

# Prom Night

*2015 Winners' Book*

AMERICAN ADVERTISING AWARDS *of* BATON ROUGE

#addybrprom

A close-up photograph of two hands, one from the left and one from the right, holding a glowing orange cylindrical object. The hands are positioned as if they are about to pass the object to each other. The background is dark and out of focus, showing some indistinct shapes and colors.

# Hand it off, WE GOTCHA.

[LAUNCHMEDIA.TV/TEAM](http://LAUNCHMEDIA.TV/TEAM)

804 MAIN ST | BATON ROUGE, LA



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# Your 2015 ADDY Prom Committee

A lot went into pulling off a night like this. The small army you see listed before you assisted with every minute detail that goes into planning a show like this. It was an incredible experience that included countless emails, group texts, phone calls, browsing, buying and a whole lot of begging. Thankfully it also included 10 pizzas, a shower scene, horrible dancing, new friends, old friends, a balloon arch and a chance to relive one of the greatest nights of our lives.

If you know any of these great people please take the time to thank them for their work. They deserve much more but your thanks is a great start.

<b>Creative Team</b>	<b>Student Outreach</b>	<b>Sponsorships</b>
Blake Breaux	Lindsey Duga	Nathan Carley
Benjamin Mahoney	Jennifer Macha	Becky Sadler
Jonathan Palmisano	<b>Support Video</b>	<b>Winners' Reel</b>
Tiffanie Pitre	Tuck 'n Roll Media	Launch Media
Andrew Reilly	Chet Tucker	Wes Kennison
Chase Swindler	Theresa Nguyen	Cat Miguez
Kourtney Zimmerman	<b>Awards Show</b>	Jordan Peck
<b>Decorating Committee</b>	Kendrick Benoit	Daniel Small
Brandi Brown	Patrick Box	Sara Wasserman
Randy Wallis	Jason Broha	<b>Student Volunteers</b>
Jay Watson	Jeff English	Hannah Alkadi
<b>Awards Team</b>	Colleen Jackson	Jenny Dillon
Danielle Chapman	Brian Rodriguez	Amy Blacketter
Connie McLeod	Hunter Territo	Kristin Hudson
Denise Simoneaux	<b>Voice Talent</b>	Hyein Jung
<b>Social Media &amp; PR</b>	Jason Orlando	Camille Kingston
Jessica Ford	Wes Kennison	Devonte Lewis
Kittu Pannu	<b>Teaser Video Actors</b>	Lucy Opera
<b>Proofreaders</b>	Caden Bland	Corinne Richter
Meghan Bland	Blake Breaux	Paige Roberts
Tiffany Mosel	Joe Cancienne	Kathleen (Katie) Smith
<b>Judging</b>	Lindsey Duga	Zach Weiss
Barb Braud	Sydney Stevens	Nichole Wierscham
Natalie Herndon	Kourtney Zimmerman	Carrie Williams
Mendi Robinson	<b>Event Signage</b>	Lily Winnett
Sunny Weathers	Latch-on Productions	Eleanor Young
		<b>Web Site</b>
		Type & Image

# A Letter from ADDY Co-chairs

Welcome to the 2015 American Advertising Awards of Baton Rouge. This year was a record-breaking year with 431 professional and student entries. Those of us there for judging had the privilege of seeing some incredible work. Some of it won. Most of it did not. Baton Rouge is a highly competitive market and the judges agreed. To be truthful they didn't always agree. They argued, bickered, discussed and vehemently defended some of their favorite pieces. The result of all the great work was about an hour-long discussion on Best of Show awards and the decision to award a few additional awards to make room for all of the great work.

The selection of winners now brings us here tonight. Last year's show was one for the ages. Our intent wasn't to necessarily top it but to make this night a truly unique experience. When recalling past ADDYs most people don't mention the show by year or theme. They reference it by the location. Since this is the second consecutive year at this venue we didn't want it to be known as "the second year at L'auberge."

We want this night to be known as the year you asked your wife to prom, the year you and your husband took photos in front of the balloon arch, the time you accidentally stabbed your date with a boutonniere and the time you saw your boss flawlessly execute the Charleston.

There are lots of opportunities here to create a memorable night with or without taking home some hardware. A nice ADDY award certainly doesn't hurt though.

With that said, please sit back, enjoy the show and when the time comes grab your date and cut a rug. We're not here to relive one of the greatest nights of our lives. We're here to make this one of the greatest nights of our lives. It's time to see those creative moves!

*Trenton Bland & Elizabeth "Tootie" Perry*

AKA TNT



Photography by Brian Pavlich



Jeff Wright

Jeff Wright was perhaps the most well-rounded individual you would ever meet in our industry. He was an advertising professional with keen public relations sensibilities. He was a strategic thinker who was also very creative. He was a business associate who was also your dear friend.

Jeff entered the advertising world in the mid-1980s as an energetic sales rep for Louisiana Life magazine. The ad agency world soon came calling and he joined The Image Group and later Keith & Associates Advertising. The year 1989 was a pivotal one in Jeff's young advertising career. It was then that he landed a position at The Graham Group, a Lafayette-based firm, as the agency's Baton Rouge account executive. Jeff would remain there for almost 20 years, eventually becoming a partner in the firm.

It was during his time there that Jeff honed his skills and became that "go-to" guy who was so well respected in our community. Many of the people who were Jeff's first clients ultimately became his good friends because of his willingness to help. "Jeff's legacy was the impact he had on a more personal level with the people he spent his time with, including his clients and friends...and it didn't take long to transition from client to friend," said Curt Eysink of the Louisiana Workforce Commission. "He was irreverent and a risk taker, but always professional and immensely caring, and he wanted to make a difference. I wish he could see today how much of a difference he made."

During Jeff's early years at The Graham Group he crossed paths with a copywriter named Stuart Feigley. The two became good friends and talked about "opening an agency one day." Even though their careers took them in different directions that day finally came 16 years later. In 2006, they became business partners and opened Wright Feigley Communications, which Jeff helped lead until his passing in 2014.

Over the course of his career, Jeff put his insightful strategic thinking and creative problem solving to work for many prominent organizations including Campus Federal, Louisiana Department of Revenue, Louisiana Workforce Commission, BASF, LCTA Workers' Comp and Blue Cross Blue Shield of Louisiana to name a few. He often referred to what he and his team did as the "intellectual heavy-lifting" and always encouraged the people he worked alongside to be "chefs and not waiters." He was also very giving of his time and knowledge to students and those new to the industry. He always had time to meet with young professionals to discuss their careers or give a lecture to students at LSU, his alma mater.

But Jeff was more than an "ad or PR guy." He was a "community guy." Jeff realized long ago that his communication skills could be used for more than just promoting a client's products and services. He had a special place in his heart for non-profits and served on many boards and committees throughout the course of his career. By giving his time and efforts to key community organizations he was able to help make Baton Rouge a great place to call home.

For his dedication to the advertising profession, to advertising and public relations students and young professionals, and to the Baton Rouge community, we proudly honor Jeff Wright with the 2015 E.A. "Pete" Goldsby Silver Medal Award.



Theresa Nguyen

AAF-Baton Rouge (AAF-BR) is proud to announce Theresa Nguyen, 2014-15 board member, fundraising co-chair and club vice president as the 2015 President's Service Award recipient. An active club member for six years, Theresa's dedication to our club and its continued success, as well as her business and community involvement, are just a few reasons why she is more than deserving of this award.

Born and raised in the New Orleans, Louisiana area, Theresa moved to Baton Rouge to attend Louisiana State University (LSU). In 2012 she graduated with a Bachelor of Arts (B.A.) degree in Mass Communication, Advertising, Graphic Design and Sociology. While attending LSU Theresa participated in numerous organizations including American Advertising Federation-LSU, the LSU Vietnamese Student Association, Collegiate Entrepreneurs' Organization at LSU and The Sociology Society.

Upon graduating college in 2012 Theresa took on the position of Brand and Communications Specialist at Launch Media, an award-winning, full-service video production company. Theresa's duties included developing and maintaining internal and external brand standards, managing marketing communications from concept to execution and overseeing day-to-day office flow. In 2013 she stepped into the position of Marketing and Brand Manager, developing and executing marketing plans and supporting Launch's sales process. In the Spring of 2014 Theresa joined Rockit Science Agency, a strategically driven full-service advertising agency. As account executive Theresa is responsible for planning, executing and evaluating projects. She works closely with her Rockit team and clients to ensure that projects are completed on time and on budget and most importantly that all expectations are met or surpassed.

Theresa, an active AAF-BR member since 2009, became a board member in 2013. Along with student outreach co-chair Patrick Box, Theresa pulled off a stellar student conference and created the inaugural Student Pitch Night, allowing college students to interact and receive presentation skills feedback from area advertising professionals. She also served as the ADDY creative/video chair for last year's awards show organizing and planning all support video in addition to editing the final show reel. You may also recognize Theresa playing the role of Ms. White in the Clue video.

