Energy "Sulphur Valley"**
CLIENT **Hoosier Energy**



ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT **Fort Wayne Marketing**
TITLE **Waynedale Logo**
CLIENT **City of Fort Wayne**



FILM, VIDEO & SOUND:
TELEVISION ADVERTISING

ENTRANT **Berne Apparel**
TITLE **Berne Everyday Workers**
CLIENT **Berne Apparel**



ADVERTISING & MEDIA INDUSTRY
SELF PROMOTION: BRAND ELEMENTS

ENTRANT **Five Legged Lion**
TITLE **Five Legged Lion**
CLIENT **Five Legged Lion**



CROSS PLATFORM ADVERTISING:
B-TO-B CAMPAIGN

ENTRANT **Patterson Riegel Advertising**
TITLE **Next Generation Dovetail Deck**
CLIENT **Nucor Vulcraft Verco**



ELEMENTS OF ADVERTISING:
LOGO DESIGN

ENTRANT **Fort Wayne Marketing**
TITLE **South Calhoun Logo**
CLIENT **City of Fort Wayne**



FILM, VIDEO, & SOUND:
INTERNET COMMERCIAL CAMPAIGN

ENTRANT **Five Legged Lion**
TITLE **Hancock Health & Mayo Clinic**
CLIENT **Hancock Health**



CROSS PLATFORM: INTEGRATED
ADVERTISING CAMPAIGNS

ENTRANT **Intersection Marketing + Branding Agency**
TITLE **Cheetah "Ted" Campaign**
CLIENT **Cheetah**

PROFESSIONALS SILVER



ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT **Caruso Creative**
 TITLE **Amie Kim Brand Identity**
 CLIENT **Caruso Creative**



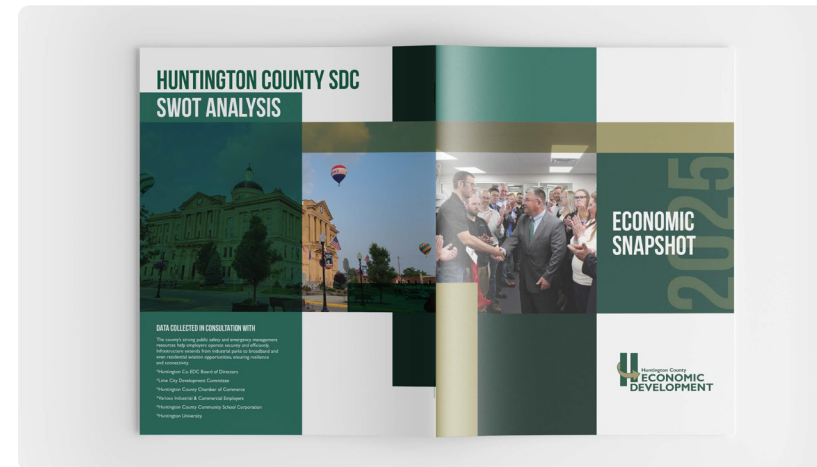
CROSS PLATFORM: INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT **The Basement**
 TITLE **Columbus Indiana, There's More to C**
 CLIENT **Columbus Area Visitors Center**



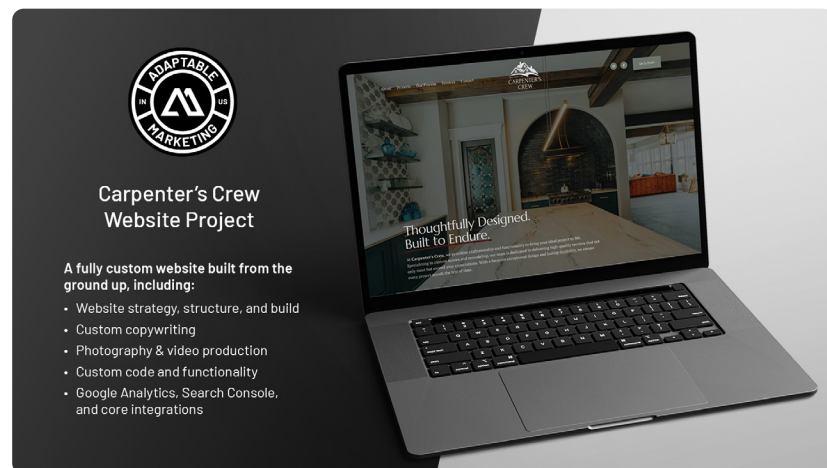
ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT **Ferguson Advertising**
 TITLE **WindSwell Foundation Branding**
 CLIENT **WindSwell Foundation**



