

AMERICAN --- ADVERTISING --- AWARDS



Topeka
AD FED



#GOWILD



HELLO!

AMERICAN --- ADVERTISING --- AWARDS



SALES & MARKETING



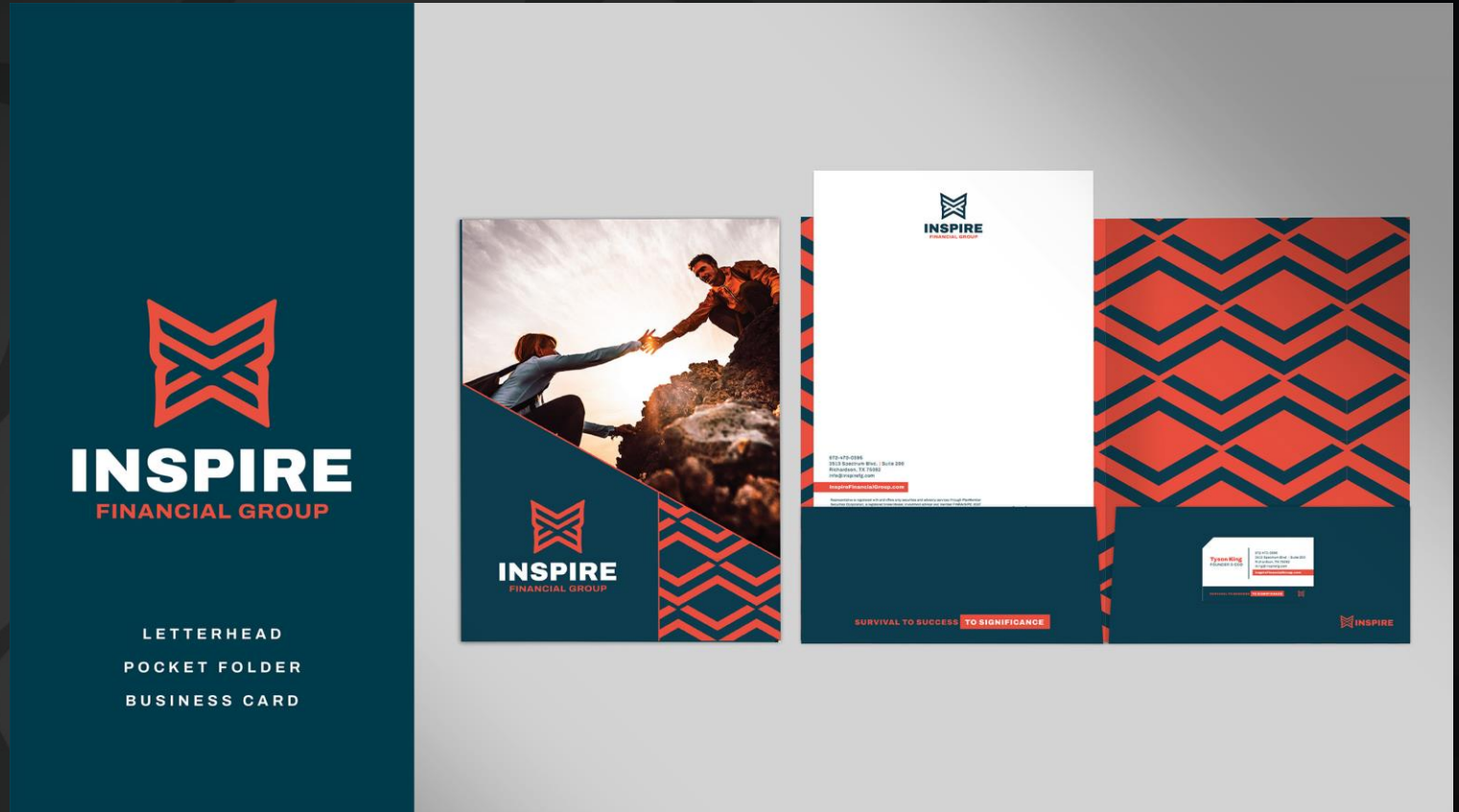
SILVER AWARD



ADVISORS EXCEL

INSPIRE FINANCIAL IDENTITY KIT

Sales & Marketing / Collateral Material / 004 / Stationery Package / Single or Multiple Pieces



SILVER AWARD



ADVISORS EXCEL ANDERSON ADVISORS IDENTITY KIT

Sales & Marketing / Collateral Material / 004 / Stationery Package / Single or Multiple Pieces



SILVER AWARD



ADVISORS EXCEL

McMULLEN FINANCIAL IDENTITY KIT

Sales & Marketing / Collateral Material / 004 / Stationery Package / Single or Multiple Pieces

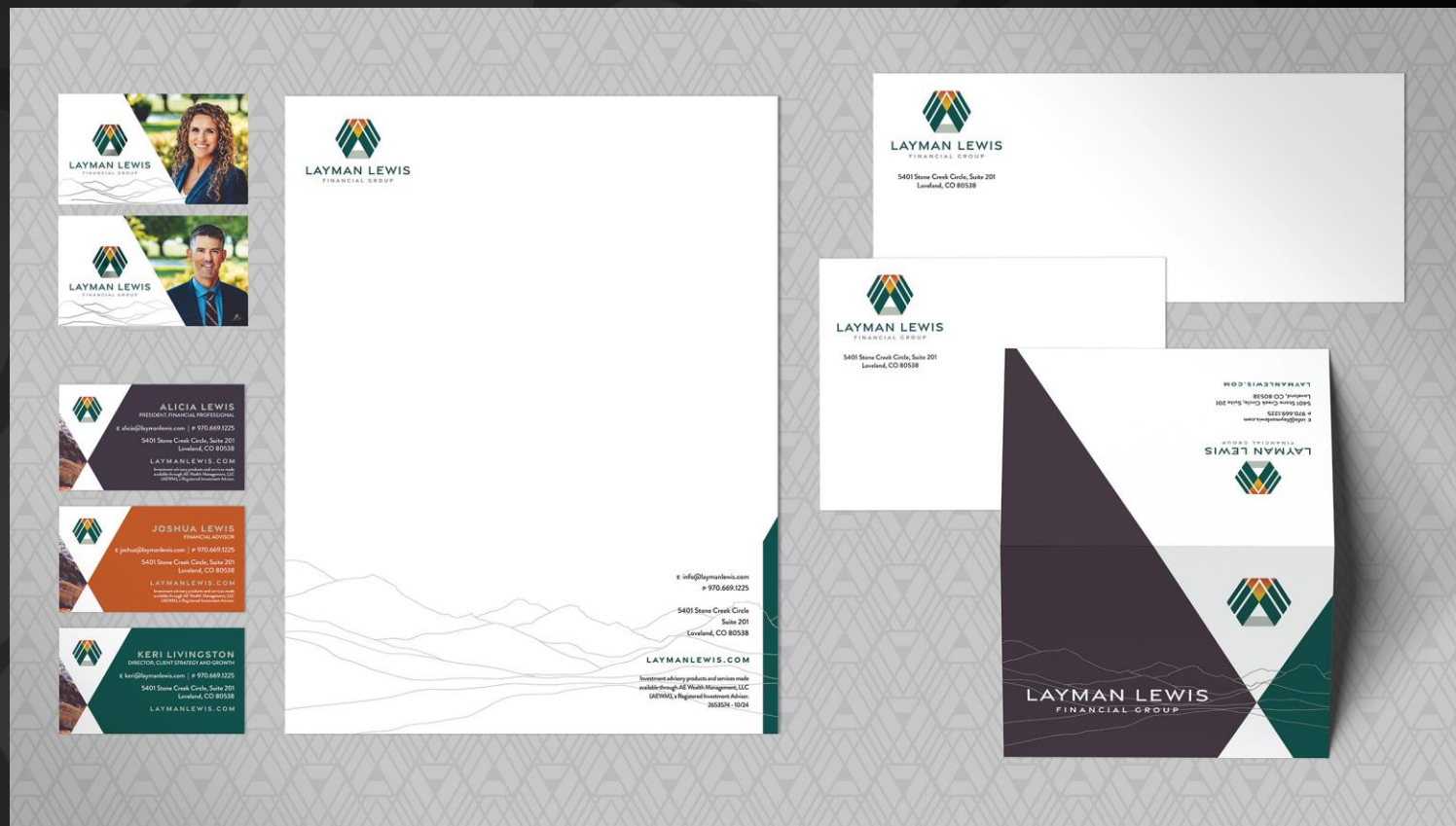


SILVER AWARD



ADVISORS EXCEL LAYMAN LEWIS IDENTITY KIT

Sales & Marketing / Collateral Material / 004 / Stationery Package / Single or Multiple Pieces



GOLD AWARD



ADVISORS EXCEL

CILLO WEALTH MGMT IDENTITY KIT

Sales & Marketing / Collateral Material / 004 / Stationery Package / Single or Multiple Pieces



GOLD AWARD



ADVISORS EXCEL

ROOTED CUSTOM TEAM BOOKLET

Sales & Marketing / Collateral Material / 007 / Brochure / 007A / Single Unit



GOLD AWARD



ADVISORS EXCEL

WILLIAMS FINANCIAL IT'S TIME MAILER

Sales & Marketing / Direct Marketing / 010 / Direct Mail / 010A / Flat / Single Unit