During the 2014-2015 year Theresa held dual roles of club vice president and fundraising co-chair. Fundraising's headline event, the design competition and arts show, Design BR Vol. II, was a rousing success. This year the top 10 submitted designs were chosen by the Baton Rouge community and those designs were turned into high-quality silkscreen prints that were sold in November at the show's gallery opening and will continue to be sold online at [designbr.org](http://designbr.org). Special licensing agreements with local retailers, using the winning designs, are an additional income source from the competition.

On top of all of this Theresa is a licensed floral designer and co-owner of Fleur de Versailles.



# OTEY WHITE & ASSOCIATES

A D V E R T I S I N G   A G E N C Y

The winner of this year's Company Service Award put in much more than long hours to help further the work of AAF-Baton Rouge. While a time sheet would be an incredible display of dedication it would only make their financial director see red. Instead we'll demonstrate their dedication to the club and this year's American Advertising Awards Show in forms that those that don't crunch numbers can appreciate.

It came in the form of Blake Breau's ADDY postcards, posters and the draining of a 66 gallon water heater for the second ADDY Teaser Trailer. It was the successful management of two ADDY Facebook promotions, 36 ADDY social posts and a cloud craft project by Jessica Ford. Chase Swindler chipped in with some delightfully tacky social media graphics. His detailed notes were also quite helpful. Kourtney Zimmerman did a lot including this Winners' Book. The one thing she didn't do, not killing ADDY co-chair Trent Bland for all of the edits to this book, is also worth noting. Tiffany Mosel assisted with proofreading and the OWA interns pitched in as well. Most importantly it was all made possible by Otey White. A majority of the work was done on company time using company resources and he was fine with it all never once asking what OWA would received in return.

It's for these reasons and many more that simply wouldn't fit in the space allotted for this copy that we award Otey White & Associates the 2015 Company Service Award.



## Tara Dark | 1955-2014

Tara could do whatever she put her mind to. She was as comfortable with a pencil and brush on canvas as she was with a spoon and ladle in the kitchen, always experimenting and testing the water to see what she could produce. She collected artistic expertise like others collect lemon juicers (she did that too). Drawing, painting, creating stained glass and wind chimes, book-making, sewing, cooking and cross stitching were just a few of her passions. Tara approached the spotlight like she did her artwork; it was not for fame or glory, it was for the experience of doing what she loved. She followed up her imagination with actual acts of creation. She was a true creative spirit.



## Jeff Wright | 1959-2014

A loving, devoted husband, respected businessman, community leader and dear friend to everyone who knew him, Jeff Wright passed away September 19, 2014, at age 55. He is survived by his beloved wife of 27 years, Lauren Delaroderie Wright, along with their cherished Australian Shepherds, Jake and Adelaide. A long-time resident of Baton Rouge, Jeff held positions at Louisiana Life magazine, The Image Group and Keith & Associates Advertising before joining The Graham Group in 1989 where he worked for 18 years and became partner. In 2006, he founded Wright Feigley Communications with Stuart Feigley. He was an active member of the Baton Rouge civic community, serving on numerous boards and committees including Baton Rouge Rotary, The Capital Area United Way, Academic Distinction Fund and was a graduate of the Baton Rouge Area Chamber Leadership class. He was also a member of Baton Rouge Country Club.



## Jerry Turk | 1931- 2015

Jerry Turk, a retired advertising and marketing executive, was best known locally for the creative genius he brought to the Baton Rouge advertising community during his tenure at what was then known as Louisiana National Bank from 1969 through 1981. While at Louisiana National Bank Jerry harnessed the remarkable talents present in the Baton Rouge advertising community to produce dozens of large-scale multi-media ad campaigns that would go on to win local, regional and even national awards. Jerry left Louisiana National Bank in 1981 to open his own firm where he would market a consulting service to banks nationwide known as Sales System II. This service brought branch banking forward fifty years almost overnight and changed it forever. Jerry was a long-time member of The Ad Club of Baton Rouge and was a recipient of that club's E.A. "Pete" Goldsby Silver Medal Award, one of its highest honors.

Donate to the Jerry D. Turk Scholarship Fund. This scholarship will be given by AAF-BR in memory of Jerry to a deserving student in the 2015-2016 club year.  
<http://www.gofundme.com/lmq1cs>



**NATASHA  
WALKER**



**KITTU  
PANNU**



**SYDNEY  
STEVENS**



**JAY  
WATSON**



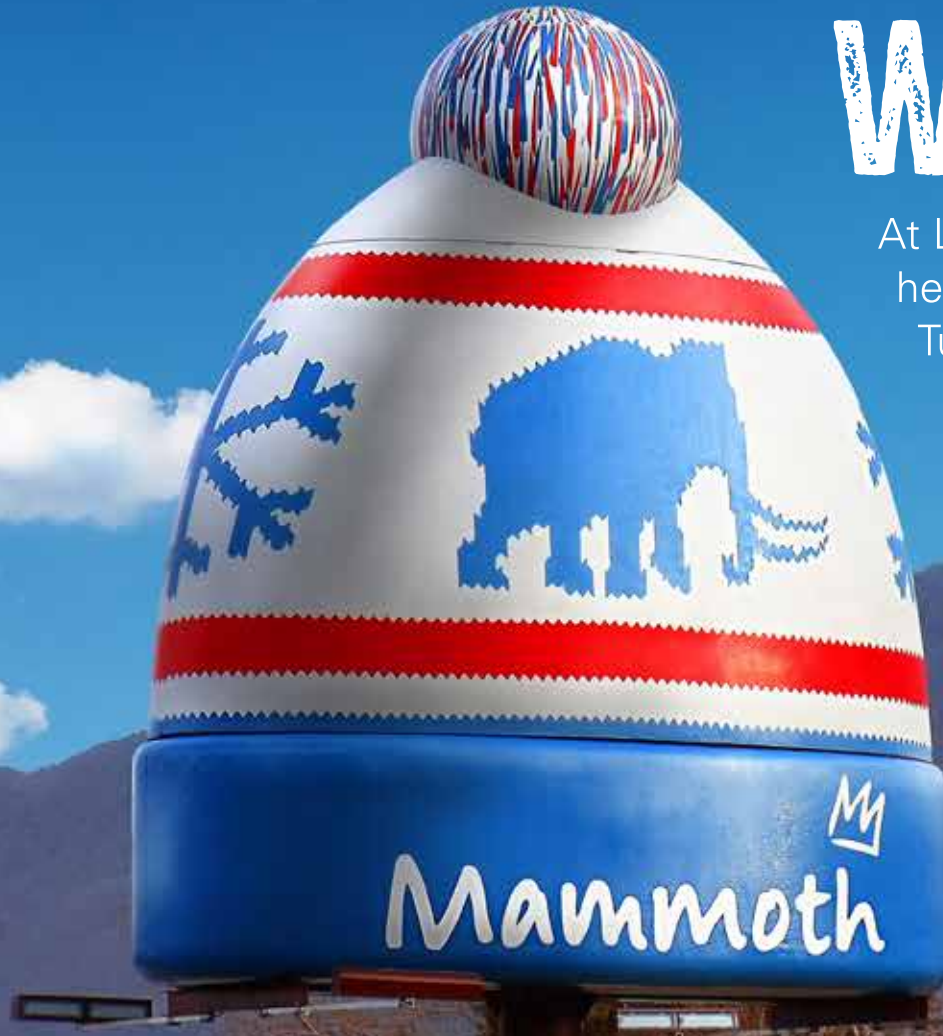
**BARB  
BRAUD**



**ORHAN  
MC MILLAN**

# YOU DREAM IT. WE BUILD IT.

At Lamar, we are constantly looking for ways to help you push your ideas beyond the billboard. Turn your concept into super-sized reality with our 3D props, designed and **made in Baton Rouge.**



**LAMAR**



## Michael Rivera

1. Achiever 2. Futuristic 3. Maximizer 4. Ideation 5. Significance

When asked what superpower he would most like to have, Michael replied, "To be strong<sup>3</sup>, like the Hulk<sup>2</sup>." From a creative perspective he's already there. A believer of pushing advertising to the limit, Michael infuses smart, visual creativity in all his projects by incorporating the latest technology. This method enables him to create memorable and engaging work, regardless of medium (and has earned him 20+ Addys in the process). Michael is currently the Digital Associate Creative Director for Big Red Rooster in the Atlanta office, working on their flagship accounts and focusing on all digital marketing initiatives.

Outside of work Michael enjoys bowling, working on his Jeep Wrangler, martial arts, craft and high-gravity beers and good food.



## Kelly Stevens

Kelly Stevens is a brand experience expert and art director working primarily in the space of food and food retail with her company Seven Creative. Kelly spent 11 years as art director for Whole Foods Market, developing everything from product packaging to eco-conscious interiors to food trucks. In her past lives, Kelly has worked in advertising, museums and started her own pajama company. She lives in Austin and spends her time playing soccer and two-stepping (because she's a Texan at heart).



