

SIMPSON
COLLEGE

EduADAWARDS

39TH ANNUAL
EduADAWARDS
Educational Advertising Awards the Achievement of

Gold Winner

PRESENTED TO:
Simpson College

For Outstanding Work in the Category of:
Special Event Campaign – Simpson Stormin' Red Ale



SPECIAL EVENT CAMPAIGN

Simpson Stormin'
Red Ale

2023

SIMPSON COLLEGE

Stormin' Red Ale - Special Event Campaign

The Simpson Stormin' Red Ale launch campaign was created to promote the introduction of both a product and community partnership. Simpson Stormin' Red Ale is produced by a local alumni-owned business that partnered with the College to produce a can label. The chosen label was designed by a graphic design student under the mentorship of a Simpson professor and Simpson's senior designer.

The label design became the focal point for the other launch materials, such as the event posters, stickers, bar coasters and the product launch video.

[Simpson Stormin' Red Ale - Promo Video](#)

[Simpson Stormin' Red Ale - Launch Party Video](#)



WEST HILL
Brewing Co.

The West Hill Brewing Company owners love brewing something special for their alma mater, Simpson College. Stormin' Red Ale is a classic tribute to the College that has been a proud part of the Indianola community since 1860.

Sale proceeds will help provide scholarship support for talented students like the aspiring graphic designer who created this original 2023 can label.

Drink Your Adventure...
ROLL STORM!

SIMPSON
STORMIN'
RED ALE

ONE PINT . KEEP COLD . 4.8% ABV

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



THERE'S A STORM BREWIN'

Join Us Thursday, December 7th, 5:00 PM



LABEL DESIGNED BY MADISON MCDONALD '26 (SIMPSON COLLEGE GRAPHIC DESIGN STUDENT)
ONE PINT . KEEP COLD . 4.8% ABV

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

SIMPSON



STORMIN' RED ALE



The West Hill Brewing Company owners love brewing something special for their alma mater, Simpson College. Simpson Stormin' Red Ale is a classic tribute to the College that has been a proud part of the Indianola community since 1860.

Sale proceeds will help provide scholarship support for talented students like the aspiring graphic designer who created this original 2023 can label.

Drink Your Adventure...

ROLL STORM!

LABEL DESIGNED BY MADISON MCDONALD '26 (SIMPSON COLLEGE GRAPHIC DESIGN STUDENT)
ONE PINT . KEEP COLD . 4.8% ABV

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