PRINT ADVERTISING



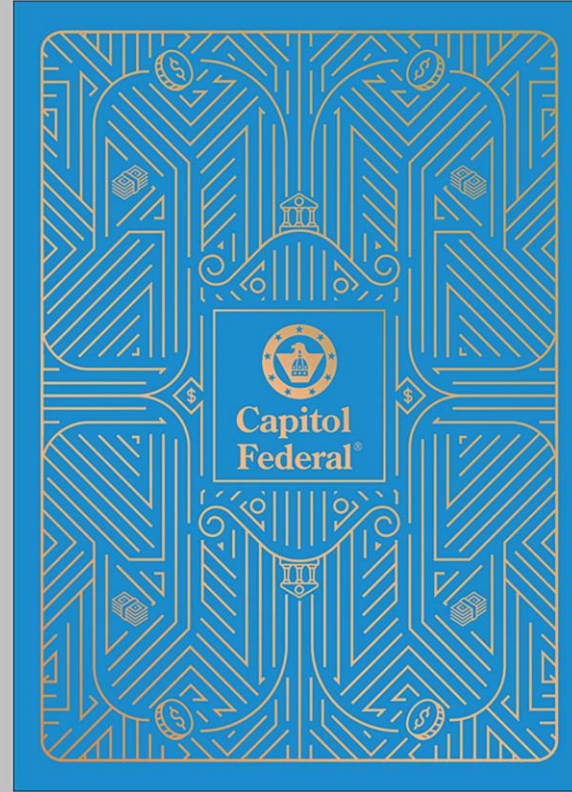


SILVER AWARD

CAPITOL FEDERAL

CAPITOL FEDERAL PLAYING CARDS

Print Advertising / Branded Content & Entertainment / 014 / Any Print Medium



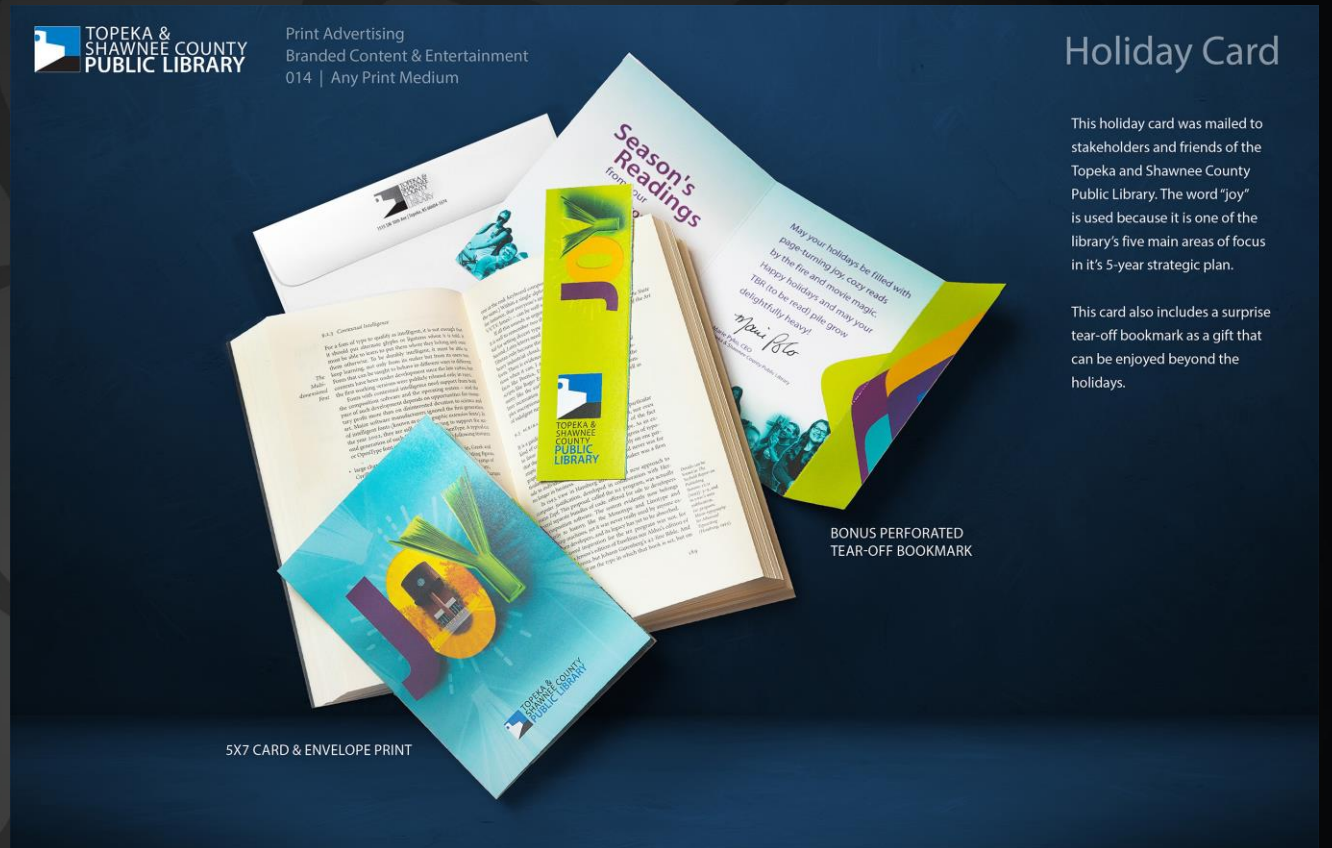
SILVER AWARD



TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY

HOLIDAY CARD

Print Advertising / Branded Content & Entertainment / 014 / Any Print Medium



OUT-OF-HOME & AMBIENT MEDIA



SILVER AWARD



TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY

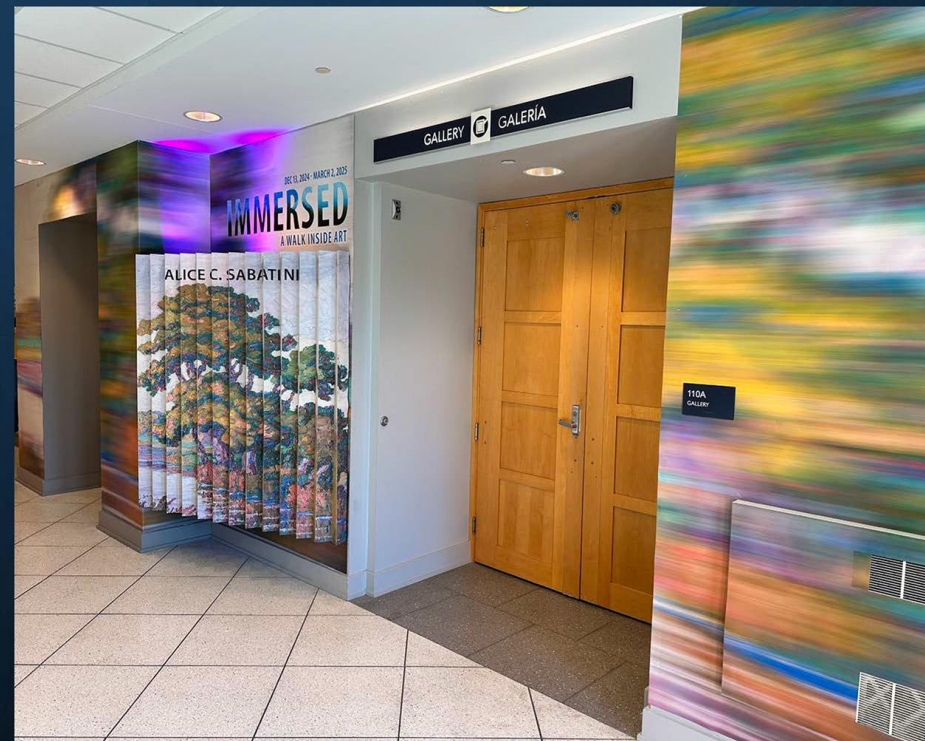
THE FLOOR IS LAVA EXHIBIT

Out-of-Home & Ambient Media / Ambient Media / 016 / Installations / 016A / Single Installation

GOLD AWARD



VIEW FROM LEFT



VIEW FROM RIGHT

TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY

IMMERSED: GALLERY EXHIBIT

Out-of-Home & Ambient Media / Ambient Media / 016 / Installations / 016A / Single Installation

GOLD AWARD



ENTRANCE TO GALLERY - GRAPHIC PRINTED ON LARGE FORMAT EPSON PRINTER IN-HOUSE IN SECTIONS

TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY

OUR STORIES ART EXHIBIT

Out-of-Home & Ambient Media / Ambient Media / 016 / Installations / 016A / Single Installation