## Tom Woodard

Perhaps Tom Woodard's most famous achievement was the Budweiser frogs, for which he produced the memorable "Bud" voices. His professional accomplishments truly run the gamut, with high-profile projects like McDonald's, Disney, Oprah, Billy Dean and Coca Cola. But Tom also loves breathing life into new things, which is why he's written musicals, managed artists, produced music and film projects, created festivals, promoted TV shows and even helped create Beach TV, which is now the Tourist Network. Tom currently runs his own creative consulting agency, Westwood Avenue, in the Greater Nashville area. His proudest personal accomplishments include raising two beautiful daughters and one "all boy" son.



## \* Wake Up Your Brand

**BREW AGENCY**

Marie Powell, Creative Director & Designer  
Cristina Blanchard, Graphic Designer



## Angel Award Program

**BLUE CROSS AND BLUE SHIELD OF LOUISIANA**

BCBSLA Creative Team  
Jason Cohen Photo, Photography  
Baton Rouge Printing, Binding



## Two Roads Brewing Philsamic

**BRZoom**

Brendan Bayard, Senior Art Director  
David Worrell, Creative Director  
Chantel Michel, Account Director



## Brew at the Zoo Campaign

**BEST OF SHOW OVERALL**

**TILT**

TILT, Design & Creative  
Todd Davidson, Copywriting  
Baton Rouge Printing, Printing



## Creative Camp

### BEST OF SHOW INTEGRATED CAMPAIGN

LAMAR ADVERTISING COMPANY

Lamar Advertising Company



## CUT Fine Jewelers Business Card

### BEST OF SHOW PRINT

dezinsINTERACTIVE

Drew Reilley, Designer  
Orhan Mc Millan, Managing Partner



## Job Love Video Campaign

### BEST OF SHOW BROADCAST

LOUISIANA ECONOMIC DEVELOPMENT

Lori Melancon, Strategy - Senior Director of Marketing & Communications - LED  
tommysTV, Video Production, Cinematography, Editing, Music, Sound Design  
BBR Creative, Illustration, Design, Copywriting  
Tommy Talley, Producer  
Jordan Lewis, Producer  
Cathi Pavy, Creative Director  
Fred Mince, Director  
Dan Jones, Director of Photography  
Josh Carley, Editor, Art Direction



## Hilton Worldwide Connect Plus Idea Network Website

### BEST OF SHOW INTERACTIVE

#### COVALENT LOGIC

Stafford Wood, Strategy/Concept  
Stacey Vincent, Web Design  
Michele Troxler, Development  
Poulin Wu, Development  
Rachel Totaro, Project Management

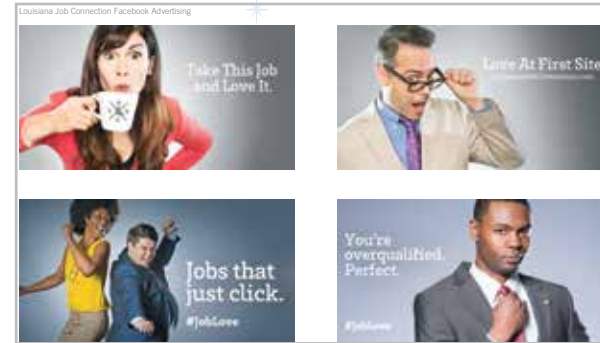


## Woman's Center for Wellness Campaign

### BEST OF SHOW ART DIRECTION

#### MESH

MESH  
Marie Constantin, Photographer



## Louisiana Job Connection Integrated Campaign

### BEST OF SHOW COPYWRITING

#### LOUISIANA ECONOMIC DEVELOPMENT

Lori Melancon, Senior Director of Marketing & Communications - LED  
BBR Creative, Marketing & Creative Strategy, Copywriting, Art Direction, Design, Video Production, Account Service  
tommysTV, Video Production, Cinematography, Editing, Music  
Coalent Logic, Marketing Strategy, Account Service, Web Design, Content Development, Programming  
Click Here Publishing, Social Media Strategy, Placement  
Brian Baiaamonte, Photography  
Marie Constantin, Photography  
Chuck Sanchez, Stun Design

*there is only one first impression.*

think

BATON ROUGE  
**PRINTING**



OFFSET - — - DIGITAL - — - DIRECT MAIL

[BRPRINT.COM](http://BRPRINT.COM)



**iHeart**  
MEDIA  
BATON ROUGE

**S**aluting Baton Rouge's Most Creative Minds



## Pediatric Menu

### SALES PROMOTION - MENU

**ENTRANT:** Brew Agency  
**ADVERTISER:** Our Lady of the Lake Children's Hospital

**CREDITS:** Marie Powell, Creative Director  
 Cristina Blanchard, Graphic Designer



## Bayou Satsuma Rum

### SALES PROMOTION - SINGLE UNIT

**ENTRANT:** BRZoom  
**ADVERTISER:** Louisiana Spirits

**CREDITS:** Brendan Bayard, Senior Art Director, Illustrator  
 David Worrell, Creative Director  
 Brian Boesch, Illustrator  
 Chantel Michel, Account Director  
 Dale Baillie, Production Manager



## Jay D's Louisiana Barbecue Sauce

### SALES PROMOTION - SINGLE UNIT

**ENTRANT:** elbow/room  
**ADVERTISER:** Jay D's Louisiana Barbecue Sauce

**CREDITS:** Erick Martin, Creative Director  
 Andy Lemoine, Designer



## Bayou Spiced Rum Cake

### SALES PROMOTION - SINGLE UNIT

**ENTRANT:** BRZoom  
**ADVERTISER:** Louisiana Spirits

**CREDITS:** Brendan Bayard, Senior Art Director, Illustrator  
 Brian Boesch, Illustrator  
 David Worrell, Creative Director  
 Chantel Michel, Account Director  
 Dale Baillie, Production Manager



## Air Armor Compressor

### SALES PROMOTION - SINGLE UNIT

**ENTRANT:** BRZoom  
**ADVERTISER:** Q Industries

**CREDITS:** Brendan Bayard, Senior Art Director  
 David Worrell, Creative Director  
 Brian Boesch, Illustrator  
 Dale Baillie, Production Manager



## Come Home, Louisiana Airport Display

**SALES PROMOTION - FREE-STANDING**

**ENTRANT:** Louisiana Economic Development  
**ADVERTISER:** Louisiana Economic Development

**CREDITS:** Lori Melancon, Senior Director of Marketing & Communications - LED  
BBR Creative, Design & Execution  
Stafford Wood, Strategy  
Cathi Pavy, Creative Director  
Vivid Ink, Printing  
Chelsea Harris, Marketing Manager  
Burt Durand, Senior Art Director, Illustrator, BBR



## Lipsey's Signage and Timeline Wall

**SALES PROMOTION - BRANDED ENVIRONMENT**

**ENTRANT:** MESH  
**ADVERTISER:** Lipsey's

**CREDITS:** MESH



## Two Roads Brewing Lambic Series

**SALES PROMOTION - CAMPAIGN**

**ENTRANT:** BRZoom  
**ADVERTISER:** Two Roads Brewing Company

**CREDITS:** Brendan Bayard, Senior Art Director, Illustrator  
David Worrell, Creative Director  
Chanel Michel, Account Director  
Dale Baillie, Production Manager



## CUT Fine Jewelers Business Card

**COLLATERAL MATERIAL - STATIONERY PACKAGE**

**ENTRANT:** dezinsINTERACTIVE  
**ADVERTISER:** CUT Fine Jewelers

**CREDITS:** Drew Reilly, Designer  
Orhan Mc Millan, Managing Partner



## Eddie's Brand Brochure

**COLLATERAL MATERIAL - SINGLE UNIT**

**ENTRANT:** MESH  
**ADVERTISER:** Eddie's BBQ

**CREDITS:** MESH



## Our Lady of the Lake Quality and Performance

**COLLATERAL MATERIAL -  
BOOK DESIGN (ENTIRE BOOK)**

**ENTRANT:** Our Lady of the Lake Regional  
Medical Center Marketing and Communications  
**ADVERTISER:** Our Lady of the Lake Regional  
Medical Center

**CREDITS:** Robert Johannessen, Account Director  
Kristin Romero, Marketing Manager  
Timothy Samaha, Senior Graphic Designer  
Marie Constantin, Photographer  
Baton Rouge Printing, Printer



## Daryl Hall and John Oates Gala Invitation 2014

**COLLATERAL MATERIAL - INVITATION**

**ENTRANT:** Our Lady of the Lake Regional  
Medical Center Marketing and Communications  
**ADVERTISER:** Our Lady of the Lake Foundation

**CREDITS:** Timothy Samaha, Senior Graphic Designer  
Baton Rouge Printing, Printer



## Design BR Postcards

**COLLATERAL MATERIAL - CARD**

**ENTRANT:** Visit Baton Rouge  
**ADVERTISER:** Visit Baton Rouge

**CREDITS:** Maggie Bowles, Project  
& Design Specialist  
Andrew Reilly, Design BR Participant  
Jennifer Macha, Design BR Participant  
Trent Bland, Design BR Participant  
Chad Lopez, Design BR Participant  
Jonathan Palmisano, Design BR Participant  
Emprint, Printer



