

Awarded to  
**CLAUDIA CADENA**

for  
**AMIGOS BRANDING CAMPAIGN**

university  
**THE UNIVERSITY OF TEXAS  
RIO GRANDE VALLEY**

category  
**CROSS-PLATFORM  
INTEGRATED BRAND IDENTITY CAMPAIGN**

**SILVER**

**20  
21** AMERICAN  
ADVERTISING  
AWARDS  
STUDENT DIVISION

**aaf**® rio grande valley