SALES & MARKETING: PRINTED ANNUAL REPORT

ENTRANT **Fort Wayne Marketing**
 TITLE **HCUED Economic Snapshot**
 CLIENT **Huntington County United Economic Development**



ONLINE & INTERACTIVE: CONSUMER WEBSITES

ENTRANT **Adaptable Marketing**
 TITLE **Carpenter's Crew Website**
 CLIENT **Carpenter's Crew**



CROSS PLATFORM ADVERTISING CAMPAIGNS: CONSUMER CAMPAIGN

ENTRANT **Five Legged Lion**
 TITLE **Hancock Health Network**
 CLIENT **Hancock Health**



**SALES & MARKETING:
DIRECT MAIL CAMPAIGN**

ENTRANT Ferguson Advertising
TITLE Cruise Alaska Invitation
CLIENT Waterfurnace



CELEBRATING

PROFESSIONALS ALWAYS



BRONZE



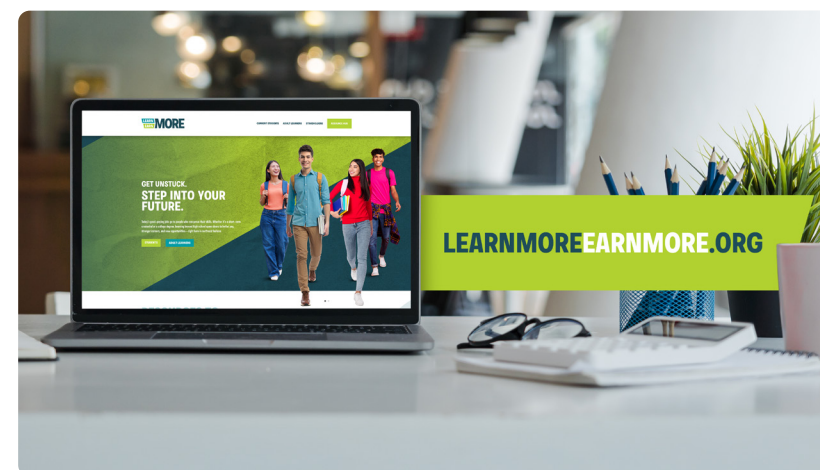
ELEMENTS OF ADVERTISING: BLACK & WHITE PHOTOGRAPHY

ENTRANT **Hirons**
TITLE **Hoosier Energy "Sulphur Valley"**
CLIENT **Hoosier Energy**



ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT **Fort Wayne Marketing**
TITLE **East State Village Logo**
CLIENT **City of Fort Wayne**



ONLINE/INTERACTIVE: CONSUMER WEBSITES

ENTRANT **Fort Wayne Marketing**
TITLE **Learn More Earn More Website**
CLIENT **Don Wood Foundation**



**FILM, VIDEO & SOUND:
TELEVISION ADVERTISING CAMPAIGN**

ENTRANT **The Basement**
 TITLE **Timeless French Lick**
 CLIENT **Visit French Lick /
West Baden Indiana**



**ELEMENTS OF ADVERTISING:
LOGO DESIGN**

ENTRANT **Elevatus Architecture**
 TITLE **Elevatus 10th Anniversary Logo**
 CLIENT **Elevatus Architecture**



**ELEMENTS OF ADVERTISING:
COPYWRITING**

ENTRANT **Five Legged Lion**
 TITLE **Raro – For Travelers, Not Tourists**
 CLIENT **Raro**



**OUT-OF-HOME & AMBIENT MEDIA:
POSTER CAMPAIGN**

ENTRANT **Ferguson Advertising**
 TITLE **RV Album Covers**
 CLIENT **Freightliner Custom Chassis**



**INTEGRATED ADVERTISING CAMPAIGNS:
CONSUMER CAMPAIGN—LOCAL**

Title **Intersection Marketing +
Branding Agency**
 Title **DWNTWN Muncie “Break Free”
Campaign**
 CLIENT **Muncie Downtown Development
Partnership**