## Brew at the Zoo Campaign

**COLLATERAL MATERIAL - CAMPAIGN**

**ENTRANT:** TILT  
**ADVERTISER:** TILT

**CREDITS:** TILT, Design, Creative  
Todd Davidson, Copywriting  
Baton Rouge Printing, Printing



## Jose Cuervo Especial Edición Limitada Press Mailer

**DIRECT MARKETING - 3-D**

**ENTRANT:** BRZoom  
**ADVERTISER:** Proximo Spirits

**CREDITS:** Dayna Zrinski, Art Director  
David Worrell, Creative Director  
Dale Baillie, Production Manager



## Two Roads Brewing Giant Tap Handle Entrance

**DIRECT MARKETING - EXTERIOR STILL OR STATIC**

**ENTRANT:** BRZoom  
**ADVERTISER:** Two Roads Brewing Company

**CREDITS:** Brendan Bayard, Senior Art Director  
Lindsay Bornkessel, Senior Art Director  
David Worrell, Creative Director  
Dale Baillie, Production Manager  
Chantel Michel, Account Director  
StudioThree, Inc., Production

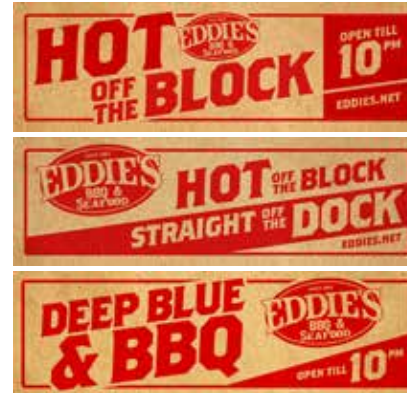


## Lamar Interactive Totem Experience

**DIRECT MARKETING - INTERIOR ANIMATED (WITH MOTION)**

**ENTRANT:** Lamar Graphics  
**ADVERTISER:** Lamar

**CREDITS:** Randy Wallis, 3D Modeling, Illustration, Painter  
Mark Rankin, Creative Director  
Barb Braud, Digital Content Designer  
Jason Naquin, Painter  
Levi Halley, Designer  
Nick Leblanc, Illustrator  
Nick Copia, Video Production



## Eddie's Billboard Campaign

**OUT-OF-HOME - CAMPAIGN**

**ENTRANT:** MESH  
**ADVERTISER:** Eddie's BBQ

**CREDITS:** MESH



## Woman's OB Print Ads

**CONSUMER OR TRADE PUBLICATION -  
FOUR-COLOR**

**ENTRANT: MESH**  
**ADVERTISER: Woman's Hospital**

**CREDITS: MESH**  
Marie Constantin, Photographer



## Celtic Studios | Set For Anything

**CONSUMER OR TRADE PUBLICATION -  
FOUR-COLOR**

**ENTRANT: Red Six Media**  
**ADVERTISER: Celtic Media Centre**

**CREDITS: Red Six Media**



## Woman's Center for Wellness Campaign

**CONSUMER OR TRADE PUBLICATION -  
FOUR-COLOR**

**ENTRANT: MESH**  
**ADVERTISER: Woman's Center for Wellness**

**CREDITS: MESH**



## Woman's OB Print Ads

**CONSUMER OR TRADE PUBLICATION -  
FOUR-COLOR**

**ENTRANT: MESH**  
**ADVERTISER: Woman's Hospital**

**CREDITS: MESH**  
Marie Constantin, Photographer



## Hilton Worldwide Connect Plus Idea Network Website

**DIGITAL ADVERTISING - SERVICES**

**ENTRANT: Covalent Logic**  
**ADVERTISER: Hilton Worldwide, Inc.**

**CREDITS: Stafford Wood, Strategy, Concept**  
Stacey Vincent, Web Design  
Michele Troxler, Development  
Poulin Wu, Development  
Rachel Totaro, Project Management



## Rebel Graphix Website

**DIGITAL ADVERTISING - SERVICES**

**ENTRANT:** Gatorworks  
**ADVERTISER:** Rebel Graphix

**CREDITS:** Meaghan Mulligan,  
Lead Designer & Developer  
Lindsey Duga, Copywriter



## Creative Camp App

**DIGITAL ADVERTISING - MOBILE (PHONE)**

**ENTRANT:** Lamar Graphics  
**ADVERTISER:** Lamar

**CREDITS:** Barb Braud, Art Director, App Designer  
Levi Halley, Logo Designer  
Nick Copia, Video Production



## "Emerge Center Impact"

**DIGITAL ADVERTISING - SERVICES**

**ENTRANT:** Launch Media  
**ADVERTISER:** The Emerge Center

**CREDITS:** John E. Jackson, Executive Producer  
Wes Kennison, Creative Director  
Eric Hutchison, Producer, Director  
Abe Felix, Director of Photography, Editor  
Matt Dawson, Graphic Designer  
Jordan Peck, Motion Designer



## Zoo Swamp Tour

**DIGITAL ADVERTISING - WEBISODES**

**ENTRANT:** Zehnder Communications  
**ADVERTISER:** Visit Baton Rouge

**CREDITS:** Mike Rainey, Chief Creative Officer  
William Gilbert, Associate Creative Director  
Julie Dorman, Senior Copywriter  
Marianna Barry, Broadcast Producer  
Countertake, Production Company  
Peter Giuffria, Assistant Art Director  
Courtney Harper, Integrated PM  
Robyn Lott, Account Supervisor  
Georgia Gilmore, Designer



## MobileQubes Website

**DIGITAL ADVERTISING - PRODUCTS**

**ENTRANT:** Envoc  
**ADVERTISER:** Envoc

**CREDITS:** Envoc, Design and Development



## #Job Love - Whooper

**DIGITAL ADVERTISING - INTERNET COMMERCIALS**

**ENTRANT:** Louisiana Economic Development  
**ADVERTISER:** Louisiana Economic Development

**CREDITS:** Lori Melancon, Senior Director of Marketing & Communication  
tommysTV, Video Production, Cinematography, Editing, Music, Sound  
BBR Creative, Marketing & Creative Strategy, Copywriting, Design, Illustration, Social Media Management  
Tommy Talley, Producer  
Jodan Lewis, Producer  
Cathi Pavy, Creative Director  
Fred Mince, Director  
Dan Jones, Director of Photography  
Tim Landry, Writer  
Billy Bamman, Art Director



## Martin Ecosystems Brand Video

**DIGITAL ADVERTISING - BRANDED CONTENT MORE THAN :60**

**ENTRANT:** The Day Group  
**ADVERTISER:** Martin Ecosystems Metropolitan Airport

**CREDITS:** The Day Group, Producer  
Dan Jones, Director, Director of Photography



## Come Home Louisiana - E.B. Brooks

**DIGITAL ADVERTISING - BRANDED CONTENT MORE THAN :60**

**ENTRANT:** Louisiana Economic Development  
**ADVERTISER:** Louisiana Economic Development

**CREDITS:** Lori Melancon, Senior Director of Marketing & Communications - LED  
tommysTV, Video Production, Cinematography, Editing, Music, Sound Design  
BBR Creative, Marketing & Creative Strategy, Copywriting, Social Media Management  
Tommy Talley, Producer, Director  
Jordan Lewis, Producer  
Dan Jones, Director of Photography, Editor  
Cathi Pavy, Creative Director  
Stafford Wood, Strategy



## Come Home Louisiana - Alix Gonsoulin

**DIGITAL ADVERTISING - BRANDED CONTENT MORE THAN :60**

**ENTRANT:** Louisiana Economic Development  
**ADVERTISER:** Louisiana Economic Development

**CREDITS:** Lori Melancon, Senior Director of Marketing & Communications - LED  
tommysTV, Video Production, Cinematography, Editing, Music, Sound Design  
BBR Creative, Marketing & Creative Strategy, Copywriting, Social Media Management  
Tommy Talley, Producer  
Jordan Lewis, Producer  
Cathi Pavy, Creative Director  
Dan Jones, Director, Editor  
David Reese, Director of Photography



## Art, Zoo, Swamp, Food Truck, Juke Joint, Tiger

## DIGITAL ADVERTISING - CAMPAIGN

**ENTRANT: Zehnder Communications**  
**ADVERTISER: Visit Baton Rouge**

**CREDITS: Mike Rainey, Chief Creative Officer**  
**William Gilbert, Associate Creative Director**  
**Julie Dorman, Senior Copywriter**  
**Marianna Barry, Broadcast Producer**  
**Countertake, Film & Video Production**  
**Peter Giuffria, Assistant Art Director**  
**Courtney Harper, Integrated PM**  
**Robyn Lott, Account Supervisor**  
**Georgia Gilmore, Designer**