ONLINE / INTERACTIVE



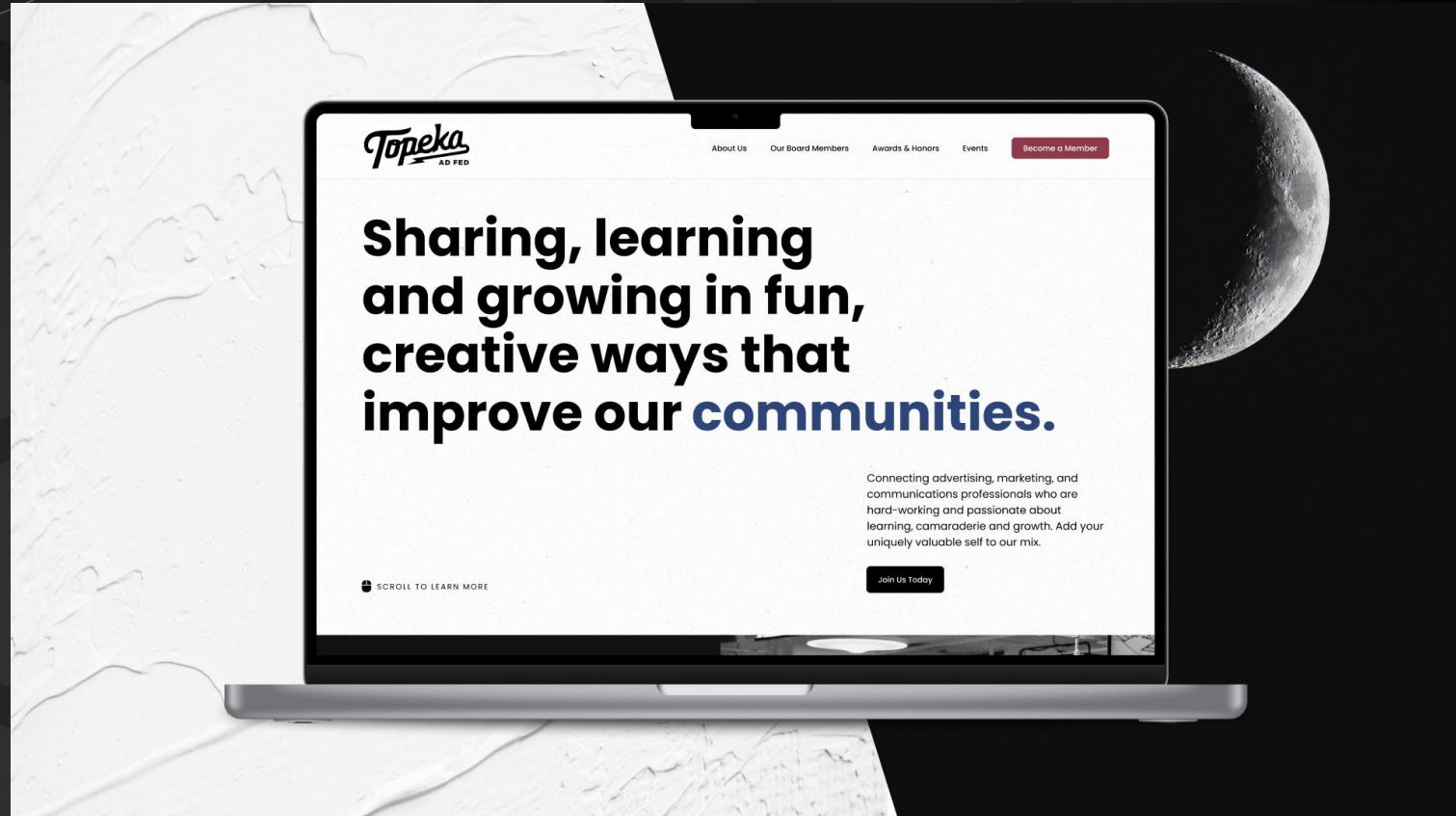
SILVER AWARD



LAWRENCE DESIGN COMPANY

TOPEKA ADFED WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer



SILVER AWARD



ADVISORS EXCEL

WILSON FINANCIAL GROUP WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer



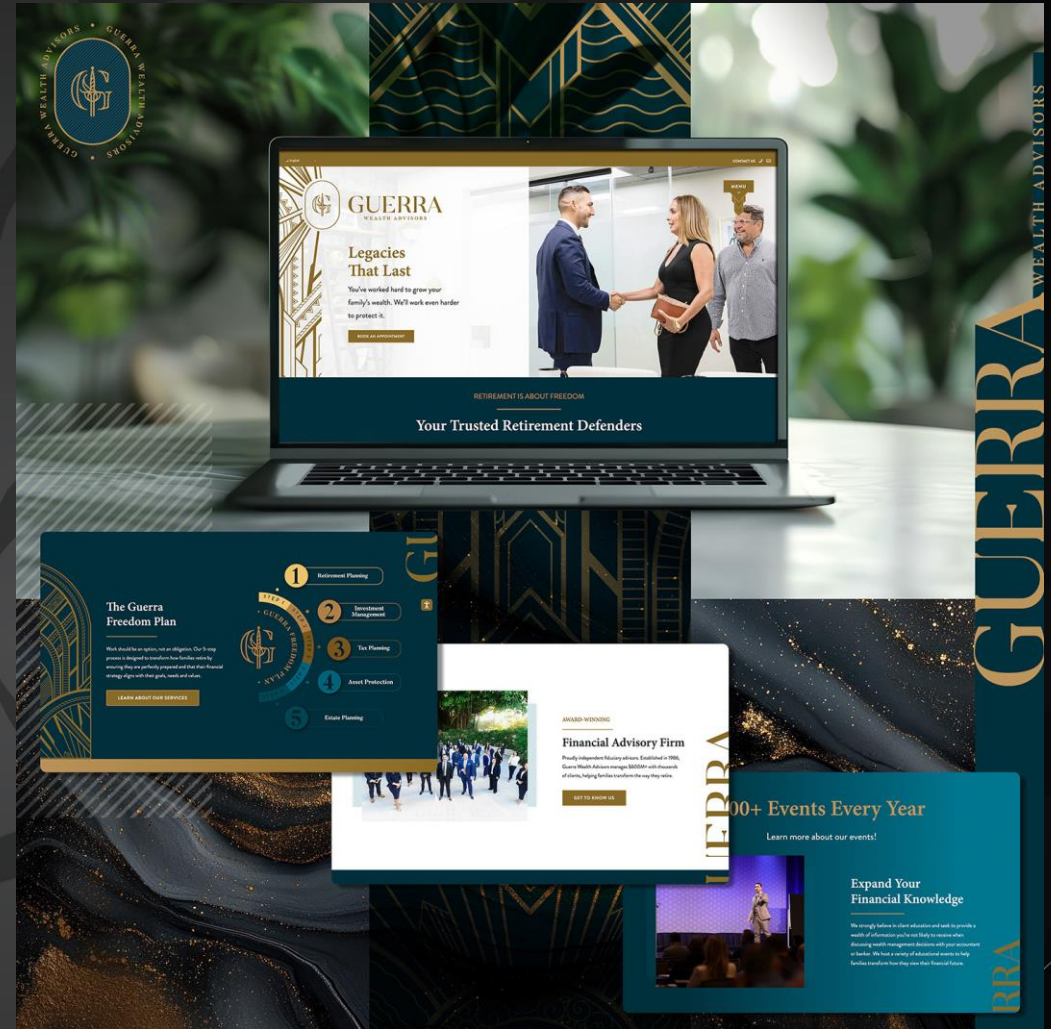
SILVER AWARD



ADVISORS EXCEL

GUERRA WEALTH ADVISORS WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer

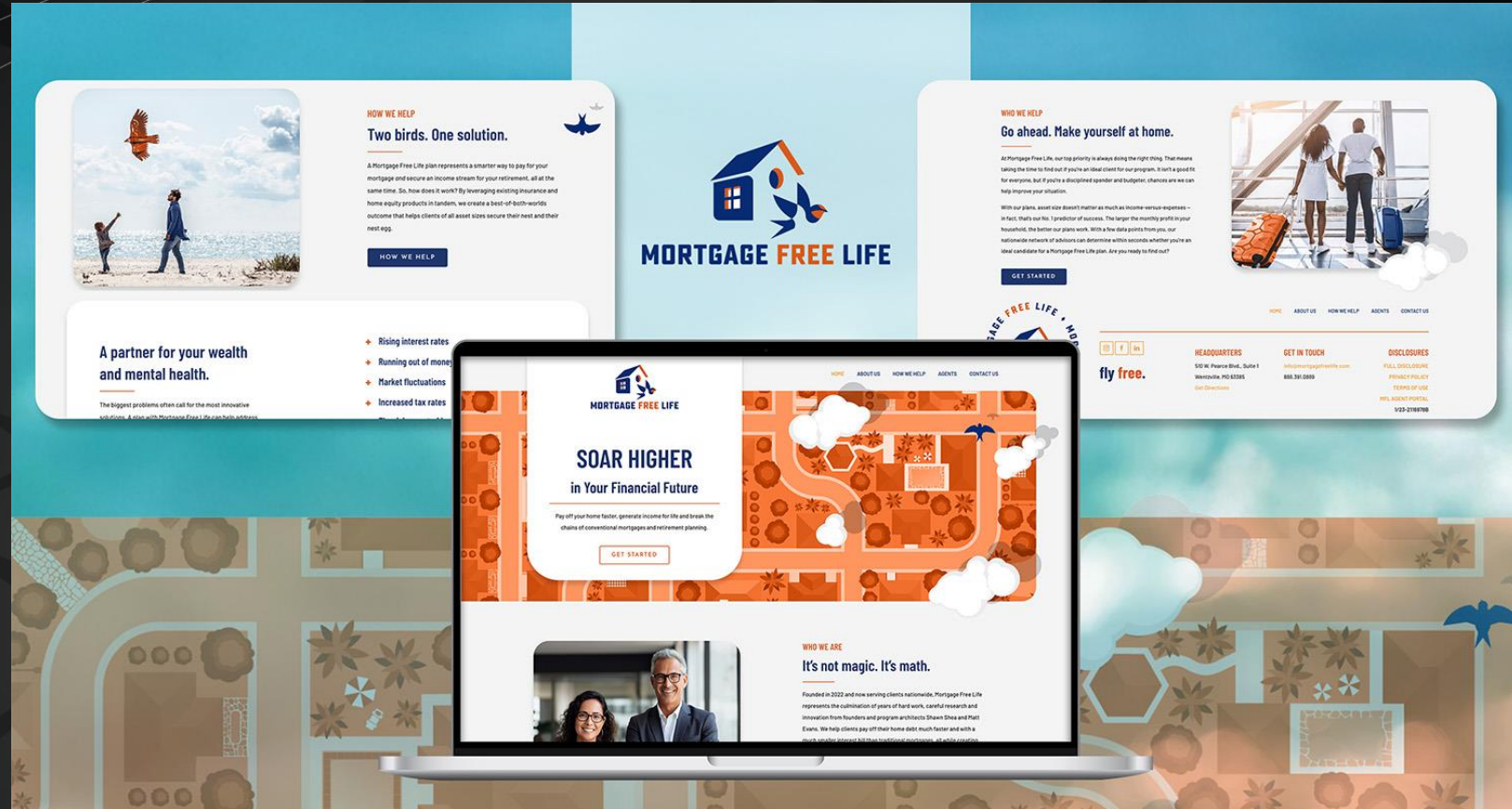


SILVER AWARD



ADVISORS EXCEL MORTGAGE FREE LIFE WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer



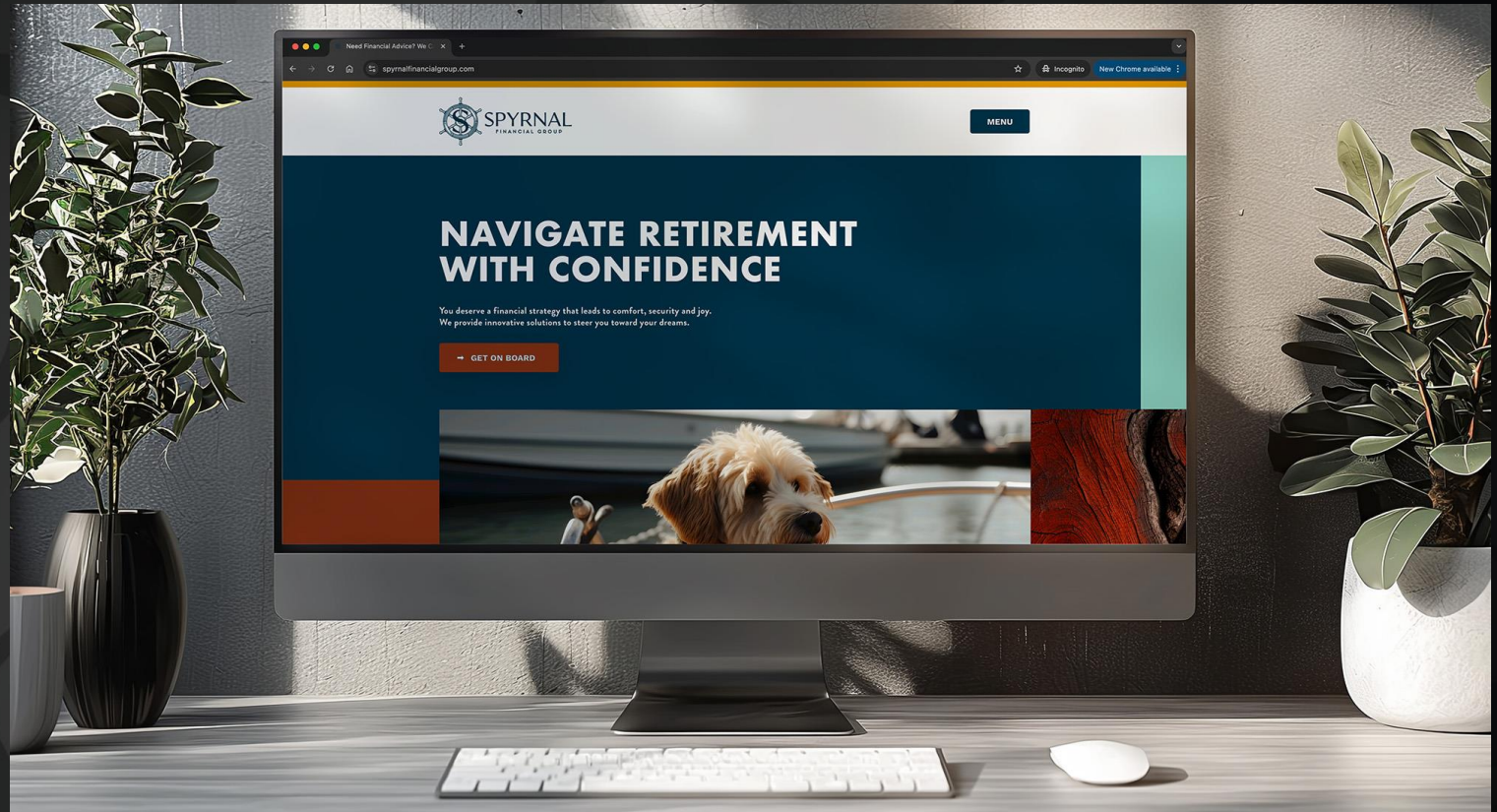
SILVER AWARD



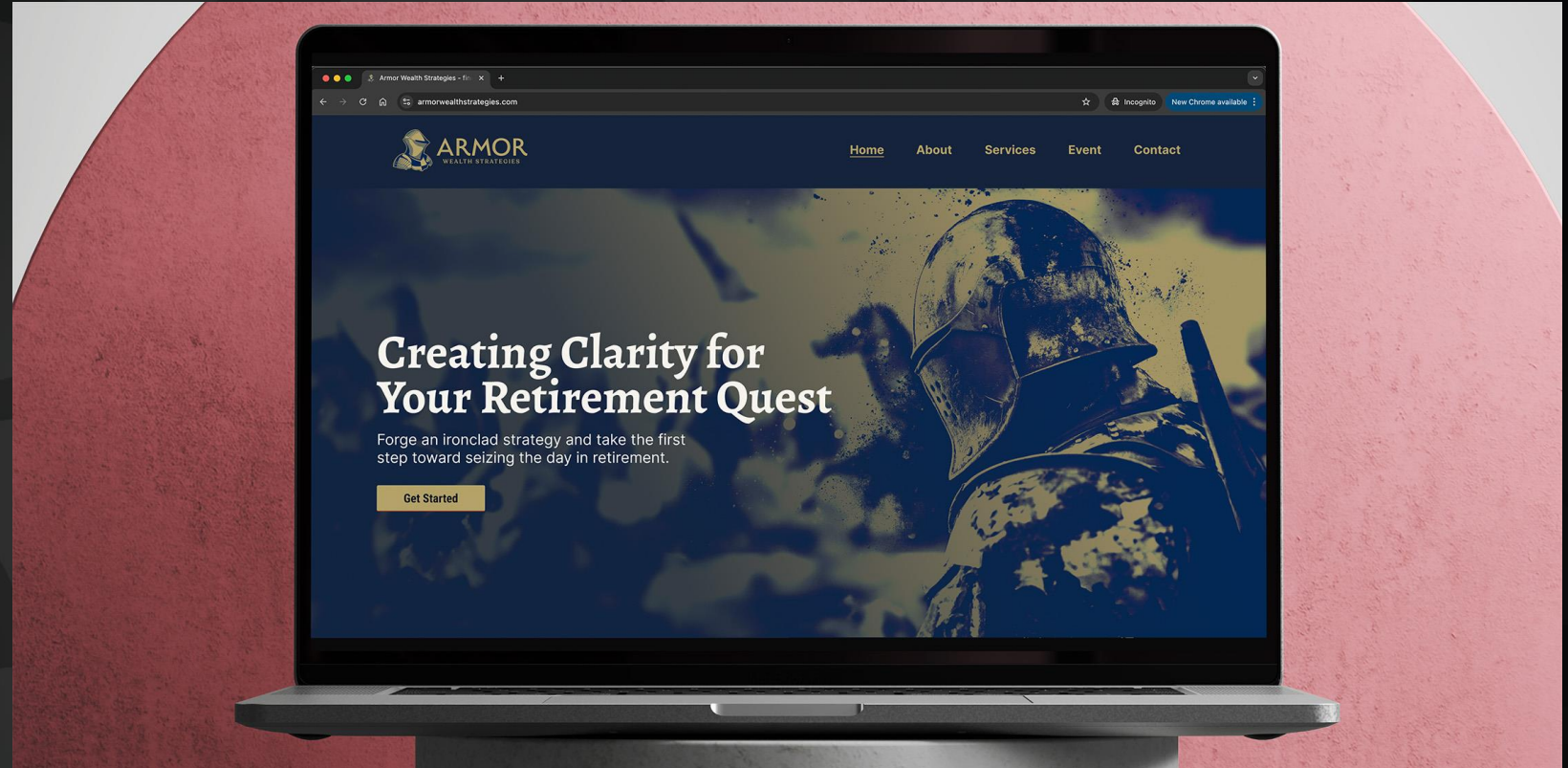
ADVISORS EXCEL

SPYRNAL FINANCIAL GROUP WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer



SILVER AWARD



ADVISORS EXCEL

ARMOR WEALTH STRATEGIES WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer

SILVER AWARD



ADVISORS EXCEL

ADVISORS EXCEL WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer

SILVER AWARD



ADVISORS EXCEL PATH2PROFIT WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer





SILVER AWARD

ADVISORS EXCEL WSOS WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer



SILVER AWARD



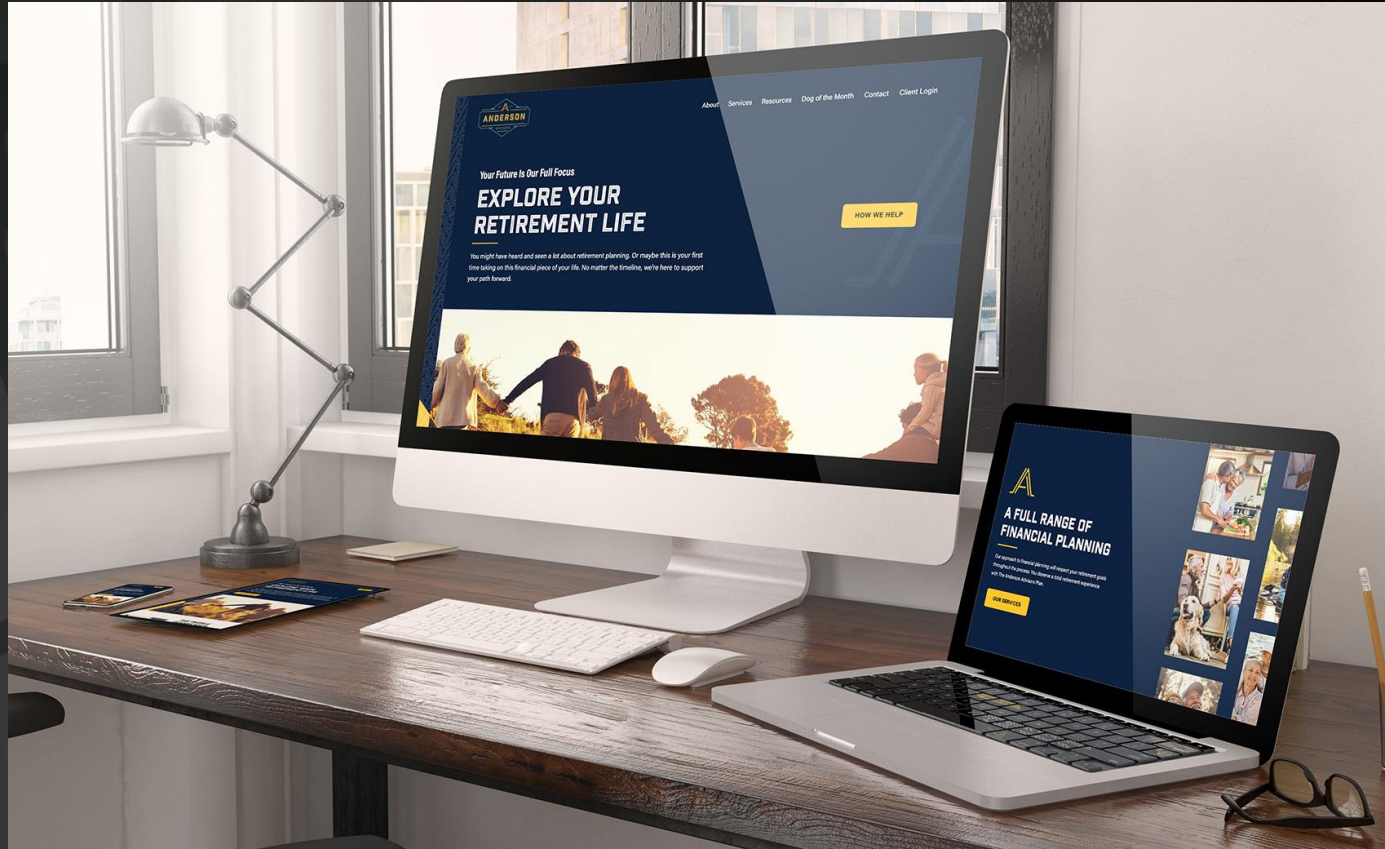
ADVISORS EXCEL

GADAU FINANCIAL GROUP WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer



SILVER AWARD

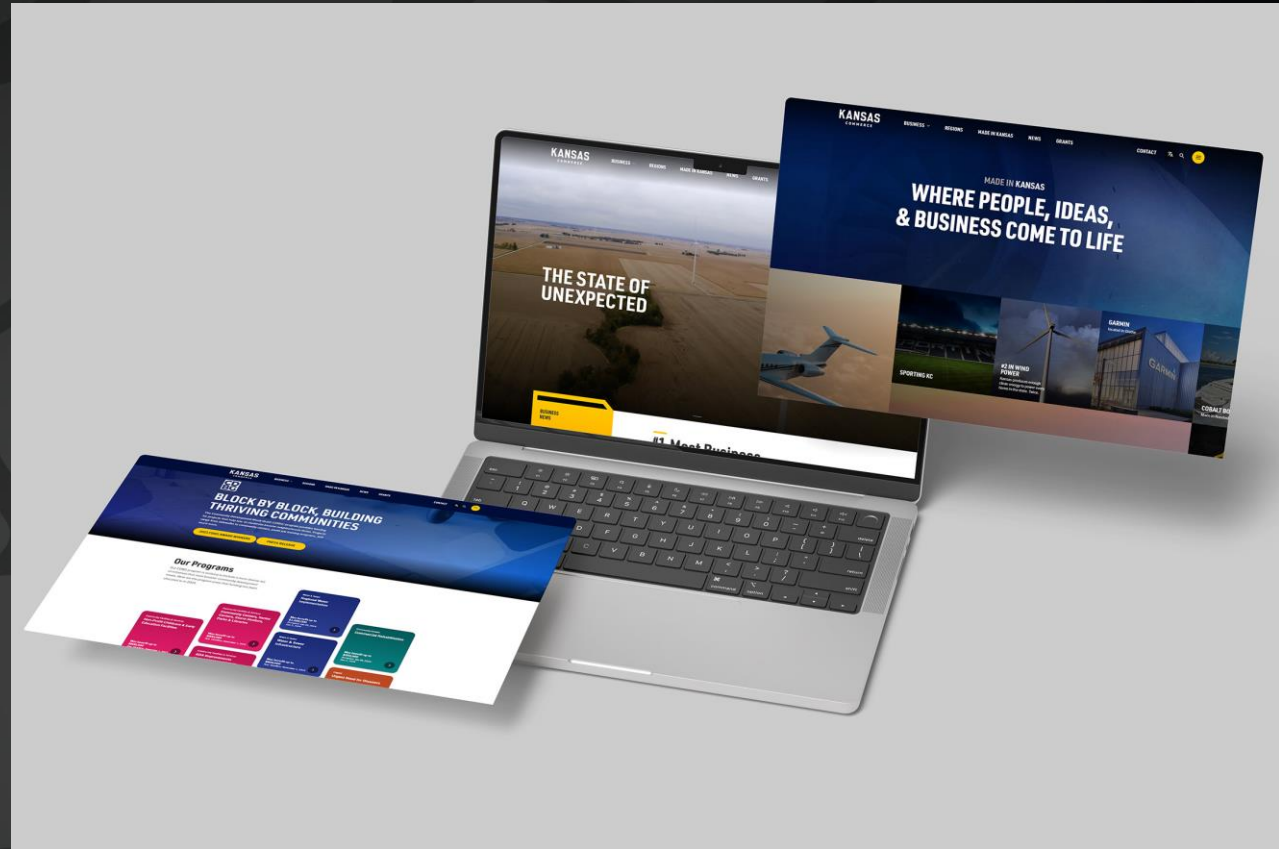


ADVISORS EXCEL

ANDERSON ADVISORS WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer

GOLD AWARD



KANSAS DEPARTMENT OF COMMERCE

KS DEPARTMENT OF COMMERCE WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer

GOLD AWARD



ADVISORS EXCEL

LAYMAN LEWIS FINANCIAL GROUP

Online/Interactive / Websites / 021 / Websites / 021A / Consumer



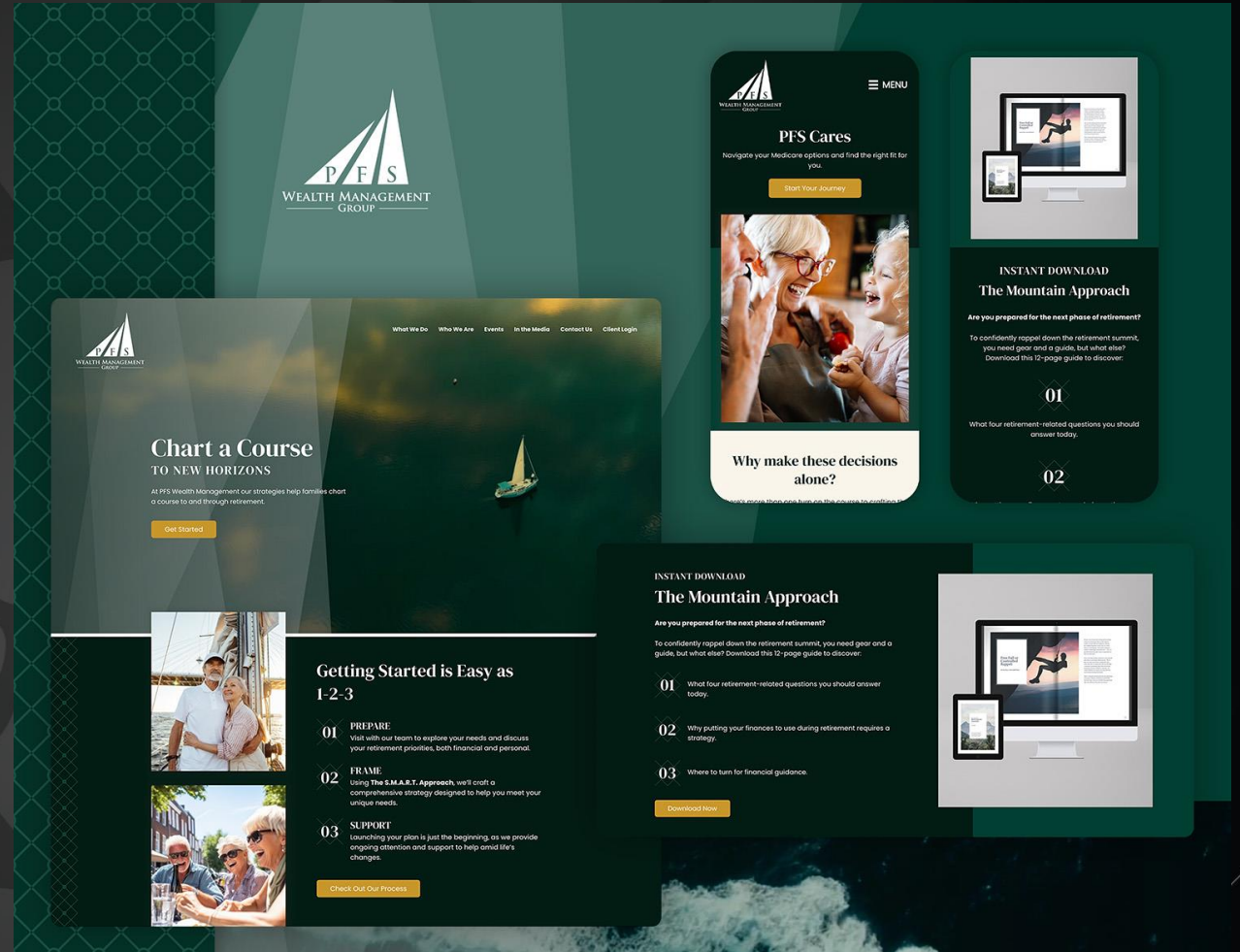
GOLD AWARD



ADVISORS EXCEL

PFS WEALTH MANAGEMENT GROUP WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer



GOLD AWARD



ADVISORS EXCEL

ADVISORS EXCEL BIRTHDAY WEBSITE

Online/Interactive / Websites / 021 / Websites / 021A / Consumer



SILVER AWARD



ADVISORS EXCEL

ADVISORS EXCEL WEBSITE

Online/Interactive / Websites / 021 / Websites / 021B / B-to-B

GOLD AWARD



ADVISORS EXCEL PATH2PROFIT WEBSITE

Online/Interactive / Websites / 021 / Websites / 021C / Microsites



GOLD AWARD



ADVISORS EXCEL WSOS WEBSITE

Online/Interactive / Websites / 021 / Websites / 021C / Microsites



SILVER AWARD



SOCIAL MEDIA VIDEO



TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY

SUMMER READING PROMOTION

Online/Interactive / Social Media / 022 / Social Media / 022A / Single Execution

SILVER AWARD



ADVISORS EXCEL WSOS SPEAKER ANNOUNCEMENTS

Online/Interactive / Social Media / 022 / Social Media / 022B / Campaign



SILVER AWARD



ADVISORS EXCEL WSOS CHARITY ANNOUNCEMENTS

Online/Interactive / Social Media / 022 / Social Media / 022B / Campaign



FILM, VIDEO & SOUND

Topeka
AD FED

SILVER AWARD



PLUS MINUS SOUND & PICTURE

CALHOUN'S JEWELERS 20TH ANNIVERSARY

Film, Video & Sound / Television Advertising / 031 / Local / 031A / Single Spot / 30 seconds or less

GOLD AWARD

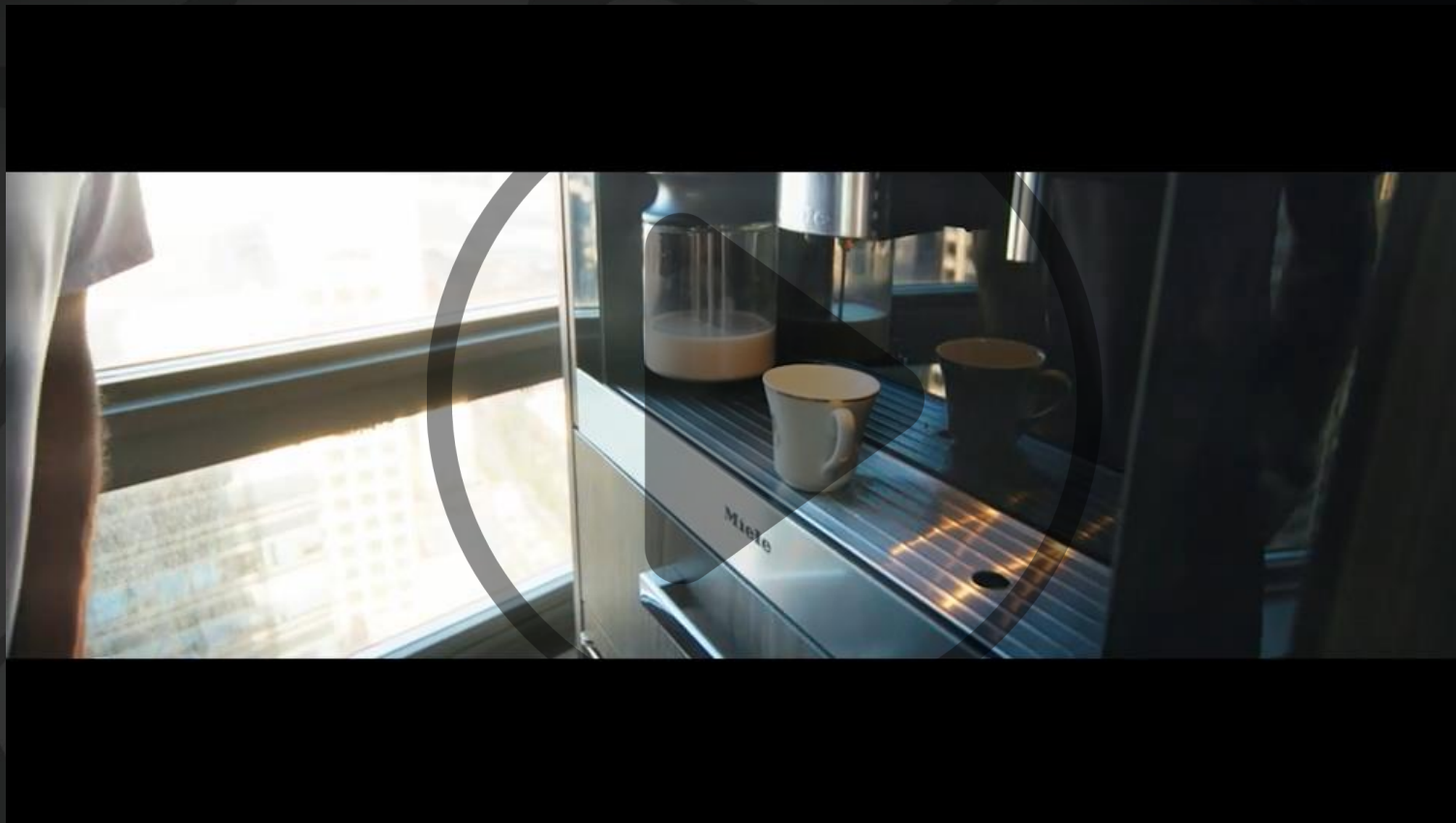


MMTH CREATIVE STUDIO

CELEBRATE TOGETHER

Film, Video & Sound / Television Advertising / 032 / Regional or National / 032A / Single Spot / Up to 2 minutes

