

— it's —

YOUR LUCKY NIGHT

BATON ROUGE ADDY AWARDS

2013 Winners



Our 2013 Co-Chairs



JASON BROHA



JENNIFER BONNET

Welcome to the 2013 ADDY Awards,

The American Advertising Federation of Baton Rouge is pleased to honor this year's recipients and welcomes all of our esteemed guests.

When one thinks about it, advertising should be natural to Louisianans. Throughout our history, we have proven to be resourceful and inventive people. The notion of coming up with clever ideas is nothing new to us; Commercial advertising and design simply allows us to make a living while doing so!

We gather tonight to showcase some of the best ideas and creative concepts that people in Baton Rouge produced in 2012. After reviewing this year's submissions, we feel confident stacking this work product up against the best that any major market has to offer.

Louisiana is well known for its fabulous food, fun, music and hospitality. It is far past time to add advertising to that list. We dedicate tonight to the creative minds currently working in advertising and to those who are considering joining the field.

Best,

Jason and Jennifer
(JBx2)

2013 E.A. "Pete" Goldsby *Silver Medal Award*



About the E.A. "Pete" Goldsby Silver Medal Award

The highest personal award presented by the American Advertising Federation- Baton Rouge is the E.A. Pete Goldsby Award, presented each year to the person who has made the greatest overall contribution to the advertising profession.

TOMMY TEEPELL

Chief Marketing Officer Lamar Advertising Company

Tommy Teepell is a name that's just fun to say. How do you not win friends and influence others with a name like Tommy Teepell? Alliteration is an advertiser's dream. But that's not why he was chosen for this year's Pete Goldsby Award.

Tommy Teepell has traveled the globe conducting sales and marketing seminars for the television, radio, magazine and outdoor industries. He has addressed the advertising associations of Japan, Mexico and more than 190 advertising federations in over 46 states. And his list of accomplishments seem to be as far-reaching as his travels.

For Baton Rouge advertisers, Tommy Teepell is best known for his leadership at Lamar Advertising, where he has spent the last 26 years of his career. During his tenure at Lamar, Teepell has led national accounts through major acquisitions, going public and the company's IPO - events that expanded Lamar from a predominantly Gulf Coast company to a national outdoor media company.

Teepell has trained more than 2,800 Account Executives and Sales Managers to date, providing the framework for those individuals to become successful in the outdoor industry. He developed various sales training materials, including a six-part Sales Training Module audio tutorial for Account Executives to further their education on outdoor and other media; a Sales Management Module to teach Sales Managers how to hire and train effective Account Executives; and author of the audio and videotape series "Disciplined Selling."

Teepell is a visionary who recognizes how technology is changing the way we do business. In October 2011, under Teepell's direction, Lamar's Marketing Department launched RoadNinja, a location-based app that helps travelers find available services, such as restaurants, lodging and gas, at any interstate exit. RoadNinja not only complements the directional component of Lamar's existing business, but also gives the company the ability to offer clients added value in the form of mobile promotions on the app.

To call Teepell an over-achiever might be selling him short. After graduating from LSU, Teepell spent several years with the CPA firm KPMG, where he was recognized as a national sales leader for both IBM and Xerox. Later he was named Marketer of the Year by Sales and Marketing Executive International and Who's Who In Marketing. He spent several years in New York directing national marketing for the Outdoor Advertising Association of America. Teepell also received the outdoor industry's highest recognition: The L Ray Value Award and named to the OAAA Hall of Fame. And he was instrumental in implementing the EYES ON measurement system for Out of Home media, an accomplishment for which the entire industry can be proud.

But Teepell's contributions and leadership reach far beyond the advertising industry. He is a committed civic leader in the Baton Rouge community, serving on Boards of Directors for the Louisiana Council on Child Abuse, Playmakers, The Louisiana Christian Home Educators, The Dunham School, the Baton Rouge Crisis Center, Louisiana Arts and Science Museum, City Year Baton Rouge and the Dean's Advisory Board at LSU. He has also been active in leading the United Way Pacesetter's Campaign, the Baton Rouge Rotary Club and the United Way Speaker's Bureau. Teepell has also helped promote these organizations using available space on static and digital billboards around Baton Rouge.

A genuine, honest and hardworking man, Tommy Teepell inspires those around him to strive to be better people both in and out of the work environment. His energetic and outgoing personality is one that is truly unforgettable. When he walks into a room, he makes everyone around him feel at ease and brings out the best in them.