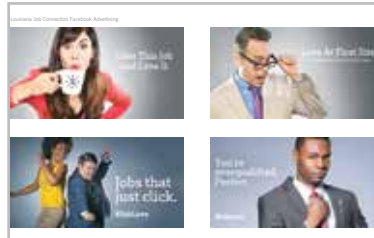


## Come Home Louisiana Video Campaign

## DIGITAL ADVERTISING - CAMPAIGN

**ENTRANT: Louisiana Economic Development**  
**ADVERTISER: Louisiana Economic Development**

**CREDITS: Lori Melancon, Senior Director of Marketing  
& Communications - LED**  
**tommysTV, Video Production, Cinematography,  
Editing, Music, Sound Design, Copywriting**  
**BBR Creative, Illustration, Design, Copywriting**  
**Tommy Talley, Producer**  
**Jordan Lewis, Producer**  
**Cathi Pavy, Creative Director**  
**Tommy Talley, Jordan Lewis, Dan Jones, Director**  
**Dan Jones, Director of Photography, Editor**

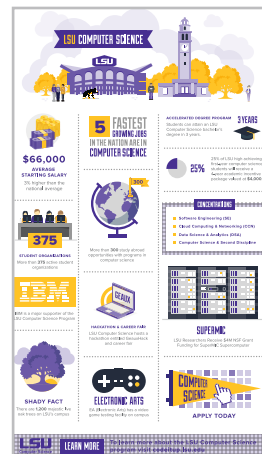


## Job Love Video Campaign

## DIGITAL ADVERTISING - CAMPAIGN

**ENTRANT:** Louisiana Economic Development  
**ADVERTISER:** Louisiana Economic Development

**CREDITS: Lori Melancon, Strategy - Senior Director of  
Marketing & Communications - LED  
tommysTV, Video Production, Cinematography,  
Editing, Music, Sound Design  
BBR Creative, Illustration, Design, Copywriting  
Tommy Talley, Producer  
Jordan Lewis, Producer  
Cathi Pavy, Creative Director  
Fred Mince, Director  
Dan Jones, Director of Photography  
Josh Carley, Editor**



## "Code It Up" Campaign

## DIGITAL ADVERTISING - CAMPAIGN

**ENTRANT: Rokit Science Agency**  
**ADVERTISER: LSU Computer Science**

**CREDITS:** Rockit Science Agency, Creative Direction,  
Design, Development  
Contrast Films, Videography



## I'm Covered Campaign

TELEVISION - SERVICES

ENTRANT: Digital FX

ADVERTISER: Blue Cross Blue Shield of Louisiana

CREDITS: Digital FX, Production



## Louisiana Job Connection Integrated Campaign

INTEGRATED CAMPAIGNS - CONSUMER REGIONAL/NATIONAL

ENTRANT: Louisiana Economic Development

ADVERTISER: Louisiana Economic Development

CREDITS: Lori Melancon, Senior Director of Marketing & Communications - LED  
BBR Creative, Marketing & Creative Strategy, Copywriting, Art Direction/Design, Video Production, Account Service  
tommysTV, Video Production, Cinematography, Editing, Music  
Covalent Logic, Marketing Strategy, Account Service, Web Design, Content Development, Programming  
Click Here Publishing, Social Media Strategy, Placement  
Brian Baiamonte, Photography  
Marie Constantin, Photography  
Chuck Sanchez, Stun Design



## Woman's Center for Wellness Campaign

INTEGRATED CAMPAIGNS - CONSUMER LOCAL

ENTRANT: MESH

ADVERTISER: Woman's Center for Wellness

CREDITS: MESH



## Woman's OB Campaign

INTEGRATED CAMPAIGNS - CONSUMER LOCAL

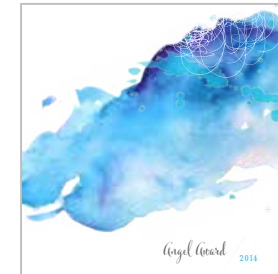
ENTRANT: MESH

ADVERTISER: Woman's Hospital

CREDITS: MESH

Marie Constantin, Photographer

Teddy Smith, Director of Photography



## Angel Award Program

BLUE CROSS AND BLUE SHIELD OF LOUISIANA

ENTRANT: BCBSLA

ADVERTISER: BCBSLA

CREDITS: BCBSLA Creative Team  
Jason Cohen Photo, Photography  
Baton Rouge Printing, Binding



### BREW Idea Books

**ADVERTISING INDUSTRY - DIRECT MARKETING/  
SPECIALTY ITEMS**

**ENTRANT:** Brew Agency  
**ADVERTISER:** Brew Agency

**CREDITS:** Marie Powell, Creative Director & Designer  
Cristina Blanchard, Graphic Designer



### Wake Up Your Brand

**ADVERTISING INDUSTRY SELF PROMOTION -  
SINGLE MEDIUM CAMPAIGN**

**ENTRANT:** Brew Agency  
**ADVERTISER:** Brew Agency

**CREDITS:** Marie Powell, Creative Director & Designer  
Cristina Blanchard, Graphic Designer



### Creative Camp

**ADVERTISING INDUSTRY SELF-PROMOTION -  
INTEGRATED CAMPAIGN**

**ENTRANT:** Lamar Advertising Company  
**ADVERTISER:** Lamar Advertising Company

**CREDITS:** Lamar Advertising Company



### Haspel Holiday Ads

**ELEMENTS OF ADVERTISING - COPYWRITING**

**ENTRANT:** MESH  
**ADVERTISER:** Haspel Clothing

**CREDITS:** MESH



### Two Roads Brewing Upshift Kriek

**ELEMENTS OF ADVERTISING -  
ILLUSTRATION SINGLE**

**ENTRANT:** BRZoom  
**ADVERTISER:** Two Roads Brewing Company

**CREDITS:** Brendan Bayard, Senior Art Director  
David Worrell, Creative Director  
Brian Boesch, Illustrator  
Chantel Michel, Account Director



## Sunbrella Flower Illustrations Campaign

**ELEMENTS OF ADVERTISING - ILLUSTRATION CAMPAIGN**

**ENTRANT:** MESH  
**ADVERTISER:** Sunbrella

**CREDITS:** MESH  
Mark Ross, Illustrator



## Obots

**ELEMENTS OF ADVERTISING - ILLUSTRATION CAMPAIGN**

**ENTRANT:** Envoc  
**ADVERTISER:** Envoc

**CREDITS:** Rebecca Kelt, Designer



## "True Grit"

**ELEMENTS OF ADVERTISING - CINEMATOGRAPHY**

**ENTRANT:** Rockit Science Agency  
**ADVERTISER:** H&E Equipment Services

**CREDITS:** Rockit Science Agency,  
Creative Direction  
River Road Creative, Videography,  
Cinematography



## We've Got a Blue For You

**ELEMENTS OF ADVERTISING - MUSIC WITH LYRICS**

**ENTRANT:** BCBSLA  
**ADVERTISER:** BCBSLA

**CREDITS:** BCBSLA Creative Team  
Jep Epstein, Music, Lyrics

2012 Prom  
NICK

Nick was here.

the balloon  
archway was  
non-negotiable  
- There so

Best wishes  
you Rock!  
- Ellie

GOT LUCKY  
@ THE PROM!  
- PATRICK

Good Luck! so glad  
We're BFF's!!

♥ meredith

You'll always be a  
Galsby to me!!

you're so talented  
I swear you will be  
famous one day!  
- Leanne

#actlikealikeeachother

Tyrannosaurus  
REXT  
- Jonathan

#YOLO

WHISKY  
+ RIBBONS  
- CURTIS

I always  
loved your pen  
tool!  
- Sydney

Great Time  
in the bathroom  
as always  
- JENNY

BFF'S 4-EVA  
- JENNY

PICS OF IT DIDNT  
HAPPEN  
- JENNY

OMG  
I WILL MISS YOU!  
YOU R AWESOME!  
#YOU KICK BUTT  
- KAMRYN

CHRIS  
#47

Rachel  
is  
your  
♥

TREAT YOURSELF!  
- TRENTON

Follow Your Dreams

SHANNON ♥ YOU!

Respect  
MIKE  
HEVER

NICE

Peacock  
did it  
LOL  
- Lindsey

Call me later, you,  
me, gold, and my  
dad's car.  
- Nathan

When I get me  
FAMOUS!  
SUSAN

Dancing Queen  
- Cam

Congrats

☆☆☆

#YOLO  
HANE

LOOKIN'  
GOOD!  
RICHARD

He's Not An  
Intern anymore!