**SALES & MARKETING: SALES KIT OR
PRODUCT INFORMATION SHEETS**

ENTRANT **Growth Keys**
 TITLE **PriorityProtect™ B2B Sale Sheet**
 CLIENT **Fort Wayne Door & Dock**



**ADVERTISING & MEDIA INDUSTRY
SELF PROMOTION: BRAND ELEMENTS**

ENTRANT **REUSSER**
TITLE **Brisket Kase Brand Collateral**
CLIENT **Brisket Kase**



**SALES & MARKETING:
PRINTED ANNUAL REPORT**

ENTRANT **Ferguson Advertising**
TITLE **AWS Foundation Impact Journal**
CLIENT **AWS Foundation**

feathr 



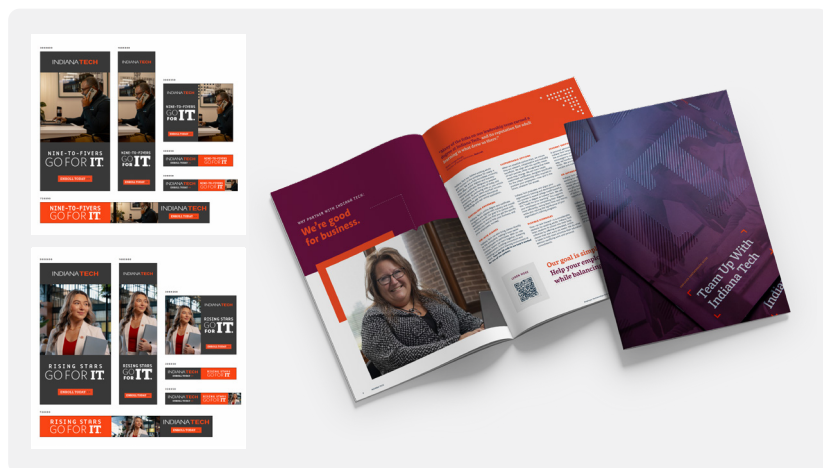
**CROSS PLATFORM: INTEGRATED
BRAND IDENTITY CAMPAIGN**

ENTRANT **Five Legged Lion**
TITLE **feathr**
CLIENT **feathr**



**ADVERTISING & MEDIA INDUSTRY
SELF PROMOTION: SPECIAL EVENT
MATERIALS**

ENTRANT **Ferguson Advertising**
TITLE **Ferguson Agency 50th Anniversary**
CLIENT **Ferguson Agency**



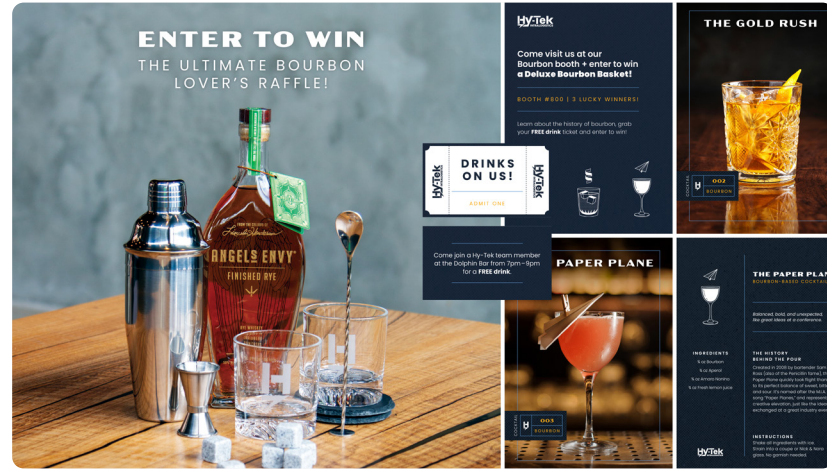
**CROSS PLATFORM: INTEGRATED
BRANDED CONTENT CAMPAIGN**

ENTRANT **Asher Agency**
TITLE **What can "IT" do for you?**
CLIENT **Indiana Tech**



