



For Immediate Release
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Extra Credit Projects and Gerald R. Ford International Airport top winners and BEST IN SHOW at the 2022 AAF American Advertising Awards

GRAND RAPIDS, MICH—West Michigan advertising and design agency Extra Credit Projects (ECP), took home 21 awards, the most of any agency, as well as two Judge's Choice Awards and overall Best In Show at the 2022 AAF West Michigan American Advertising Awards.

Winning entries from Thursday night's event, put on by the West Michigan chapter of the American Advertising Federation, included seven clients from public service, to healthcare, to travel and retail, across 12 categories ranging from digital to broadcast, annual report to out of home, print and integrated work.

ECP also won a Judge's Choice award for work for Great Lakes Neurological Associates, and a Judge's Choice Award and overall Best in Show for the Gerald R. Ford International Airport Fly Safe, Fly Ford campaign.

"It seems fitting that the Gerald R. Ford International Airport, one of the biggest economic drivers in the region, won Judge's Choice and Best in Show. As this work now goes on to compete nationally, we believe that it represents West Michigan well," said Rob Jackson, principal at ECP.

"It was great to see the West Michigan advertising and design community coming back together to celebrate creativity in our region. I was also impressed with the student work and the representation Kendall College of Art and Design had as the flag bearer for local design talent coming out of Grand Rapids."

The American Advertising Awards is one of the industry's largest creative competitions.

For more information about Extra Credit Projects, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

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About American Advertising Federation (AAF)

The AAF West Michigan is one of 180 chapters of the American Advertising Federation, the nation's oldest and largest advertising trade association, and the only association representing all facets of the advertising industry.

About Extra Credit Projects (ECP)

Extra Credit Projects is a Michigan-based advertising and design agency that is known for their big ideas, bigger impacts, and giving everything a little extra. ECP serves a variety of clients and cause-based initiatives through its creative design, strategy and media services.