Connie

BFF 4-EVA

Get drunk, Get Silver  
- Nick

☆☆☆

We danced like  
our peers were  
watching  
- Jay

Stay Sweet!  
Jamie

You are so  
cool!  
- John Walker

Daft Punk  
wasn't the only  
one who got  
LUCKY  
- AEE

Grease Marley

Prom Queen  
or Bust!!!  
- Babi

Nice Ada

I hope you  
liked that tux  
- Elizabeth

well soon  
MOM

LAMAR  
graphics



# POLITICS & SWAMP POP

**BOTH FLAMBOYANT DISRUPTIONS  
OF THE LEFT-RIGHT SHUFFLE**

Discover a vibrant, multi-layered culture shaped by colorful politics and the social influence of our French, Spanish and native ancestors. This unique perspective is in everything we do, how we eat, how we dance and who we are. Check out the tallest capitol in the U.S. or spend an eclectic evening dancing a fais do-do, but whatever you do, **get out and #GoBR.**



*VisitBatonRouge.com*

800 LA ROUGE

## Southern Marsh Catalog

**COLLATERAL MATERIAL - SINGLE UNIT**  
**ENTRANT:** MESH  
**ADVERTISER:** Southern Marsh  
**CREDITS:** MESH

## Two Roads Brewing Poster

**COLLATERAL MATERIAL - SINGLE UNIT**  
**ENTRANT:** BRZoom  
**ADVERTISER:** Two Roads Brewing Company  
**CREDITS:** Brendan Bayard, Senior Art Director  
 Dayna Zrinski, Art Director  
 David Worrell, Creative Director  
 Hawk Krall, Illustrator  
 Chantel Michel, Account Director

## LSU Football Music City Bowl Poster

**COLLATERAL MATERIAL - SINGLE UNIT**  
**ENTRANT:** LSU Athletics  
**ADVERTISER:** LSU Athletics  
**CREDITS:** Krystal Faircloth, Publications Director

## Classic Baton Rouge Postcards

**COLLATERAL MATERIAL - CARD**  
**ENTRANT:** Visit Baton Rouge  
**ADVERTISER:** Visit Baton Rouge  
**CREDITS:** Maggie Bowles, Project & Design Specialist  
 Emprint, Printer

## Capital Chef's Showcase - Savor the Night

**COLLATERAL MATERIAL - CAMPAIGN**  
**ENTRANT:** Red Six Media  
**ADVERTISER:** Cancer Services of Baton Rouge  
**CREDITS:** Red Six Media

## #GoBR Keychain

**DIRECT MARKETING - OTHER MERCHANDISE**  
**ENTRANT:** Zehnder Communications  
**ADVERTISER:** Visit Baton Rouge  
**CREDITS:** Mike Rainey, Chief Creative Officer  
 William Gilbert, Associate Creative Director  
 Julie Dorman, Senior Copywriter  
 Shea Duet, Creative Operations & Integration Manager  
 Georgia Gilmore, Agency Photographer  
 Peter Giuffria, Assistant Art Director  
 Sarah Keiffer, Project Manager  
 Robyn Lott, Account Supervisor  
 Jennifer Boneno, Director of Account Services

## Halloween Cup

**DIRECT MARKETING - OTHER MERCHANDISE**  
**ENTRANT:** Rotolo's Pizzeria  
**ADVERTISER:** Rotolo's Pizzeria  
**CREDITS:** Rachel Podorsky, Creative Director  
 Christina Bourg, Marketing Director

## Maestro Dobel Tequila "Guitar Case"

**DIRECT MARKETING - OTHER MERCHANDISE**  
**ENTRANT:** BRZoom  
**ADVERTISER:** Proximo Spirits  
**CREDITS:** Dayna Zrinski, Art Director  
 David Worrell, Creative Director  
 Dale Baillie, Production Manager

## Juice Stop

**OUT-OF-HOME - EXTENSION/DIMENSIONAL**  
**ENTRANT:** Lamar Graphics  
**ADVERTISER:** Juice Stop  
**CREDITS:** Monica Lacombe, Designer  
 Corey Anzel, Account Executive

## Walking With Dinosaurs

**OUT-OF-HOME - EXTERIOR (OUTSIDE/ON A MASS TRANSIT VEHICLE)**  
**ENTRANT:** Lamar Graphics  
**ADVERTISER:** Walking With Dinosaurs  
**CREDITS:** James Robichaux, Designer  
 Ed Holst, Concept  
 Dave Hull, Account Executive

## Venue Out-of-Home Campaign

**OUT-OF-HOME - CAMPAIGN**  
**ENTRANT:** MESH  
**ADVERTISER:** Venue  
**CREDITS:** MESH

## Woman's Center for Wellness Billboard Campaign

**OUT-OF-HOME - CAMPAIGN**  
**ENTRANT:** MESH  
**ADVERTISER:** Woman's Center for Wellness  
**CREDITS:** MESH

## LWHA Print Pamperology Ad

**CONSUMER OR TRADE PUBLICATION - FOUR-COLOR**  
**ENTRANT:** MESH  
**ADVERTISER:** 225 Magazine  
**CREDITS:** MESH

## Capitol, Oyster, Stadium

**NEWSPAPER - COLOR**  
**ENTRANT:** Zehnder Communications  
**ADVERTISER:** Visit Baton Rouge  
**CREDITS:** Mike Rainey, Chief Creative Officer  
 William Gilbert, Associate Creative Director  
 Julie Dorman, Senior Copywriter  
 Peter Giuffria, Assistant Art Director  
 Georgia Gilmore, Agency Photographer  
 Elizabeth Evans, Account Executive  
 Sarah Keiffer, Project Manager  
 Robyn Lott, Account Supervisor  
 Jennifer Boneno, Director of Account Services

## Hilton Worldwide NOW Website

**DIGITAL ADVERTISING - SERVICES**  
**ENTRANT:** Covalent Logic  
**ADVERTISER:** Hilton Worldwide, Inc.  
**CREDITS:** Stafford Wood, Concept  
 Stacey Vincent, Web Design, Development  
 Ginny Gilbert, Account Manager  
 Lauren Ward, Project Manager, Hilton Worldwide, Inc.  
 Brian Rivet, Web Development  
 Poulin Wu, Development

## Aquiem Website

**DIGITAL ADVERTISING - PRODUCTS**  
**ENTRANT:** Xdesign, Inc.  
**ADVERTISER:** Xdesign, Inc.  
**CREDITS:** Xdesign Team

## "Code It Up" Microsite

**DIGITAL ADVERTISING - SERVICES**  
**ENTRANT:** Rockit Science Agency  
**ADVERTISER:** LSU Computer Science  
**CREDITS:** Rockit Science Agency, Creative Direction,  
 Design, Development

## Haspel Holiday Ads

**DIGITAL ADVERTISING - SINGLE PLATFORM CONSUMER**  
**ENTRANT:** MESH  
**ADVERTISER:** Haspel Clothing  
**CREDITS:** MESH

## Haspel Days are Here Again!

**DIGITAL ADVERTISING - CAMPAIGN**  
**ENTRANT:** MESH  
**ADVERTISER:** Haspel Clothing  
**CREDITS:** MESH

## The Best & Worst Art

**DIGITAL ADVERTISING - WEBISODES**  
**ENTRANT:** Zehnder Communications  
**ADVERTISER:** Visit Baton Rouge  
**CREDITS:** Mike Rainey, Chief Creative Officer  
 William Gilbert, Associate Creative Director  
 Julie Dorman, Senior Copywriter  
 Marianna Barry, Broadcast Producer  
 CounterTake, Production Company  
 Peter Giuffria, Assistant Art Director  
 Courtney Harper, Integrated PM  
 Robyn Lott, Account Supervisor  
 Georgia Gilmore, Designer

## Food Truck, Juke Joint

**DIGITAL ADVERTISING - WEBISODES**  
**ENTRANT:** Zehnder Communications  
**ADVERTISER:** Visit Baton Rouge  
**CREDITS:** Mike Rainey, Chief Creative Officer  
 William Gilbert, Associate Creative Director  
 Julie Dorman, Senior Copywriter  
 Marianna Barry, Broadcast Producer  
 CounterTake, Production Company  
 Peter Giuffria, Assistant Art Director

Courtney Harper, Integrated PM  
 Robyn Lott, Account Supervisor  
 Georgia Gilmore, Designer

## #Job Love

**DIGITAL ADVERTISING - INTERNET COMMERCIALS**  
**ENTRANT:** Louisiana Economic Development  
**ADVERTISER:** Louisiana Economic Development  
**CREDITS:** Lori Melancon, Senior Director of Marketing  
 & Communications - LED  
 tommysTV, Video Production, Cinematography, Editing,  
 Music, Sound Design  
 BBR Creative, Marketing & Creative Strategy, Copywriting,  
 Design, Illustration, Social Media Management  
 Tommy Talley, Producer  
 Jordan Lewis, Producer  
 Cathi Pavy, Creative Director  
 Fred Mince, Director  
 Dan Jones, Director of Photography  
 Tim Landry, Writer  
 Billy Bamman, Art Director