As a mentor, Teepell motivates and encourages others to reach their goals. He is always appreciative of hard work and acts of kindness, no matter how small or large. As Chief Marketing Officer at Lamar, Teepell makes the workplace an enjoyable environment for not only the marketing department, but all individuals with whom he interacts. He is firmly committed to supporting young people entering the advertising profession, always giving students the chance to gain experience by employing at least two interns in the Marketing Department at Lamar. His door is always open, and he frequently meets with students and young professionals to discuss job opportunities in advertising and help them map out a career path. He is often invited to be a guest speaker at LSU Manship School and recently collaborated with a professor on an LSU Media Management project.

A motivator, a teacher, a mentor, a leader, a marketer, a genuine man, and a gift to Baton Rouge. It is with great honor that AAF-BR bestows the 2013 E.A. "Pete" Goldsby Silver Medal Award to Tommy Teepell.

PAST GOLDSBY RECIPIENTS

- '55 FOY BENNETT
- '56 ROLAND CALDWELL
- '57 ALVIN H. MEYER
- '58 FRANK KEAN
- '59 VIC EHR
- '60 J.B. MYERS
- '61 CHARLES GARVEY
- '62 LEE HERZBERG
- '63 TOMMY MCGUIRE
- '64 BOB EARLE
- '65 PRES KORS
- '66 ALLAN BRENT
- '67 TOM GIBBENS
- '68 JACK SANDERS
- '69 ANNIE-CLAIRE MOTE
- '70 ROGER DAVISON
- '71 DOUGLAS L. MANSHIP
- '72 ORENE MUSE
- '73 RALPH SIMS
- '74 CHARLES MANSHIP
- '75 LAMAR SIMMONS
- '76 CHARLIE KANTROW
- '77 KEVIN REILLY
- '78 JERRY TURK
- '79 MERVIN RHYNS
- '80 ART ROOT
- '81 BOB FURLOW
- '82 DON STEWART
- '83 JULES MAYEUX & GRACE McELVEEN
- '84 DON BERLIN
- '85 ALLEN MCCARTY
- '86 GUS WEILL
- '87 CYRIL VETTER
- '88 MARTIN FLANAGAN
- '89 SANDY CRANCH
- '90 J.H. MARTIN
- '91 DIANE ALLEN
- '92 SONNY CRANCH
- '93 GUS WALES
- '94 PAT CHERAMIE
- '95 AL MCDUFF
- '96 CHARLES EAST, JR.
- '97 GERALD BOWER
- '98 ROLFE MCCOLLISTER, JR.
- '99 ROD PARKER
- '00 OTEY WHITE & KAREN GAUPP-WOZNIAK
- '01- '02 JENSEN HOLIDAY
- '03 DAVID HUMPHREYS
- '04 ANGELA DEGRAVELLES
- '05 GERRY LANE
- '06 GREG MILNECK
- '07 JEFF ENGLISH
- '08 SAUNDRA LANE
- '09 FRANCELLE THERIOT
- '10 ELIZABETH PERRY
- '11 DON CASSANO
- '12 JULIO MELARA



Board of Directors presents
2013 President's Service Award

BRIAN RODRIGUEZ

AAF-Baton Rouge (AAF-BR) is proud to announce our club's President-Elect, Brian Rodriguez, as the 2013 President's Service Award recipient. An active board member for over four years, Brian's dedication to our club and its continued success, and his business and community leadership are just a few reasons why he is more than deserving of this award.

Brian's career as an entrepreneur and web consultant began at an early age. He earned his Bachelor of Science in Business Administration (with a concentration in Information Systems and Decision Sciences) from the E.J. Ourso College of Business at Louisiana State University (LSU). It was during his time at LSU that he also founded his company, the integrated design studio, Gatorworks.

Gatorworks has now been operating under Brian's full-time direction for approximately six years. The firm has successfully produced hundreds of digital and print design projects for clients in the healthcare, education, legal, industrial, governmental, engineering, retail, and non-profit sectors. Brian's entrepreneurship passion extends beyond his own business into the Baton Rouge community. This year Brian was named one of Baton Rouge Business Report's "40 under 40"; A testament to the impact he is making in our community. Always available to lend a helping hand, Brian and his team frequently volunteer Gatorworks' digital expertise to our club.

Brian is an active member in several professional organizations such as the Baton Rouge Area Chamber (BRAC), Business Network International (BNI), Entrepreneurs' Organization (EO), Net2NO and Partners One. Furthermore, he holds the responsibility and title of AAF-BR President-Elect for the 2012-2013 year. On top of his President-Elect duties Brian led the charge with co-chair Orhan McMillan to revamp AAF-BR's annual media auction. Under Brian and Orhan's direction, the auction took on a new look, venue, and format and ensured the event's success for years to come.