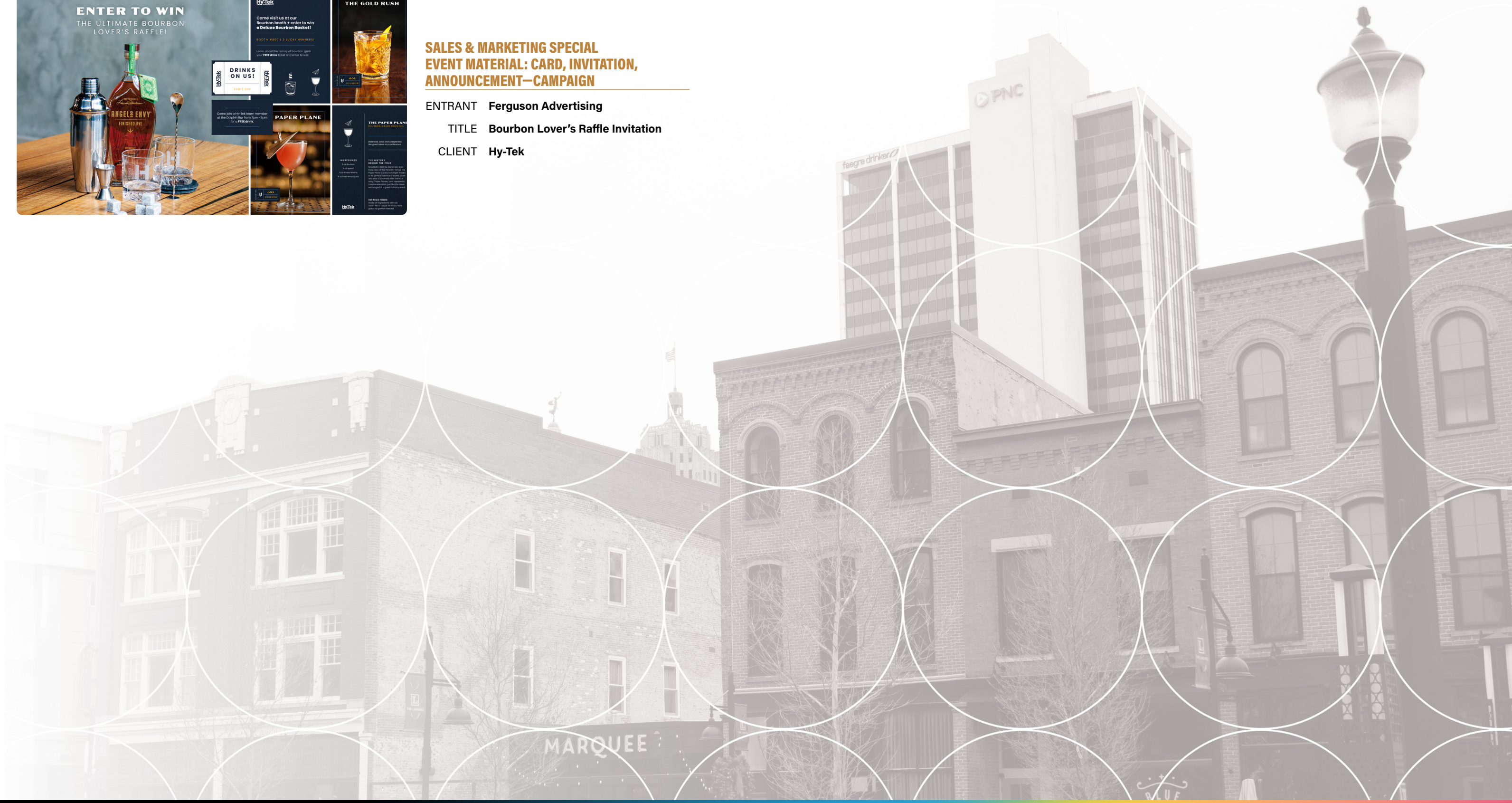
**ADVERTISING & MEDIA INDUSTRY
SELF PROMOTION: SPECIAL EVENT
MATERIALS**

ENTRANT **Ferguson Advertising**
TITLE **Ferguson 50th Anniversary Party**
CLIENT **Ferguson Agency**



**SALES & MARKETING SPECIAL
EVENT MATERIAL: CARD, INVITATION,
ANNOUNCEMENT—CAMPAIGN**

ENTRANT **Ferguson Advertising**
TITLE **Bourbon Lover's Raffle Invitation**
CLIENT **Hy-Tek**