## #Job Love - Dancer

**DIGITAL ADVERTISING - INTERNET COMMERCIALS**  
**ENTRANT:** Louisiana Economic Development  
**ADVERTISER:** Louisiana Economic Development  
**CREDITS:** Lori Melancon, Senior Director of Marketing  
 & Communications - LED  
 tommysTV, Video Production, Cinematography, Editing,  
 Music, Sound Design  
 BBR Creative, Marketing and Creative Strategy, Copywriting,  
 Design, Illustration, Social Media Management  
 Tommy Talley, Producer  
 Jordan Lewis, Producer  
 Cathi Pavy, Creative Director  
 Fred Mince, Director  
 Dan Jones, Director of Photography  
 Tim Landry, Writer  
 Billy Bamman, Art Director

## #Job Love - Honoree

### DIGITAL ADVERTISING - INTERNET COMMERCIALS

**ENTRANT:** Louisiana Economic Development

**ADVERTISER:** Louisiana Economic Development

**CREDITS:** Lori Melancon, Senior Director of Marketing &

Communications - LED

tommysTV, Video Production, Cinematography, Editing, Music, Sound Design

BBR Creative, Marketing & Creative Strategy, Copywriting, Design, Illustration, Social Media Management

Tommy Talley, Producer

Jordan Lewis, Producer

Cathi Pavy, Creative Director

Fred Mince, Director

Dan Jones, Director of Photography

Josh Carley, Editor

Billy Bamman, Art Director

## #Job Love - High Five

### DIGITAL ADVERTISING - INTERNET COMMERCIALS

**ENTRANT:** Louisiana Economic Development

**ADVERTISER:** Louisiana Economic Development

**CREDITS:** Lori Melancon, Senior Director of Marketing &

Communications - LED

tommysTV, Video Production, Cinematography, Editing, Music, Sound Design

BBR Creative, Marketing & Creative Strategy, Copywriting, Design, Illustration, Social Media Management

Tommy Talley, Producer

Jordan Lewis, Producer

Cathi Pavy, Creative Director

Fred Mince, Director

Dan Jones, Director of Photography

Tim Landry, Writer

Billy Bamman, Art Director

## Haspel Spring Video

### DIGITAL ADVERTISING - INTERNET COMMERCIALS

**ENTRANT:** MESH

**ADVERTISER:** Haspel Clothing

**CREDITS:** MESH

## "American Dream"

### DIGITAL ADVERTISING -

**BRANDED CONTENT MORE THAN :60**

**ENTRANT:** Launch Media

**ADVERTISER:** NCCER

**CREDITS:** Wes Kennison, Creative Director, Copywriter

Deirdre Peterson, Producer, Casting

John Haynes, Director

Abe Felix, Producer, Casting, Cinematographer,

Editor, Colorist

Daniel Small, Motion Designer

Jordan Peck, Motion Designer

Ryan Golden, Motion Designer

## Louisiana Brewery Trail

### DIGITAL ADVERTISING -

**BRANDED CONTENT MORE THAN :60**

**ENTRANT:** Miles

**ADVERTISER:** Louisiana Office of Tourism

**CREDITS:** Theresa Overby, Content Director

tommysTV/ Bite and Booze, Video Production

Tommy Talley, Producer

Jay Ducote, Producer

Dan Jones, Director of Photography

Josh Carley, Editor

Fred Mince, Camera Operator

## Come Home, Louisiana Digital Campaign

### DIGITAL ADVERTISING - CAMPAIGN

**ENTRANT:** Louisiana Economic Development

**ADVERTISER:** Louisiana Economic Development

**CREDITS:** Lori Melancon, Senior Director of Marketing

& Communications

BBR Creative, Marketing & Creative Strategy, Copywriting,

Art Direction/Design, Account Service

Covalent Logic, Strategy, Account Support

Cathi Pavy, Creative Director

Patrick Lavergne, Art Director

Tim Landry, Copywriter

Brian Baiamonte, Photography

## Haspel Holiday Ads

### DIGITAL ADVERTISING - CAMPAIGN

**ENTRANT:** MESH

**ADVERTISER:** Haspel Clothing

**CREDITS:** MESH

## 10 Days

### DIGITAL ADVERTISING - CAMPAIGN

**ENTRANT:** Hatchit

**ADVERTISER:** Hatchit

**CREDITS:** Hatchit Creative Team

## HP Serve

### DIGITAL ADVERTISING - CAMPAIGN

**ENTRANT:** Hatchit

**ADVERTISER:** Hatchit

**CREDITS:** Hatchit Creative Team

## Spice of Life

**TELEVISION - :15 OR LESS**  
**ENTRANT:** Digital FX  
**ADVERTISER:** Red Stick Spice Company  
**CREDITS:** Digital FX, Production

## Change Is Good

**TELEVISION - :30 OR LESS**  
**ENTRANT:** The Day Group & elbow/room  
**ADVERTISER:** American Gateway Bank  
**CREDITS:** The Day Group, Producer  
 David Day, Writer  
 Erick Martin, Creative Direction, Writer  
 elbow/room, Photography & Digital  
 Matt Callac, Concept & Animation

## Woman's Hospital TV Spot

**TELEVISION - :30 OR LESS**  
**ENTRANT:** MESH  
**ADVERTISER:** Woman's Hospital  
**CREDITS:** MESH  
 Teddy Smith, Director of Photography

## L'auberge Baton Rouge Brand Campaign

**TELEVISION - :60 OR MORE**  
**ENTRANT:** Dimassimo Goldstein  
**ADVERTISER:** L'auberge Casino & Hotel Baton Rouge  
**CREDITS:** Mark DiMassimo, Chief Executive Officer  
 Tom Christmann, Chief Creative Officer  
 Kevin Karp, Associate Creative Director, Art Director  
 Laura Lebel, Art Director

## Open Enrollment TV Campaign

**TELEVISION - SERVICES**  
**ENTRANT:** BCBSLA  
**ADVERTISER:** BCBSLA  
**CREDITS:** BCBSLA Creative Team  
 Digital FX, Production  
 Jep Epstein, Music

## Go Baton Rouge

**INTEGRATED CAMPAIGNS - CONSUMER REGIONAL/NATIONAL**  
**ENTRANT:** Zehnder Communications  
**ADVERTISER:** Visit Baton Rouge  
**CREDITS:** Mike Rainey, Chief Creative Officer  
 William Gilbert, Associate Creative Director  
 Julie Dorman, Senior Copywriter  
 Peter Giuffria, Assistant Art Director  
 Georgia Gilmore, Agency Photographer  
 Shea Duet, Creative Operations & Integration Manager  
 Sarah Keiffer, Project Manager  
 Robyn Lott, Account Supervisor  
 Jennifer Boneno, Director of Account Services  
 CounterTake, Video Production Company

## LHC Take a Shelfie Poster

**PUBLIC SERVICE - POSTER**  
**ENTRANT:** MESH  
**ADVERTISER:** Louisiana Healthcare Associates  
**CREDITS:** MESH

## LHC Take a Shelfie Billboard

**PUBLIC SERVICE - OUT-OF-HOME**  
**ENTRANT:** MESH  
**ADVERTISER:** Louisiana Healthcare Associates  
**CREDITS:** MESH

## Angel Award Campaign

**PUBLIC SERVICE - INTEGRATED CAMPAIGN**  
**ENTRANT:** BCBSLA  
**ADVERTISER:** BCBSLA  
**CREDITS:** BCBSLA Creative Team  
 Jason Cohen Photo, Photography  
 Baton Rouge Printing, Binding

## LHC Take a Shelfie Campaign

**PUBLIC SERVICE - INTEGRATED CAMPAIGN**  
**ENTRANT:** MESH  
**ADVERTISER:** Louisiana Healthcare Associates  
**CREDITS:** MESH

## Sean's Summer Sizzler

**ADVERTISING INDUSTRY - DIRECT MARKETING/SPECIALTY ITEMS**  
**ENTRANT:** Lamar Advertising Company  
**ADVERTISER:** Lamar Advertising Company  
**CREDITS:** Lamar Advertising Company