Congratulations, Brian. We look forward to the positive impact you will make in our club and our community in the years to come.

President's Service Award Past Recipients

'83 *Sandy Deslatte*
'84 *Gus Wales*
'85 *J. H. Martin*
'86 *Bob Davis*
'87 *Kathy Milburn*
'88 *Kevin Hebert*
'89 *Tracia von Dameck*
'90 *Jorli Wales*
'91 *Gerald Bower*
'92 *Karen Gaupp-Wozniak*
'93 *Susan Saurage-Allenloh*
'94 *Nancy Glaser*
'95 *Jeff English*
'96 *Elizabeth Perry*
'97 *Nicole Duet*
'98 *John Carambat*
'99 *Margaret List*
'00 *Danielle Chapman*
'01-'02 *Francelle Theriot*
'03 *Eurtis Vann*
'04 *Carrie Brantley*
'05 *Carol Shirley*
'06 *Saundra Lane*
'07 *Jason Fierman & Colleen Jackson*
'08 *Ace Bourgeois*
'09 *Kelly Criscoe*
'10 *Mandy Porta*
'11 *Connie McLeod*
'12 *Becky Sadler*

2013

**COMPANY SERVICE
AWARD**

TriStar Graphics

As a nonprofit organization with a small budget and big ideas, we are very fortunate to have generous member companies like TriStar Graphics Group. TriStar has responded to AAF-BR's printing needs time after time over the past few years, accommodating our local club with in-kind services as well as those of AAF District 7. Not only do they provide us with a high-quality product, they treat us with the same customer service you would expect for a high-paying client.

TriStar is one of those standout companies that exhibits passion and pride in every job - no matter how big or small. As a Louisiana company with offices in Monroe and Lafayette, they understand the value of community service and being a good corporate citizen in the state they call home. Exhibit A: Becky Sadler, AAF-BR board member extraordinaire and passionate TriStar employee. TriStar allows Sadler to volunteer her time and talents to our club to serve as Membership chair. TriStar's owner even showed his support by joining AAF-BR and District 7 at the 2012 Leadership Conference!

On their corporate website, TriStar claims they are really in the business of building relationships. Few companies can say they practice what they preach, but TriStar does just that. Their contributions extend well beyond paper and printing - they are investments in our members, our club, our city and our industry. For this, we proudly honor TriStar Graphics Group with the 2013 AAF-BR Company Service Award.

Professional:

BRIAN RODRIGUEZ • JOSH CHENIER • BECKY SADLER • LESLIE COLE • ELIZABETH PERRY • HUNTER TERRITO •

JAY WATSON • MARIE POWELL • STEPHANIE SANDER • JOHN WORREL • CONNIE MCLEOD • CURTIS VANN •

COLLEEN JACKSON • JASON FEIRMAN • RACHEL PODORSKY • LANCE BOUDREAUX • CHRIS LANDRY • BRAD RICHARD •

BETH CURRY • ALEX EVANS • NATHAN SITZ • JENNY BROWNE • TRENT BLAND • CLAIRE OHLSEN • TOMMY TALLEY

Student:

ALYSSA BORDELON • ANDREA RIVERA • HELEN FORD • ELIZABETH SANDRIDGE • REBECCA MILAZZO •

RACHEL WEAVER • KITTU PANNU

Volunteers

We couldn't have done it without you.



2013

Sponsors

MARRIOTT HOTEL

BIG FISH PRESENTATIONS

TURNER INDUSTRIES

LAMAR GRAPHICS

LAMAR OUTDOOR ADVERTISING

DRIFT WEB DESIGN

TRISTAR GRAPHICS GROUP

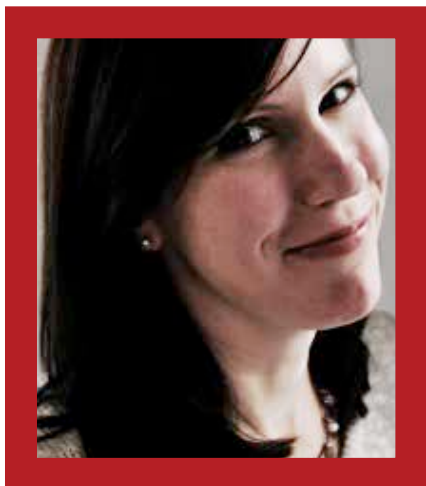
BATON ROUGE PRINTING

MAC PAPERS

AMERICAN AV



OUR 2013 JUDGES



Jennifer Ready

CREATIVE DIRECTOR AT THINK INTERACTIVE / ATLANTA, GA

Jennifer can make something creative out of anything – and she's been doing it at THINK for more than 12 years. After studying literature and photography and serving a short stint in publishing, Jennifer quickly found her love of the digital life. As our Creative Director, she's run the gauntlet of interactive – working on everything from brand launches and site builds to content strategies, social campaigns and more.