CELEBRATING

WINNER

GOLD



**ONLINE & INTERACTIVE:
SOCIAL MEDIA**

ENTRANT **Ryan Weidler**
TITLE **HU Volleyball Hype Video**
SCHOOL **Huntington University**



**CROSS PLATFORM: INTEGRATED
BRAND IDENTITY CAMPAIGN**

ENTRANT **Jack Barnes**
TITLE **King Gone Green Brand Campaign**
SCHOOL **Huntington University**



**ELEMENTS OF ADVERTISING:
CINEMATOGRAPHY**

ENTRANT **Carolyne Paschal**
TITLE **Carolyne Paschal Demo Reel**
SCHOOL **Taylor University**



**FILM, VIDEO & SOUND:
TELEVISION ADVERTISING**

ENTRANT **Ryan Weidler**
 TITLE **The Treehouse Season 5 Promo**
 SCHOOL **Huntington University**



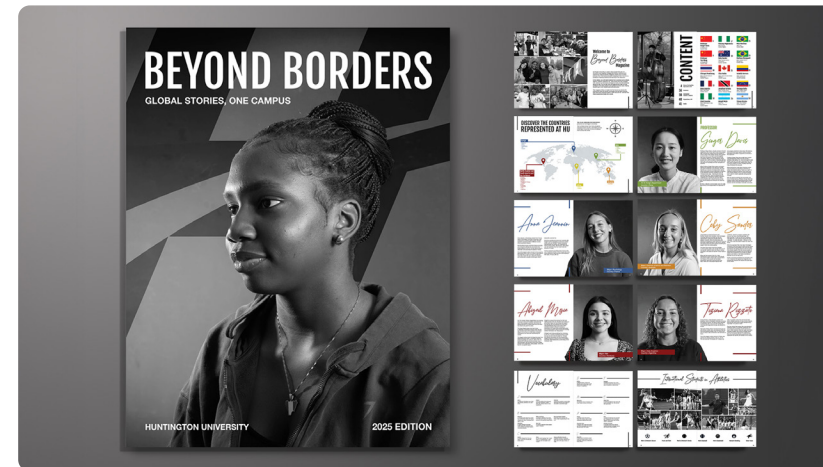
**SALES & MARKETING: COVER & EDITORIAL
SPREAD OR FEATURE**

ENTRANT **Elizabeth Hon**
 TITLE **Vinyl Designs**
 SCHOOL **Huntington University**



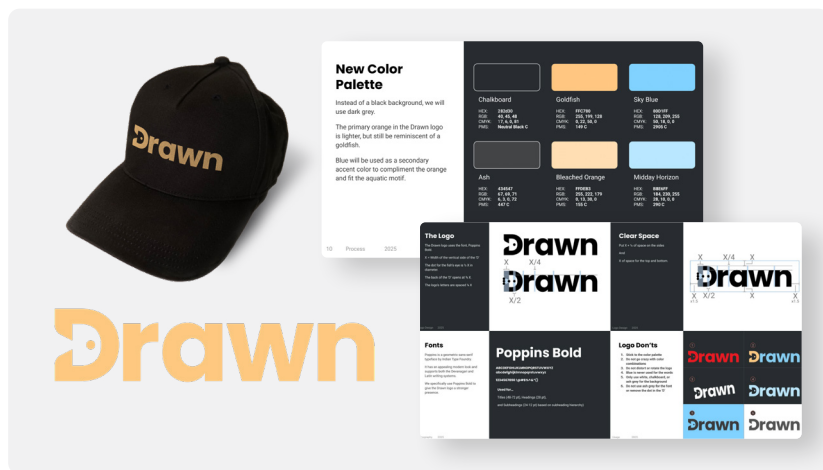
**ELEMENTS OF ADVERTISING:
CINEMATOGRAPHY**

ENTRANT **Joel Rodgers**
 TITLE **Joel Rodgers Demo Reel**
 SCHOOL **Taylor University**



**SALES & MARKETING:
MAGAZINE DESIGN**

ENTRANT **Beatriz Mejia**
 TITLE **Beyond Borders Magazine Design**
 SCHOOL **Huntington University**



**ELEMENTS OF ADVERTISING:
LOGO DESIGN**

ENTRANT **Jordan Lynden**
 TITLE **Drawn Logo Design**
 SCHOOL **Huntington University**