SILVER AWARD



ADVISORS EXCEL

WSOS ST. JUDE CHARITY VIDEO

Film, Video & Sound / 036B / Branded Content & Entertainment For Online Film, Video & Sound / More than 60 seconds

SILVER AWARD



ADVISORS EXCEL COMPLIANCE CASH CAB

Film, Video & Sound / 036B / Branded Content & Entertainment For Online Film, Video & Sound / More than 60 seconds

GOLD AWARD



ADVISORS EXCEL

WSOS 2025 REVEAL VIDEO

Film, Video & Sound / 036B / Branded Content & Entertainment For Online Film, Video & Sound / More than 60 seconds



GOLD AWARD



ADVISORS EXCEL

ILGENFRITZ FINANCIAL GROUP ABOUT US

Film, Video & Sound / 036B / Branded Content & Entertainment For Online Film, Video & Sound / More than 60 seconds

AMERICAN --- ADVERTISING --- AWARDS



SPECIAL THANKS

TOPEKA ZOO & CONSERVATION CENTER
AMERICAN ADVERTISING AWARDS COMMITTEE

SHANNON REILLY

JEFF CARSON

CYTEK



SPECIAL THANKS



MELVINA TAYLOR



PRESTON WILSON



CAROLYN TERHUNE VOLUNTEERS OF THE YEAR

D'mi Lemman & Karen Watson



SILVER MEDAL AWARD



WIBW-TV

Channel
TOPEKA 13

Topeka
AD FED



#GOWILD

AMERICAN --- ADVERTISING --- AWARDS



CROSS PLATFORM



SILVER AWARD



CAPITOL FEDERAL VISA DEBIT SUMMER CAMPAIGN

Cross Platform / 044 / Integrated Advertising Campaigns / 044D / Consumer Campaign, Regional or National

TBO ADS



DIGITAL SIGNS



ATM SCREEN



DRIVE UP ENVELOPE



SOCIALS



SILVER AWARD



COMPASS MARKETING & ADVERTISING PARTNERS

PARS BRAND IDENTITY KIT

Cross Platform / 045 / Integrated Brand Identity Campaign / Local, Regional or National

SILVER AWARD



ADVISORS EXCEL

THE LLOYD ADVISORY GROUP REBRAND

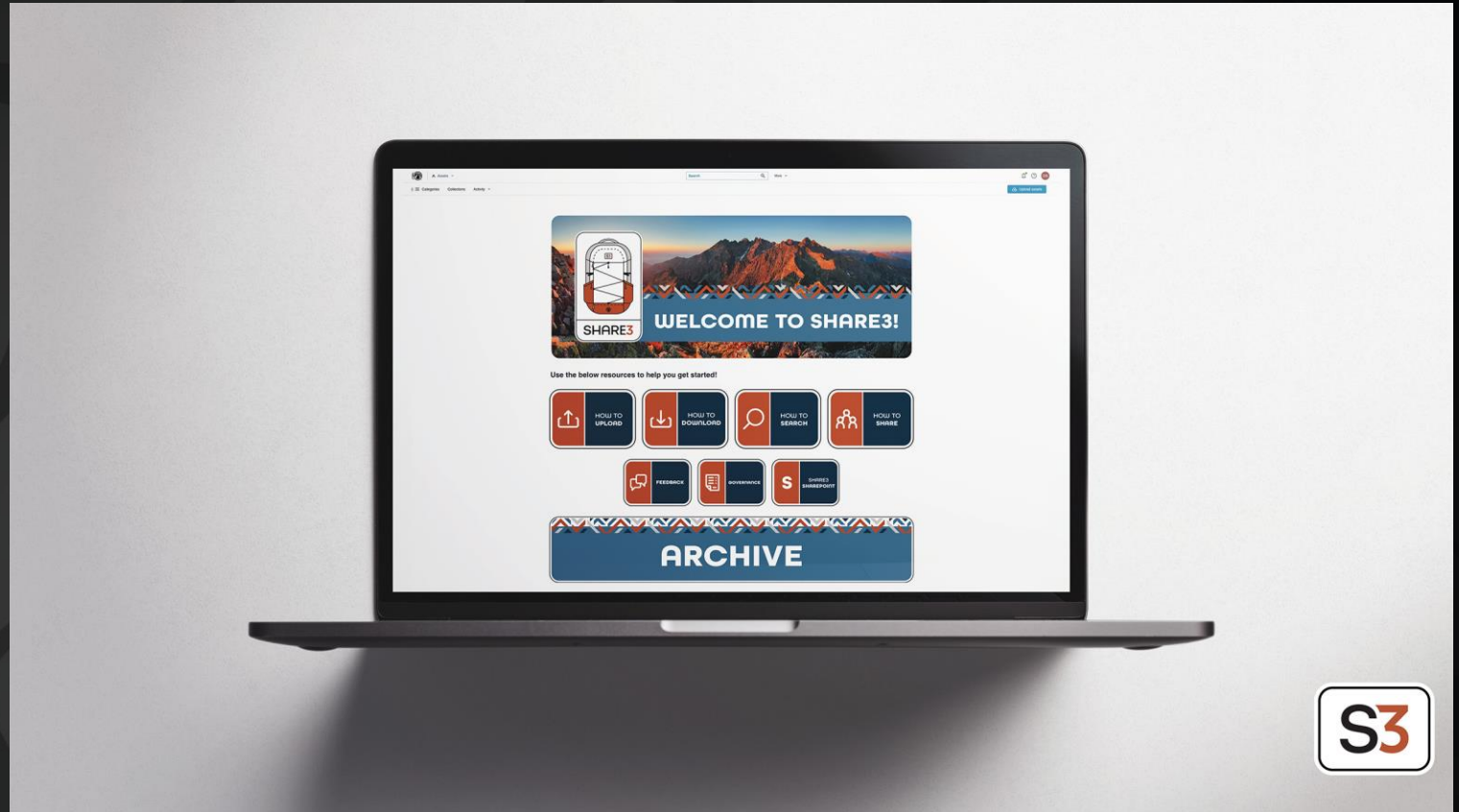
Cross Platform / 045 / Integrated Brand Identity Campaign / Local, Regional or National

SILVER AWARD



ADVISORS EXCEL SHARE 3 CAMPAIGN

Cross Platform / 045 / Integrated Brand Identity Campaign / Local, Regional or National



GOLD AWARD



ADVISORS EXCEL

XTREME BIRTHDAY REWIND

Cross Platform / 045 / Integrated Brand Identity Campaign / Local, Regional or National

XTREME BIRTHDAY REWIND



Every year, we want to make a birthday gift to send to our clients that is memorable and makes them feel appreciated. This year, we wanted to take them back in time to the 90s with this 90s energy/nostalgic birthday package using the colors, patterns, and iconic pieces that can spark memories for our clients. Typically we send our gift in a box, but being a 90s theme, we wanted this gift to be "totally tubular," so we decided to customize a shipping tube to send the gifts in.

In the tube they will find a customized energy drink, a mini super soaker, a fanny pack with the famous jazz cup stripe, a birthday card, a customized LEGO's figure, cookies and a custom die-cut video box that was constructed and designed to look like a TV/VCR Combo where they can watch the birthday video we created for them.



GOLD AWARD



ADVISORS EXCEL

UNIQUE SOUNDS OF THE SEASON

Cross Platform / 045 / Integrated Brand Identity Campaign / Local, Regional or National

GOLD AWARD



ADVISORS EXCEL

LAYMAN LEWIS REBRAND

Cross Platform / 045 / Integrated Brand Identity Campaign / Local, Regional or National



SILVER AWARD



TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY

STRATEGIC PLAN

Cross Platform / 046 / Integrated Branded Content Campaign / Local, Regional or National




GOLD AWARD



ADVISORS EXCEL WSOS CAMPAIGN

Cross Platform / 046 / Integrated Branded Content Campaign / Local, Regional or National



In the heartland of America, where amber waves of grain stretch to meet endless blue skies, there's a spirit that defines us: **An unwavering commitment to hard work, innovation and the pursuit of dreams.**

This spirit drives our nation forward, propelling individuals and businesses to new heights of success.

At Advisors Excel, we've worked hard to embody the spirit of that commitment for the past 20 years — and we've been blessed to have you join us in this pursuit.

With that spirit of American greatness in mind, we're pleased to announce that we've booked the Grammy-winning **ZAC BROWN BAND** to join us at The World Series of Success in Kansas City, January 15-17, 2025!



"I thank God for my life
And for the stars and stripes
May freedom forever fly, let it ring.
Salute the ones who died
The ones that give their lives
so we don't have to sacrifice
All the things we love"
— Zac Brown Band

WSOS  2025

THEWORLD SERIESOFSUCCESS.COM


The WSOS is designed to provide general information only on the topics covered. Portions of this training are designed for those producers who are licensed to both solicit and negotiate the sale of insurance and provide investment advice. Producers are ultimately responsible for the use or implementation of these concepts and should be aware of the compliance requirements of any broker-dealer or Registered Investment Adviser with which they may be affiliated, the insurance carriers they represent, federal regulations and state insurance regulations. The unique experiences and relative success of the presenters may not be representative of the experience of all financial professionals. Results from the use of the concepts and strategies shared at The WSOS are no guarantee of your future success.

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20 YEARS OF ROCKIN' THE WORLD:


TWO AMERICAN GREATS MEET FOR ONE UNFORGETTABLE NIGHT

ADVISORS EXCEL'S 20TH ANNIVERSARY CELEBRATION



FEATURING
ZAC BROWN BAND

JANUARY 15-17

WSOS  2025

GOLD AWARD



ADVISORS EXCEL

ADVISORS EXCEL REBRAND

Cross Platform / 046 / Integrated Branded Content Campaign / Local, Regional or National



GOLD AWARD



ADVISORS EXCEL

AE PARTNERSHIP

Cross Platform / 046 / Integrated Branded Content Campaign / Local, Regional or National



ELEMENTS OF ADVERTISING



SILVER AWARD

Layman Lewis Rebrand

The enduring idea is “Leading generations with the head and the heart,” which clients experience through the attributes of Warmth – Expertise – Trust. Both Alicia’s and Josh’s grandfathers were in the financial business, and Alicia’s father, Chuck Layman, co-founded Layman Lewis with Alicia in 2008. The eventual partnership between Alicia and her husband, Josh, offers an interesting duality: Alicia is glowing and relational, while Josh brings calm reassurance and expertise. Clients are treated like family — and Alicia and Josh desire to pave the way for solid relationships across generations. Intertwining the firm’s yin and yang adds depth to the brand and positions Layman Lewis as a reputable, relational, and enduring institution. One client said, “They walked us through some really hard times where I didn’t think that we were going to be able to retire. And here we are. We’re retired, and we’re enjoying life. And I’m so glad that I met them.” To clarify which messages are strongest, the writer created a brand messaging deck with primary and secondary messages, including “Retirement looks good on you” and “Financial planning for people on the go-go,” a nod to their clients' active, healthy lifestyles and custom URL “Go-Go-RetireColorado.com.”