Todd Coats

CHIEF CREATIVE OFFICE AT CAPSTRAT / RALEIGH, NC

As a hyperactive child and compulsive doodler, Todd discovered this thing called graphic design early. It seemed to be a productive outlet. He was accepted into the well-respected design program at East Carolina University where he graduated with a BFA in Communications Art.

He went on to launch his own firm, then later was recruited by a much larger firm where he got to work on great brands like Hanes and TCI Cable.

Today at Capstrat, Todd conceptualizes interesting insights to paint powerful pictures. He is responsible for making sure Capstrat's creative and digital work is not only compelling but also strategically sound. He works closely with clients such as GlaxoSmithKline, Duke Energy, Blue Cross and Blue Shield of NC and Deloitte. His previous roles include manager of creative services for GlaxoSmithKline as well as art director for several entertainment outlets such as Cartoon Network, the Country Music Association and EMI, among others. His insightful work has been recognized by the ADDYs, the Tellys, Show South, Print Magazine, Graphis, AIGA Graphic Design USA – and many more. Todd works a lot with students and businesses looking to grow their creative problem solving skills. He also serves on the boards of Marbles Kids Museum and Alzheimer's North Carolina.



Sean Thompson

PARTNER AND CREATIVE DIRECTOR AT LOOKTHINKMAKE / AUSTIN, TX

From drawing and painting to strategizing and storytelling, Sean has always been a maker of things, and at lookthinkmake, he is the maker in chief. Sean attended Colgate University, where he graduated with a BA in English Literature and a minor in Asian Studies. Sean completed his Master's coursework in Advertising at The University of Texas at Austin in 1998, where he was particularly interested in advertising creativity, branding, and postmodern typography. Upon earning his graduate degree, Sean worked at Leo Burnett Worldwide in Chicago, where he devised and produced countless television, print, and branding campaigns for the big guys, like McDonalds (yes, he knows The Clown), Delta Airlines, USPS, Kellogg's and more. Sean returned to Austin to serve as the Creative Director for NetSpend and, hooked on the thrill of startup culture, started a habit of building brands from the ground up. And from this, lookthinkmake was born. When Sean isn't mentoring brands, he's mentoring young creative talent. Sean joined the University of Texas at Austin Advertising faculty in 2000 as a lecturer in creativity in the world famous Texas Creative Program, where he continues to teach. He has seen his students win nearly every major national creative award out there, including One Show pencils, ADDYs, ANDYs, Art Directors Club cubes, and the grand prize at the Radio Mercury Awards.



Special Judge's Awards

Lamar Advertising Company •
RoadNinja Umbrella
Advertiser: Lamar Advertising Company
CREDITS:
TOMMY TEEPELL, CHIEF MARKETING OFFICER
LEON JANG, MARKETING TECHNOLOGY DIRECTOR
CHRIS LANDRY, MARKETING TECHNOLOGY BRAND MANAGER

Professional
SILVER ADDY
2013



The Day Group • Slap Ya Mama Campaign
Advertiser: Slap Ya Mama
CREDITS:
RICHIE ADAMS, DIRECTOR, RIVER ROAD CREATIVE
DAVID DAY, WRITER, PRODUCER, PRINCIPAL, THE DAY GROUP
RICK DOBBS, GRAPHIC DESIGN
MELISSA CAMPBELL, CEO PEAK MEDIA (AGENCY)