**ELEMENTS OF ADVERTISING:
ANIMATION OR SPECIAL EFFECTS**

ENTRANT **Beatriz Mejia**
 TITLE **Life in Motion Design**
 SCHOOL **Huntington University**

CELEBRATING

SILVER

Color Theory Inspired by the Wild

The Blog

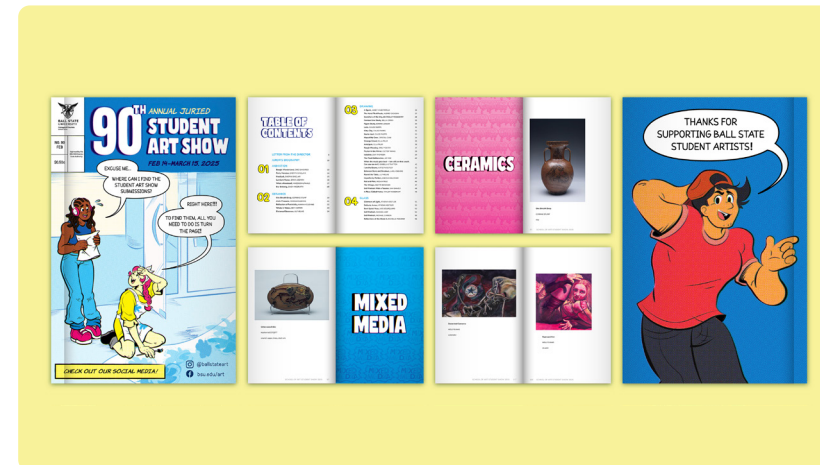
COLOR

SILVER



**SALES & MARKETING:
PACKAGING**

ENTRANT **Morgan Watts**
TITLE **Ghosted & Scooped
Packaging Design**
SCHOOL **Huntington University**



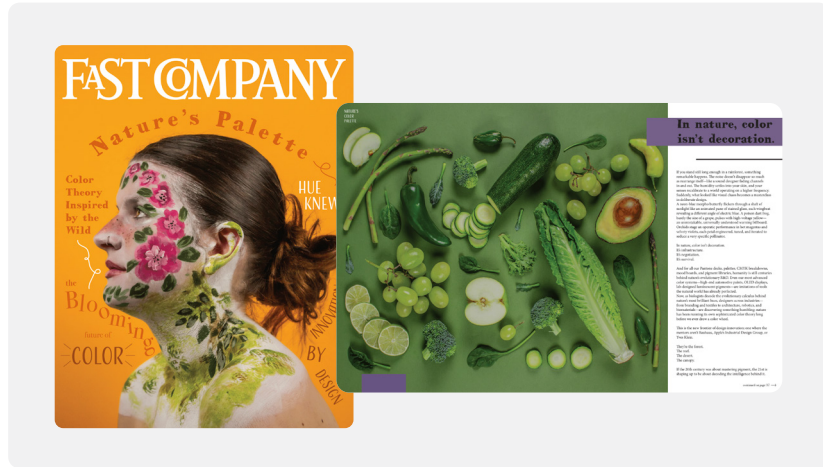
**SALES & MARKETING:
SPECIAL EVENT MATERIALS**

ENTRANT **Studio 165+**
TITLE **BSU School of Art Student
Show 2025**
SCHOOL **Ball State University**



**OUT OF HOME & AMBIENT MEDIA:
OUTDOOR & TRANSIT ADVERTISING**

ENTRANT **Sofia Alge**
TITLE **Business Communication
Wall Graphic**
SCHOOL **Purdue University, Mitch Daniels
School of Business**



**SALES & MARKETING:
COVER & EDITORIAL SPREAD OR FEATURE**

ENTRANT **Abigail Cains**
 TITLE **Fast Company Magazine**
 SCHOOL **Purdue Fort Wayne**



**ELEMENTS OF ADVERTISING:
COLOR PHOTOGRAPHY**

ENTRANT **Carly Schrock**
 TITLE **Valentino**
 SCHOOL **Elkhart Area Career Center**



**ELEMENTS OF ADVERTISING:
LOGO DESIGN**

ENTRANT **Studio 165+**
 TITLE **Hamilton County SWCD Identity**
 SCHOOL **Ball State University**



