

**CAF Congratulates the Local 2021 American Advertising Award Winners**

The Chicago Advertising Federation (CAF) is proud to announce the winners of the local 2021 American Advertising Awards (AAA). One of the industry's largest creative competitions, AAA rewards the spirit of creative excellence in advertising, seeing tens of thousands of submissions from both professional organizations and students each year. CAF gold and silver winners were advanced to the District 6 competition, comprising submissions from Illinois, Indiana and Michigan. Winners of the District competition are advanced to the AAF national competition. The National winners will be announced virtually at the American Advertising Federation [annual conference](#) June 7-10, 2021.

CAF congratulates all winners on their excellent performance and continued dedication to the industry.

Below is a list of the gold, silver and bronze CAF (local) winners.

**Gold**

“Claude” by O'Keefe, Reinhard and Paul for Camelot Illinois (Private Manager for the Illinois Lottery)  
**Film, Video, & Sound, Television Advertising – Regional/National Single Spot**

“got milk?' 2.0” by Weber Shandwick for Milk Processor Education Program (MilkPEP)  
**Online/Interactive/Social Media, Cross Platform, Online/Interactive Campaign & Elements of Advertising, Sound, Music With/Without Lyrics Campaign**

**Silver**

“12 Days of Twinning” by Weber Shandwick for CESAR Canine Cuisine  
**Elements of Advertising, Visual, Art Direction—Campaign**

“got milk?' 2.0” by Weber Shandwick for Milk Processor Education Program (MilkPEP)  
**Elements of Advertising, Sound, Music With Lyrics—Single, Cross Platform, Integrated Branded Content Campaign – Local or Regional/National, Cross Platform, Integrated Campaigns - Consumer Campaign- Regional/National, Online/Interactive, Branded Content & Entertainment**

“Laughs Over Lemonade” by Havas Chicago for Mike's Hard Lemonade  
**Online/Interactive, Branded Content & Entertainment**

“The Battle Home” by Havas Chicago for National Association of REALTORS®  
**Public Service, Out-Of-Home & Ambient Media - Single Occurrence**

“The Fight for Fair” by Havas Chicago for National Association of REALTORS®  
**Public Service, Corporate Social Responsibility Film, Video & Sound, Cross Platform, Integrated Media Corporate Social Responsibility Campaign**

**Bronze**

“12 Days of Twinning” by Weber Shandwick for CESAR Canine Cuisine  
**Sales & Marketing, Direct Marketing, Specialty Advertising Campaign**

“Chore Club: Learning from Chores” by Digitas for Whirlpool  
**Online/Interactive, Social Media Campaign**

“For Jason” by and for Burrell  
**Film, Video, & Sound, Internet Commercial Campaign**

“got milk?’ 2.0” by Weber Shandwick for Milk Processor Education Program (MilkPEP)  
**Film, Video, & Sound, Television Advertising – Regional/National Single Spot**

“In the Gap” by Scenic Road for B&W Trailer Hitches  
**Film, Video, & Sound - Branded Content & Entertainment For Online Film, Video & Sound- Single entry**

“Stay Home, Save Lives” by Havas Chicago for City of Chicago  
**Public Service, Pro Bono Online Film and Campaign**

“TWIX Kicks” by Weber Shandwick for Twix, a Mars Wrigley Brand  
**Sales & Marketing, Product or Service Sales Promotion – Campaign and Sales & Marketing, Direct Marketing, Specialty Advertising - Apparel**

“Unlock Water For All” by Havas Chicago for Moen  
**Print Advertising, Newspaper Advertising - Full Page - Single Unit, Cross Platform, Integrated Media Corporate Social Responsibility Campaign and Public Service, Corporate Social Responsibility Print Advertising - Single Unit—Any Size**

“You Better Not Pout” by The Distillery Project for Meijer  
**Film, Video, & Sound, Television Advertising – Regional/National Single Spot and Elements of Advertising, Copywriting**

In recognition of their creativity, talent and dedication to the advertising industry, entries that score the highest in each category are selected by CAF as the “Best of” within their respective categories. Exclusive to Chicago, CAF recognizes the client with the highest score as “Client of the Year” and the awards the highest overall scoring agency with “Agency of the Year.” Look for details about our virtual event later this year to see who wins the best of the best.

---

ABOUT: CAF (Chicago Advertising Federation) is Chicago marketing and advertising at its finest! Our members are the best and brightest in the world and proud of our city's legacy. Ad Age, Leo Burnett, Burrell, Omnicom and more were launched in Chicago. Historic great work coming out of Chicago includes: Pillsbury Dough Boy, 7Up's “The Uncola campaign,” and Gatorade's “Be Like Mike” campaign.

OUR MISSION: To elevate the marketing community to foster thought leadership in Chicago.

OUR PURPOSE: To deliver experiences that build a strong community across marketing.

OUR VISION: To unite and grow the Connectors in marketing to be a common thread across a dynamic and diverse industry.