

2018 AAF Black Hills American Advertising Award Winners

SALES & MARKETING, Printed Annual Report

SILVER

Pennington County Sherriff's Office, Annual Report

Midwest Marketing

Credits: Midwest Marketing, Todd Goetz

GOLD

Regional Health, Building Healthier Communities

Regional Health

Credits: Stacy Brozik, Creative Services Manager & Sarah Fuller, Marketing and Communications Specialist

GOLD

For Golden West Telecommunications, Connections

Golden West Telecommunications

Credits: Katie Fleming, Marketing & Communications Manager, Deb Petres, Senior Creative Designer, Chris Seljeskog, Communications Specialist & Rodger Slott, Photographer

SALES & MARKETING, Direct Mail, Single, Flat

SILVER

Soaring Eagle, A Public Charity, "Friends of the Cheyenne Elders"

Fenske Media

Credits: Jeff Strommen & Fenske Media

OUT OF HOME & AMBIENT MEDIA, Guerrilla Marketing, Single Occurrence

GOLD

Watiki Water Park, "Livin' Out of the Box"

Liv Hospitality

Credits: Valerie Graumann, Graphic Designer, Liz Patton, Creative Manager, & Lynzie Montague, Vice President of Sales & Marketing

OUT-OF-HOME & AMBIENT MEDIA, Poster - Single Unit

GOLD

Black Hills Community Theatre, Pop Up Party Poster

Midwest Marketing

Credits: Midwest Marketing, LLC, Christi Faris

ONLINE/INTERACTIVE Advertising & Promotion Web Banner Ad or Website Takeover

GOLD

Regional Health, "We've got your back, knee, or hip"

Regional Health

Credits: Stacy Brozik, Creative Services Manager

FILM, VIDEO, & SOUND, Television Advertising, Local, Single Spot :30 seconds

SILVER

Super Clean Tunnel Wash, "Wash One For The Team"

Midco

Credits: TIM R REILLY, Creative Coordinator, Hugh Kelly, Voice Talent

FILM, VIDEO, & SOUND, Television Advertising, Local, Single Spot :30 seconds

SILVER

West River ENT, "Otolaryngologist"

Midco

Credits: TIM R REILLY, Creative Coordinator

FILM, VIDEO, & SOUND, Television Advertising, Local, Single Spot :30 seconds

SILVER

Granite Automotive Group, "Used Trucks"

Midwest Marketing

Credits: Midwest Marketing, LLC, Jon Sasse

FILM, VIDEO, & SOUND, Television Advertising – Regional/National Campaign

GOLD

Behavior Management Systems, "Where Is Help?"

Badlands Media

Credits: Badlands Media, Production Company

Online FILM, VIDEO, & SOUND, Internet Commercial, Single Spot – Any Length

SILVER

Chubby Chipmunk Chocolates, "Chubby Chipmunk Valentine Surprise"

Badlands Media

Credits: Badlands Media, Production Company

Branded Content & Entertainment For Online Film, Video & Sound, Single entry :60 seconds or less

SILVER

Miss South Dakota- Tessa Dee

Black Hills Video

Credits go to: Grant JT Holub, Cinematographer/Producer

Branded Content & Entertainment For Online Film, Video & Sound, Single entry – more than :60 seconds

SILVER

The Garfield- Apt building

Black Hills Video
Credits: Grant JT Holub, Cinematographer/Producer

FILM, VIDEO, & SOUND, Music Video

GOLD
The Outer Vibe, "Dreamland"
Black Hills Video
Credits: Grant JT Holub, Cinematographer/Producer

Public Service FILM, VIDEO, & SOUND, Online

SILVER
Black Hills Works, "With Purpose"
Black Hills Video
Credits: Grant Holub, Producer, Jason Ader, Cinematographer

CROSS PLATFORM, Integrated Advertising Campaigns, B-to-B Campaign-National

SILVER
B9Creations, "The Centerpiece Campaign"
B9 Creations
Credits: Nicole Dietz, Designer, Becca Golliher, Copywriter, Laine Mitchell, Digital Specialist, Dani Mason, Marketing Manager, Hannah Downs, Copywriter, Shon Anderson, Technology Consultant

CROSS PLATFORM, integrated Advertising Campaigns, Consumer Campaign-Local

SILVER
Regional Health, "Introducing MyChart"
Regional Health
Credits: Terri Upward, Graphic Design Specialist, Kelsey DeMers, Marketing Specialist

SILVER
Regional Health, "It's going to be EPIC"
Regional Health
Credits: Terri Upward, Graphic Design Specialist, Kelsey DeMers, Marketing Specialist, Robin Zebroski, VP of Marketing and Communications

CROSS PLATFORM Integrated Advertising Campaigns, Consumer Campaign-National

GOLD
South Dakota School of Mines & Technology Foundation, "It Starts with a Scholarship"
South Dakota School of Mines & Technology
Credits: SD Mines University Relations, University Relations Team at South Dakota Mines

CROSS PLATFORM, Integrated Brand Identity Campaign - Local or Regional/National

GOLD & BEST OF SHOW

South Dakota School of Mines & Technology, "Hardrock Mock Movie Posters"

South Dakota School of Mines & Technology

Credits: South Dakota Mines University Relations, University Relations Team at South Dakota Mines

CROSS PLATFORM, Online/Interactive Campaign

SILVER

South Dakota School of Mines & Technology, "SD Mines Colorado Campaign"

South Dakota School of Mines & Technology

Credits: South Dakota Mines University Relations, University Relations Team at South Dakota Mines

ELEMENTS OF ADVERTISING, Visual, Still Photography, Color, Single

SILVER

Golden West Telecommunications, "Connections"

Golden West Telecommunications

Credits: Deb Petres, Senior Creative Designer, Rodger Slott, Photographer, Katie Fleming, Marketing & Communications Manager, Chris Seljeskog, Communications Specialist