ADVISORS EXCEL

LAYMAN LEWIS WEBSITE

Elements of Advertising / Copywriting / 048 / Copywriting

SILVER AWARD



ADVISORS EXCEL

MARK LLOYD WEBSITE

Elements of Advertising / Copywriting / 048 / Copywriting

Lloyd Advisory Group Rebrand

Mark Lloyd has been humbly helping generations of families in greater Atlanta since 1995. As Heidi Lennon, VP of Marketing and Operations, told us, the Lloyd Advisory Group is a “big-city firm with a small-town feel” — an organization committed to timeless dedication with a servant’s heart. Those principles coupled with Mark’s love of music — he has been in several groups, including a “Chicago” cover band — formed the foundation for an enduring idea that also became the firm’s tagline: “Serving families with heart and harmony.” Inspired by Heidi’s vision of a modern farmhouse, we built a brand that reflected a “harmonious” blend of traditional values and forward-thinking strategies.

SILVER AWARD



ADVISORS EXCEL

Q FINANCIAL LOGO

Elements of Advertising / Visual / 049 / Logo Design



SILVER AWARD



ADVISORS EXCEL

LAYMAN LEWIS LOGO

Elements of Advertising / Visual / 049 / Logo Design



LAYMAN LEWIS
FINANCIAL GROUP



LAYMAN LEWIS
FINANCIAL GROUP

LAYMAN LEWIS
FINANCIAL GROUP



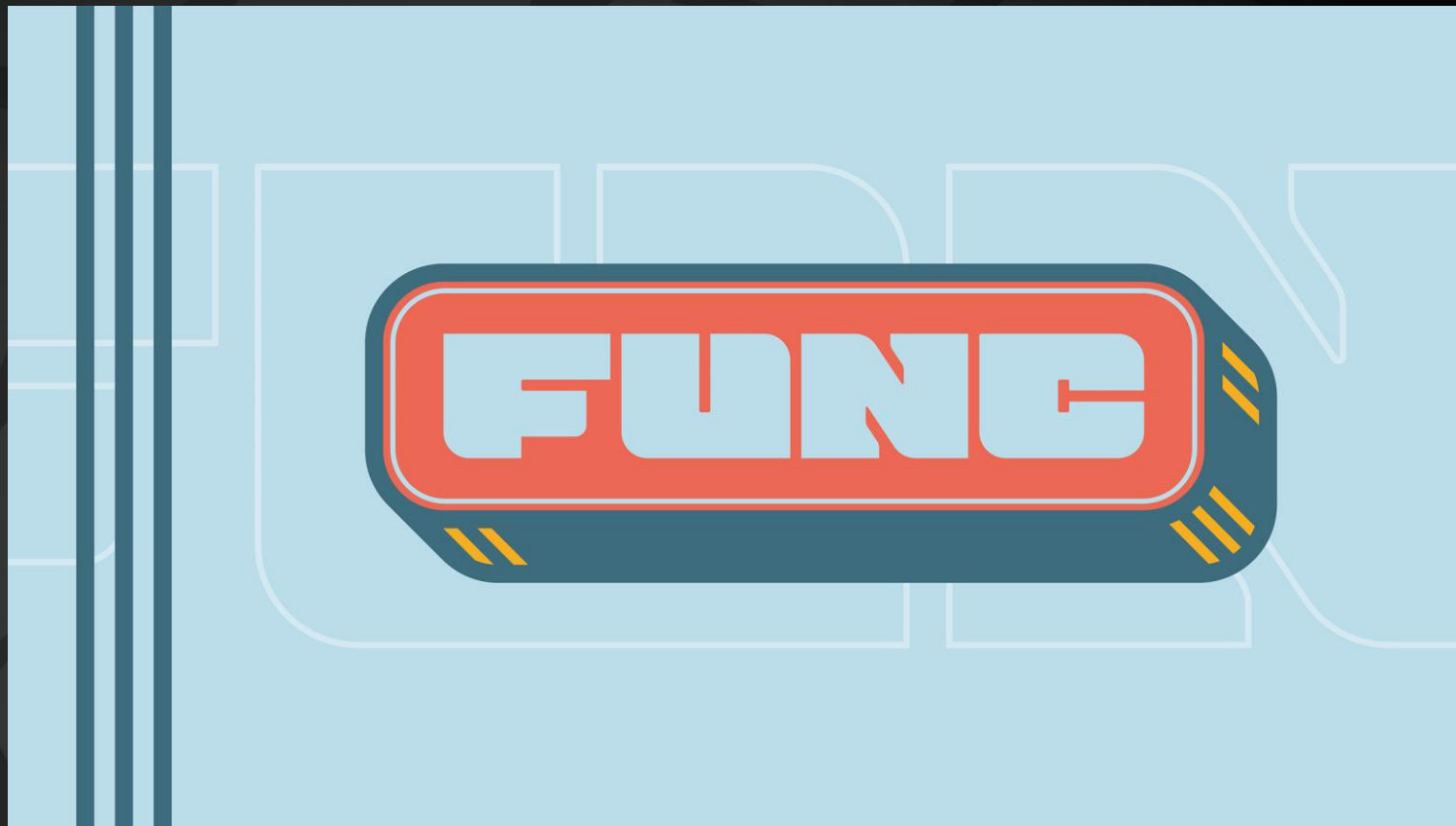
GOLD AWARD



ADVISORS EXCEL

FUNC REBRAND

Elements of Advertising / Visual / 049 / Logo Design



SILVER AWARD



RED LEGGER STUDIO SMOKY HILL PRINT TEE

Elements of Advertising / Visual / 051 / Illustration / 051A / Illustration / Single



SILVER AWARD



ADVISORS EXCEL SWD DOG ILLUSTRATIONS

Elements of Advertising / Visual / 051 / Illustration / 051B / Illustration / Series



Tony



Bruce and Hesap



SILVER AWARD



COMPASS MARKETING & ADVERTISING PARTNERS

ROAR & POUR CAMPAIGN PORTRAITS

Elements of Advertising / Visual / 052 - Still Photography / 052D / Black & White, Color, Digitally Enhanced / Campaign

SILVER AWARD



J ROCK DESIGN & PRODUCTION

PITT STATE DANCE MINOR COLLECTION

Elements of Advertising / Visual / 052 - Still Photography / 052D / Black & White, Color, Digitally Enhanced / Campaign

SILVER AWARD



PLUS MINUS SOUND & PICTURE

CALHOUN'S JEWELERS 20TH ANNIVERSARY

Elements of Advertising / Film & Video / 054 / Cinematography / 054A / Cinematography / Single

SILVER AWARD



COMPASS MARKETING & ADVERTISING PARTNERS

RELAXING GETAWAY TO KANSAS PARKS



Elements of Advertising / Film & Video / 054 / Cinematography / 054B / Cinematography / Campaign

PUBLIC SERVICE



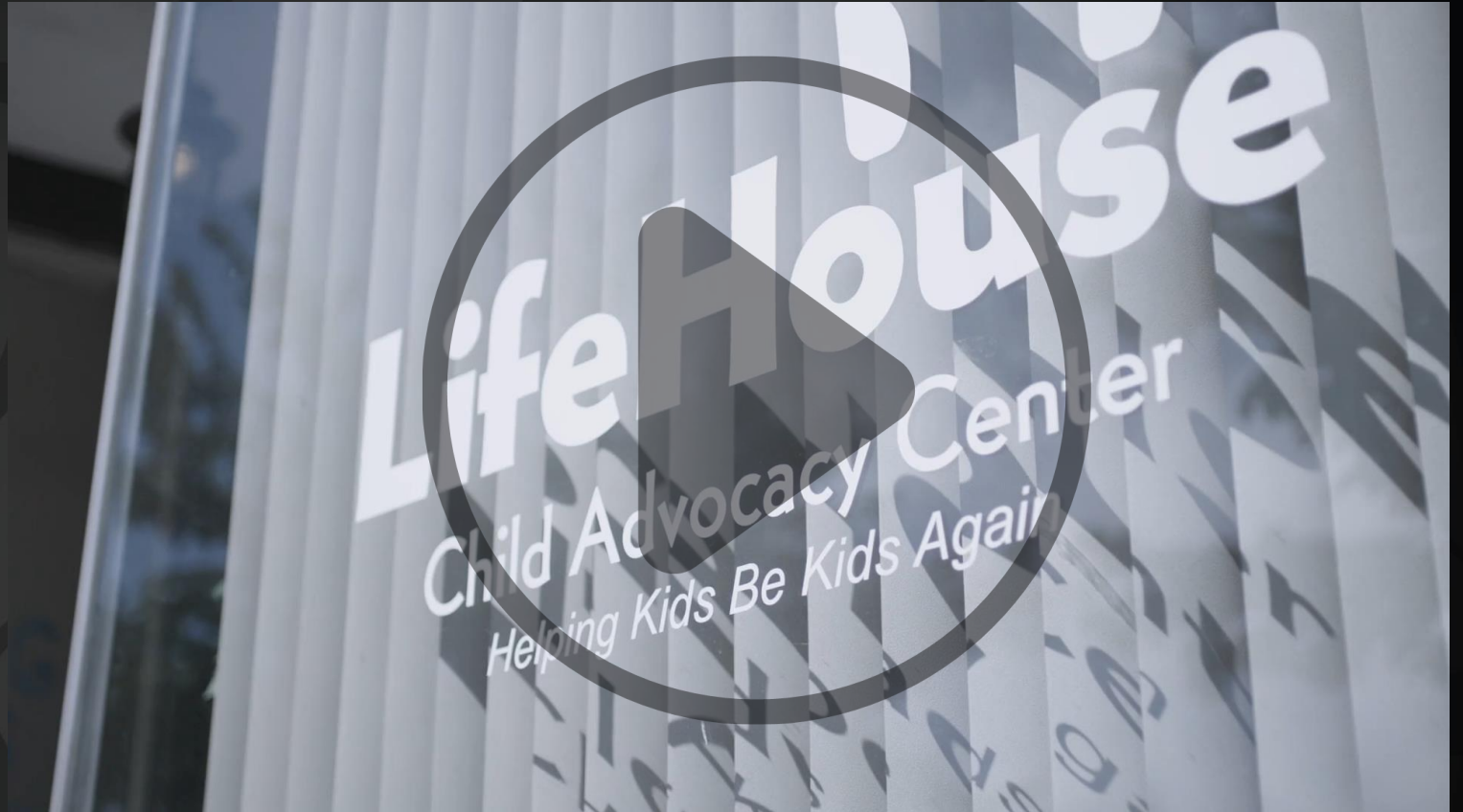
GOLD AWARD



ADVISORS EXCEL

LIFEHOUSE

Public Service / Film, Video & Sound / 087 / Public Service Non-Broadcast Audio-Visual