## 2014 AAF-BR American Advertising Awards Clue Campaign

**ADVERTISING INDUSTRY SELF PROMOTION - INTEGRATED CAMPAIGN**

**ENTRANT: AAF-BR**

**ADVERTISER: AAF-BR**

**CREDITS:** Jeff English, Copywriting, Creative Direction

Katie Ramirez, Designer

Marie Powell, Designer

Jonathan Palmisano, Designer

Abe Felix, Copywriting, Creative Direction

Trent Bland, Copywriting, Creative Direction

Theresa Nguyen, Creative Direction,

Production Coordinator

Chase Freeman, Web Design

Launch Media, Video Production

Video Production, Printing

Lamar Graphics, 3-D Graphics

RebelGraphix, Game Board Venue Decor

## Sunbrella Flower Illustrations

**ELEMENTS OF ADVERTISING - ILLUSTRATION SINGLE**

**ENTRANT: MESH**

**ADVERTISER: Sunbrella**

**CREDITS: MESH**

Mark Ross, Illustrator

## Woman's OB Photography

**ELEMENTS OF ADVERTISING - PHOTOGRAPHY CAMPAIGN**

**ENTRANT: MESH**

**ADVERTISER: Woman's Hospital**

**CREDITS: MESH**

Marie Constantin, Photography

## BCBS - Dollar Explained

**ELEMENTS OF ADVERTISING - ANIMATION OR SPECIAL EFFECTS**

**ENTRANT: Digital FX**

**ADVERTISER: Blue Cross Blue Shield of Louisiana**

**CREDITS: Digital FX, Production**

## Come Home Louisiana

**ELEMENTS OF ADVERTISING - CINEMATOGRAPHY**

**ENTRANT: tommysTV**

**ADVERTISER: Louisiana Economic Development**

**CREDITS: Dan Jones, Director of Photography**

Tommy Talley, Producer

Jordan Lewis, Producer

## Signature Chefs Auction

**ELEMENTS OF ADVERTISING - CINEMATOGRAPHY**

**ENTRANT: tommysTV**

**ADVERTISER: March of Dimes**

**CREDITS: Tommy Talley, Producer**

Jordan Lewis, Producer

Dan Jones, Director of Photography

Katie Hope, Camera Operator

## My Campus - iPhone

**ELEMENTS OF ADVERTISING - CINEMATOGRAPHY**

**ENTRANT: Digital FX**

**ADVERTISER: Campus Federal Credit Union**

**CREDITS: Digital FX, Production**

## All About JUDGING

- Three judges are selected from various markets
- Although not required we prefer to have judges from different disciplines
- Each entry is graded individually on a scale of 0-100
- Each judge reviews, watches and tests every entry
- The scores from the judges are averaged out and then listed in numerical order
- The top 10% are awarded Gold ADDYs
- The next 10% are awarded Silver ADDYs
- These numbers may be higher due to tie scores
- Just because an entry is the only entry in its category does not mean it wins
- You compete with all entries not just those in your category
- After every entry is scored the judges select the Best of Show Winners
- They must all come to an agreement on these winners
- Each judge then selects his/her favorite piece for Judge's Best of Show
- Gold winners are automatically forwarded to compete in the District ADDYs
- Silver winners can be forwarded by paying the forwarding fee



## BFA Recruiting Material, School of Art

### **BEST OF SHOW OVERALL + GOLD**

**LOUISIANA STATE UNIVERSITY**

Tina Korani, Graphic Design

Luisa Restrepo, Graphic Design, Digital Illustration & Creative Director

Lynne Baggett, Faculty Advisor

Rod Parker, Faculty Advisor

Kitty Pheney, Project Director



## #HoldYourTongue

### **SPECIAL JUDGES' AWARD + GOLD**

### **INTEGRATED CAMPAIGN - CONSUMER**

**LOUISIANA STATE UNIVERSITY**

Hayley Sauer

Alexande DeBlieux



## LSU College of Art & Design Annual Report 2013-2014

### COLLATERAL MATERIAL - BROCHURE/ANNUAL REPORT

LOUISIANA STATE UNIVERSITY  
GDSO - LSU SCHOOL OF ART

Amy Blacketter, Graphic Design and Illustration  
Luisa Restrepo, Creative Director  
Rod Parker, Faculty Advisor  
Kitty Pheney, Project Director

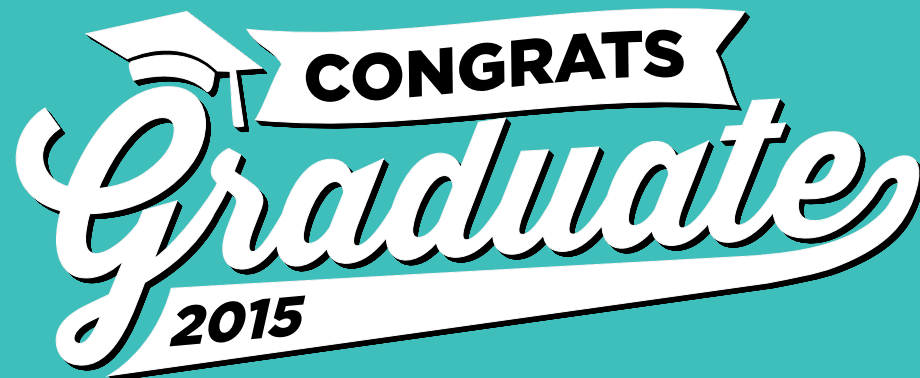


## Mac Daddy Restaurant

### ELEMENTS OF ADVERTISING - LOGO

LOUISIANA STATE UNIVERSITY

Victoria Roberts



## Oops, wrong event?

We're a bit mixed up because we just had our first baby...

Contact us in a few weeks if you need  
a (much more) carefully crafted print design  
or website for your brand.

# Type & Image

LITERALLY A MOM & POP DESIGN SHOP • TYPEIMAGE.COM



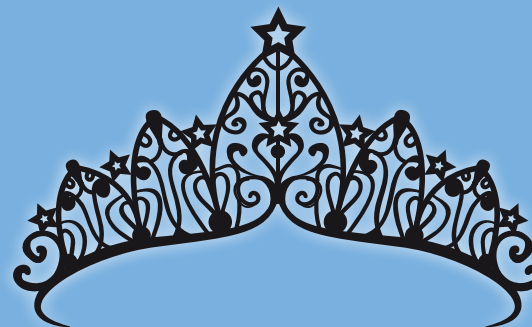
FIND NEW ROADS



# CONGRATULATIONS

to the 2015 ADDY® Award Winners' Court for

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## MFA Recruiting Poster, LSU School of Art

**COLLATERAL MATERIAL - SINGLE POSTER**  
**GDSO - LSU School of Art**  
 CREDITS: Tina Korani, Graphic Design  
 Luisa Restrepo, Graphic Design, Digital Illustration,  
 Creative Director  
 Rod Parker & Lynne Baggett, Faculty Advisors  
 Kitty Pheney, Project Director

## HIV Awareness Poster

**COLLATERAL MATERIAL - SINGLE POSTER**  
**Amy Blacketter**  
 CREDITS: Amy Blacketter, Graphic Designer

## Lukewarm

**COLLATERAL MATERIAL - EDITORIAL SPREAD OR FEATURE**  
**Sarah Kershaw**  
 CREDITS: Ashley Monaghan, Stylist  
 Sarah Kershaw, Design & Photography

## Quad - College of Art & Design Magazine (Winter)

**COLLATERAL MATERIAL - MAGAZINE DESIGN (ENTIRE MAGAZINE)**  
**GDSO - LSU School of Art**  
 CREDITS: Marci Hargroder, Graphic Design and Illustration  
 Brian Deppe & James Osborne IV, Guest Photographers  
 Rod Parker & Lynne Baggett, Faculty Advisors  
 Angela Harwood, Editor in Chief, Writer

## LEGACY, Fall 2014

**COLLATERAL MATERIAL - MAGAZINE DESIGN**  
**Sarah Kershaw**  
 CREDITS: Sarah Kershaw, Design  
 Michelle Ayoubi, Photography

## LEGACY, Fall 2014

**COLLATERAL MATERIAL - MAGAZINE DESIGN (ENTIRE MAGAZINE)**  
 CREDITS: Sydney Blanchard, Editor in Chief  
 Sarah Kershaw, Creative Director  
 Chase Whitney, Lead Designer  
 Raina LaCaze, Managing Editor  
 Ashley Monaghan, Multimedia Director  
 Tyler Bascle, Designer  
 Cassidy Day, Designer  
 Anne Lipscomb, Designer  
 Allie Appel, Photographer  
 Michelle Ayoubi, Photographer  
 Nichole Wierschem, Photographer  
 Tim Schreiner, Advisor

## The Murals of Allen Hall

**COLLATERAL MATERIAL - BOOK DESIGN (ENTIRE BOOK)**  
**GDSO - LSU School of Art**  
 CREDITS: Kristen Soileau, Graphic Designer  
 Jeremy Grassman, Creative Director  
 Rod Parker, Faculty Advisor  
 Kitty Pheney, Project Director

## LSU Graphic Design Time for Type 2015 Calendar

**COLLATERAL MATERIAL - BOOK DESIGN (ENTIRE BOOK)**  
**LSU Graphic Design - Junior Class**  
 CREDITS: LSU Graphic Design Junior Class,  
 Graphic Design & Illustration  
 Bo Kim, Cover Illustration  
 Courtney Barr & Lynne Baggett, Faculty Advisors

## Musing

**DIGITAL ADVERTISING - MOBILE APPS**  
**Lauren Zimmerman**  
 CREDITS: Lauren Zimmerman, Musing










## New York By Night

**ELEMENTS OF ADVERTISING - PHOTOGRAPHY, BLACK & WHITE**  
**Nichole Wierschem**  
 CREDITS: Nichole Wierschem, Photographer

## Downtown Blues

**ELEMENTS OF ADVERTISING - PHOTOGRAPHY, COLOR**  
**Madison Scullin**  
 CREDITS: Madison Scullin, Student

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