**ELEMENTS OF ADVERTISING:
DIGITALLY ENHANCED PHOTOGRAPHY**

ENTRANT **Emily Bullock**
 TITLE **Giant Crow**
 SCHOOL **Elkhart Area Career Center**



**ELEMENTS OF ADVERTISING:
ANIMATION OR SPECIAL EFFECTS**

Title **Isabella Haley, Emily Huhn,
Layne Arnett, Noah Yentes**
 TITLE **Plastic Free July Zoo Promo**
 SCHOOL **Huntington University**



**SALES & MARKETING:
PRINTED ANNUAL REPORT OR BROCHURE**

ENTRANT **Studio 165+**
 TITLE **Muncie Action Plan Annual Report 25**
 SCHOOL **Ball State University**



**ELEMENTS OF ADVERTISING:
DIGITALLY ENHANCED PHOTOGRAPHY**

ENTRANT **Shaelyn Gerber**
TITLE **Television**
SCHOOL **Elkhart Area Career Center**



**ELEMENTS OF ADVERTISING:
DIGITALLY ENHANCED PHOTOGRAPHY**

ENTRANT **Sherlyn Dominguez**
TITLE **Briogeo**
SCHOOL **Elkhart Area Career Center**



**OUT OF HOME & AMBIENT MEDIA:
POSTER CAMPAIGN**

ENTRANT **Studio 165+**
TITLE **BSU Dept of Theatre and Dance 25-26**
SCHOOL **Ball State University**



**ELEMENTS OF ADVERTISING:
ANIMATION OR SPECIAL EFFECTS**

ENTRANT **Intro to Animation Class - 2025**
TITLE **Circus Mayhem**
SCHOOL **Huntington University**

CELEBRATING

STUDENT

BRONZE



**ONLINE & INTERACTIVE:
SOCIAL MEDIA**

ENTRANT **Ryan Weidler**
TITLE **HU vs USF Quarterfinal Recap**
SCHOOL **Huntington University**



**ELEMENTS OF ADVERTISING:
CINEMATOGRAPHY**

ENTRANT **Micah Gilliom**
TITLE **When We Sleep**
SCHOOL **Huntington University**



**ELEMENTS OF ADVERTISING:
COLOR PHOTOGRAPHY**

ENTRANT **Uzziel Martinez**
TITLE **YSL**
SCHOOL **Elkhart Area Career Center**

STUDENTS **BRONZE**



ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT **Erica Cho**
 TITLE **Blue Jay**
 SCHOOL **Purdue University Fort Wayne**



ELEMENTS OF ADVERTISING: COLOR PHOTOGRAPHY

ENTRANT **Zachary Kehoe**
 TITLE **Wine Glass on Black**
 SCHOOL **Elkhart Area Career Center**



FILM, VIDEO & SOUND: TELEVISION ADVERTISING

ENTRANT **Bryce Garrett**
 TITLE **Komets Blackout Promo**
 SCHOOL **Huntington University**



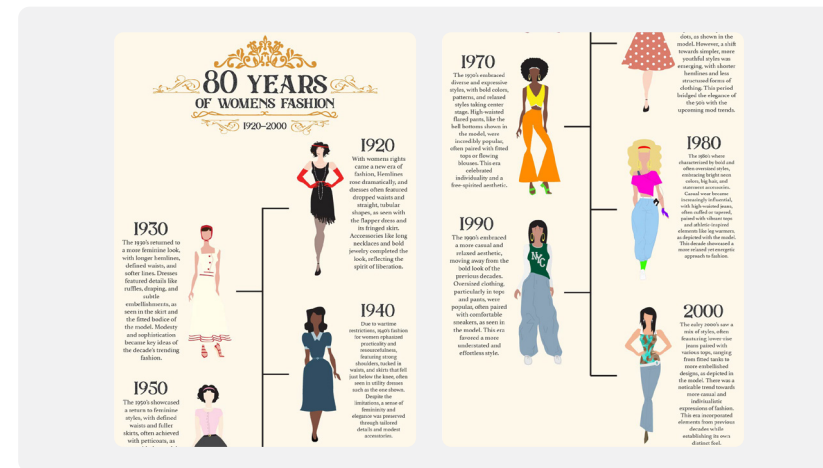
ELEMENTS OF ADVERTISING: LOGO DESIGN

ENTRANT **Kylee Sjoerdsma**
 TITLE **Sweet Delights Sweet Shop Logo**
 SCHOOL **Elkhart Area Career Center**