ADVERTISING INDUSTRY SELF-PROMOTION



GOLD AWARD



ADVISORS EXCEL

ADVISORS EXCEL NEW HIRE KIT

Advertising & Media Industry Self-Promotion / Collateral / 090 / Brand Elements



JUDGES' CITATION



SPECIAL AWARD



ADVISORS EXCEL XTREME BIRTHDAY REWIND

Special Judges' Award / Judges' Citation / Guerrilla Marketing Campaign



SPECIAL AWARD



MMTH CREATIVE STUDIO

CELEBRATE TOGETHER

Special Judges' Award / Judges' Citation / Video



SPECIAL AWARD



ADVISORS EXCEL FUNC REBRAND

Special Judges' Award / Judges' Citation / Branding



SPECIAL AWARD



ADVISORS EXCEL SWD DOG ILLUSTRATIONS

Special Judges' Award / Judges' Citation / Illustration

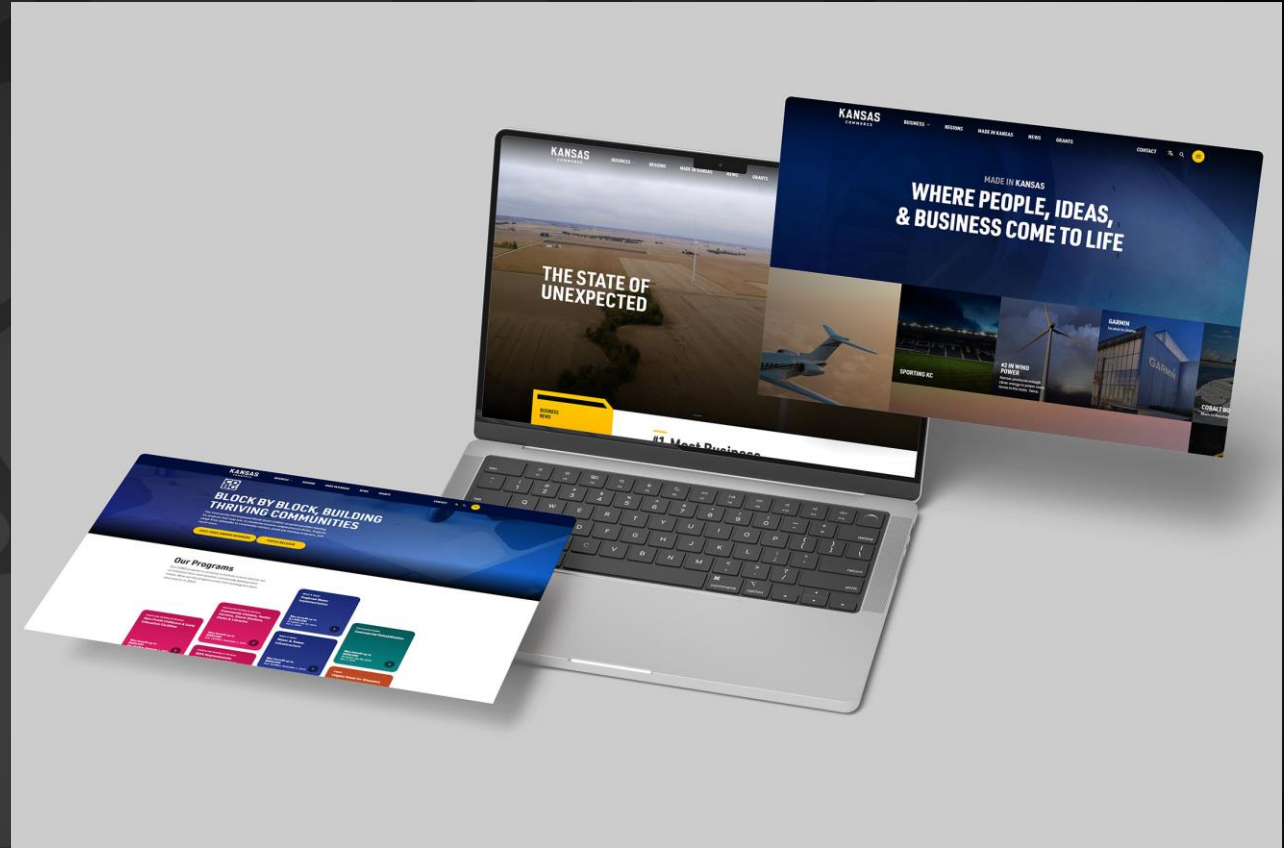
SPECIAL AWARD



KANSAS DEPARTMENT OF COMMERCE

KS DEPARTMENT OF COMMERCE WEBSITE

Special Judges' Award / Judges' Citation / Website



MOSAIC AWARD



MOSAIC AWARD



TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY

OUR STORIES ART EXHIBIT

Mosaic Award

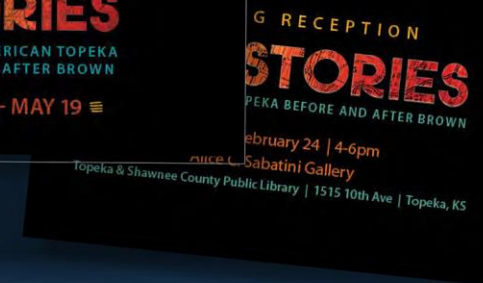
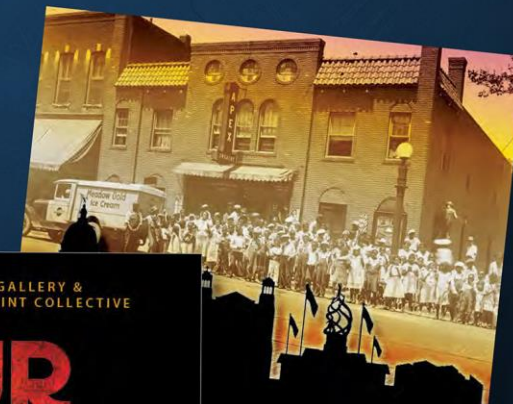
OUR STORIES

AFRICAN AMERICAN TOPEKA
BEFORE AND AFTER BROWN

EXHIBIT SIGNAGE - TITLE



70th anniversary of Brown v Board collaboration with the Black Collective Feb 23 - May 19
CREDIT: Our Stories: African American Topeka Before and After Brown is a collaboration between the Black American Blueprint Collective and the Alice C. Sabatini Gallery



OPENING RECEPTION INVITATION

BEST OF SHOW



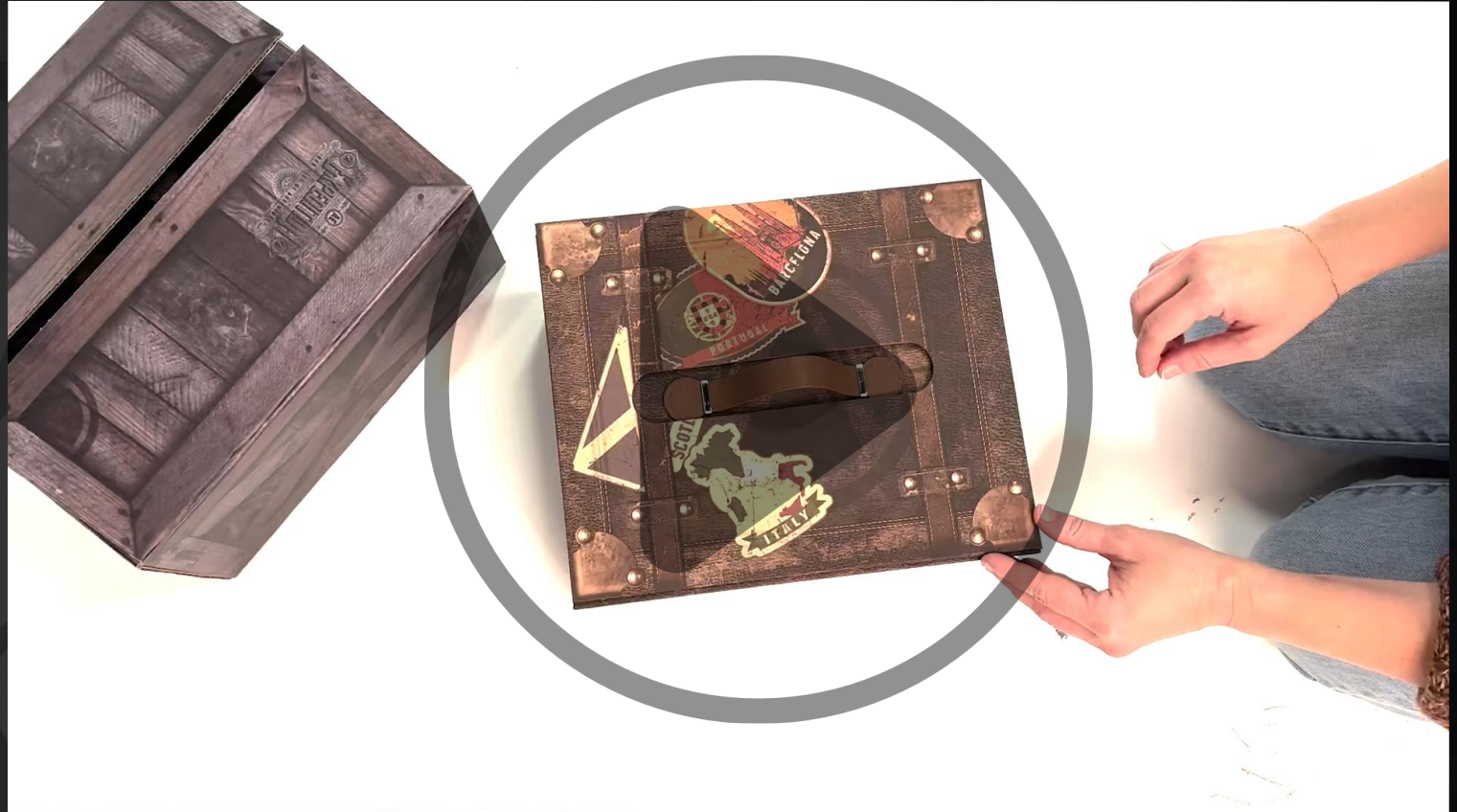
BEST OF SHOW



ADVISORS EXCEL

AE PARTNERSHIP

Best of Show



THANKS!



TOPEKA ADFED BOARD

#GOWILD

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VICE PRESIDENT – Sydney Clark

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AMERICAN --- ADVERTISING --- AWARDS