FILM, VIDEO & SOUND: TELEVISION ADVERTISING

ENTRANT **Parker Delagrange**
 TITLE **Makin' Moves Live Music Video**
 SCHOOL **Huntington University**



ELEMENTS OF ADVERTISING: ILLUSTRATION

ENTRANT **Nora Davis**
 TITLE **80 Years of Fashion**
 SCHOOL **Elkhart Area Career Center**

STUDENTS **BRONZE**



PRINT ADVERTISING: MAGAZINE ADVERTISING

ENTRANT **Beatriz Mejia**
 TITLE **Layers of Emotions Magazine Design**
 SCHOOL **Huntington University**



ELEMENTS OF ADVERTISING: COLOR PHOTOGRAPHY

ENTRANT **Gracie Goss**
 TITLE **Bloom**
 SCHOOL **Elkhart Area Career Center**



CROSS PLATFORM: INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT **Nazareth Hill**
 TITLE **Laylohs Brand Identity Design**
 SCHOOL **Huntington University**



ELEMENTS OF ADVERTISING: COLOR PHOTOGRAPHY

ENTRANT **Sherlyn Dominguez**
 TITLE **Brother**
 SCHOOL **Elkhart Area Career Center**



FILM, VIDEO & SOUND: TELEVISION ADVERTISING

ENTRANT **Ryan Boyd**
 TITLE **HU Baseball Hype Opener**
 SCHOOL **Huntington University**



CROSS PLATFORM: INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT **Morgan Watts**
 TITLE **Ghosted & Scooped Brand Identity**
 SCHOOL **Huntington University**



**ELEMENTS OF ADVERTISING:
LOGO DESIGN**

ENTRANT **Grace Singleton**
TITLE **CAPNI Identity Design**
SCHOOL **University of Saint Francis**



**ELEMENTS OF ADVERTISING:
COLOR PHOTOGRAPHY**

ENTRANT **Parker Austrup**
TITLE **Fiji Splash**
SCHOOL **Elkhart Area Career Center**

CELEBRATING

30
YEARS
OF
ALUMNI

MEET THE JUDGES



HOUSTON HARRIS

Principal, FreshRobot | Hickory, NC

Houston Harris is Principal of FreshRobot, bringing more than 30 years of experience in marketing, advertising, web and application development, and team leadership. His career blends creative strategy with technical execution to build high-impact digital experiences for brands.

Houston holds a bachelor's degree in Visual Design from North Carolina State University and is passionate about delivering work that is both visually compelling and technically sound.



JAMIE JACOBS

Managing Partner, Riger Marketing | Binghamton, NY

Jamie is the Managing Partner of Riger Marketing, a full-service agency headquartered in Binghamton, New York. She began her career at Riger as an intern in 2005 while completing her bachelor's degree in English at Binghamton University—and has grown with the agency ever since.

Over the past two decades, Jamie has led client work across financial services, nonprofit, healthcare, education, retail, and B2B sectors. In addition to her agency leadership, she serves on multiple nonprofit boards in the Binghamton community, including the PRSA Finger Lakes Chapter, and has previously supported organizations such as the Salvation Army, United Way, and the Community Foundation of South Central New York.



DR. ROBYN FLORIAN

Director of Alumni & Church Relations, Greenville University | Greenville, IL

Dr. Robyn Florian serves as Director of Alumni & Church Relations at Greenville University, where she previously led College Relations & Marketing. With more than 25 years of experience in communications, her work spans strategic planning, public relations, digital engagement, storytelling, brand management, crisis communication, event production, and fundraising.

Beyond her university leadership, Robyn writes and speaks on "The Hope-Brained Way," a ministry leadership training initiative focused on trauma-informed spiritual formation. She holds a Doctor of Ministry in Organizational Leadership from Asbury Seminary, master's degrees in Christian Ministry (Liberty University) and Digital Engagement (Regent University), and a bachelor's degree in Education from Greenville University.



aaf[®] fort wayne



ADFEDFORTWAYNE.ORG