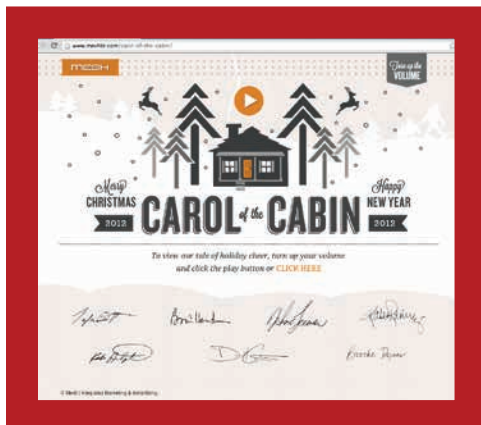
Professional
GOLD ADDY
2013

Zehnder • VisitBatonRouge.com
Advertiser: Visit Baton Rouge

CREDITS:
DAVE MAHER, DIRECTOR OF DIGITAL COMMUNICATIONS
MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
ROB HUDAK, INTERACTIVE CREATIVE DIRECTOR
IAN ROSE, INTERACTIVE DESIGNER
SHAWN BAILLY, SENIOR SOFTWARE ENGINEER
JEREMY STEWART, JUNIOR FRONT-END DEVELOPER
KATE MIDDLETON, COPYWRITER
WILLIAM GILBERT, ART DIRECTOR
ROBYN LOTT, ACCOUNT SUPERVISOR
LAUREN GAVRELIS, ACCOUNT EXECUTIVE
CRAIG SHULTZ, PROJECT MANAGER



Professional
GOLD ADDY
2013



MESH Integrated Marketing & Advertising •
MESH- "Carol of the Cabin"
CREDITS:
MESH, CREATIVE, COPY, MUSIC, MUSIC RECORDING, SITE
DEVELOPMENT FORD SOUND DESIGN, MUSIC RECORDING

Professional
GOLD ADDY
2013



Mosaic Diversity Award

Blue Cross & Blue Shield of LA •

Martin Luther King series

Advertiser: BCBSLA

CREDITS:

BCBS INHOUSE, CREATIVE, ART DIRECTION, ILLUSTRATION



**MOSAIC
DIVERSITY
AWARD**

BEST OF SHOW

BEST OF SHOW
Overall



Launch Media • D.O.A Dead or Alive

Advertiser: East Baton Rouge Parish

District Attorney's Office

CREDITS:

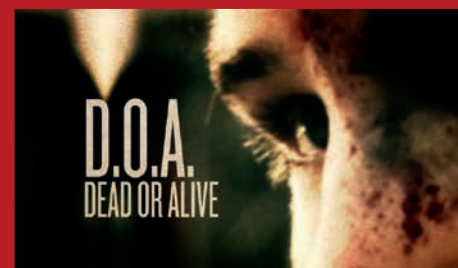
JOHN SPAIN II, PRODUCTION SUPERVISOR

RYAN GOLDEN, CREATIVE DIRECTOR, VIDEOGRAPHER, EDITOR

BENNET RHODES, VIDEOGRAPHER

JOHN E. JACKSON, EXECUTIVE PRODUCER

SEAN UDY, VIDEOGRAPHER, EDITOR



Rimamassasati Designs •

Sir Loin BBQ Sauce

Advertiser: Rimamassasati Designs

CREDITS:

RIMA MASSASATI

BEST OF SHOW
Student



BEST OF SHOW: BROADCAST

Zehnder • JD Gets Me

Advertiser: Jeff Davis Bank

CREDITS:

MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CHIEF CREATIVE DIRECTOR
SHEA DUET, ART DIRECTOR
LOGAN LEDFORD, GRAPHIC DESIGNER
KYLE WATSON, PHOTOGRAPHER, EDITOR
KATE MIDDLETON, COPYWRITER
COURTNEY HARPER, ACCOUNT EXECUTIVE
SARAH KEIFFER, PRODUCTION MANAGER
ROBYN LOTT, ACCOUNT SUPERVISOR



BEST OF SHOW: INTEGRATED CAMPAIGN

MESH Intergrated Marketing & Advertising •

Vivid Ink Graphics- Integrated Campaign

Advertiser: Vivid Ink Graphics

CREDITS:

MESH, CREATIVE, COPY, SITE DEVELOPMENT
COLIN RICHIE PHOTOGRAPHY, PHOTOGRAPHY
BAKER PRINTING, PRINTING
JASON COHEN, PHOTOGRAPHY
VIVID INK GRAPHICS, PRODUCTION



BEST OF SHOW: INTERACTIVE

MESH Intergrated Marketing & Advertising •

Americana- microsite

Advertiser: Americana

CREDITS:

MESH, CREATIVE, COPY, PROGRAMMING



BEST OF SHOW: PRINT

Blue Cross and Blue Shield of LA •

Angel Award Logo

Advertiser: BCBSLA Foundation

CREDITS:

BCBS INHOUSE, CREATIVE





Zehnder • Path to Excellence

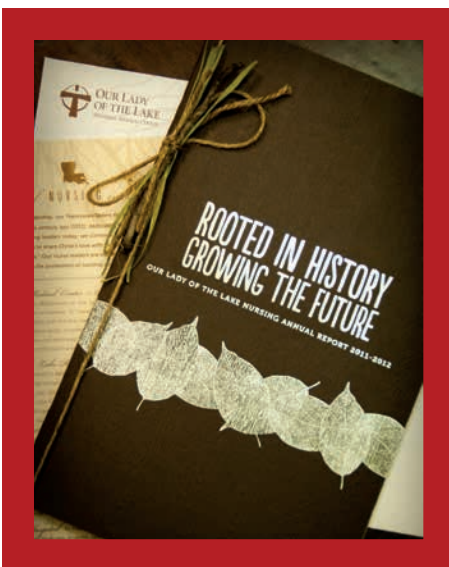
Advertiser: Louisiana Department of Education

CREDITS:

MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
WILLIAM GILBERT, ART DIRECTOR
PETER GUIFFRIA, DESIGNER
LAUREN GAVRELIS, ACCOUNT EXECUTIVE
CLAYTON SCHERMANN, PROJECT MANAGER

Digital FX • iLandMan Sales Video

Advertiser: iLandMan Sales Video



Our Lady of the Lake Regional Medical Center • Our Lady of the Lake Regional Medical Center Nursing Annual Report

Advertiser: Our Lady of the Lake Regional Medical Center

CREDITS:

ELIZABETH BADEAUX, SENIOR GRAPHIC DESIGNER
JASON COHEN, PHOTOGRAPHER
BATON ROUGE PRINTING, PRINTING

Blue Cross and Blue Shield of LA • Revolutionary Excellence

Advertiser: BCBSLA

CREDITS:

BCBS INHOUSE, CREATIVE, ART DIRECTION





Blue Cross & Blue Shield of LA •
Martin Luther King series

Advertiser: BCBSLA

CREDITS:

BCBS INHOUSE, CREATIVE, ART DIRECTION, ILLUSTRATION



Blue Cross and Blue Shield of LA •
African American Heritage Month

Advertiser: BCBSLA

CREDITS:

BCBS INHOUSE, CREATIVE, ART DIRECTION



Otey White & Associates •
NAPA AutoCorrect Specialists

Advertiser: NAPA Auto Parts

CREDITS:

TRENTON BLAND, CREATIVE DIRECTOR

BEN BENTON, GRAPHIC DESIGNER/ART DIRECTOR

MEGAN KOMENDANCHIK, ACCOUNT EXECUTIVE

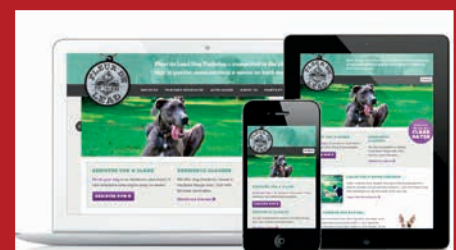
Artifex • Fleur de Lead Dog
Training Website

Advertiser: Fleur de Lead Dog Training

CREDITS:

JENNY BROWNE, CREATIVE DIRECTOR

PETER BROWNE, WEB DIRECTOR





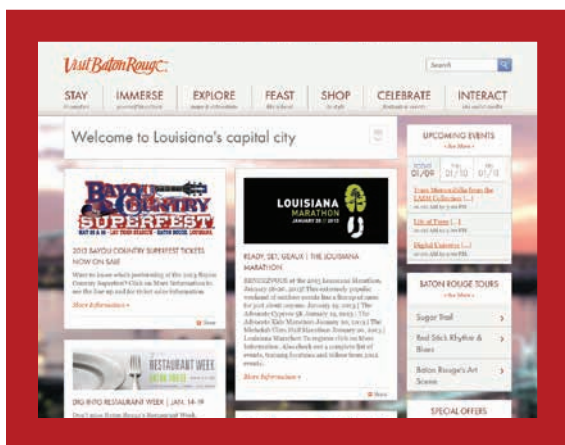
MESH Intergrated Marketing & Advertising • Vivid Ink Graphics- Intergrated Campaign

Advertiser: Vivid Ink Graphics

CREDITS:

MESH, CREATIVE, COPY, SITE DEVELOPMENT
COLIN RICHIE PHOTOGRAPHY, PHOTOGRAPHY
BAKER PRINTING, PRINTING
JASON COHEN, PHOTOGRAPHY
VIVID INK GRAPHICS, PRODUCTION

BEST OF SHOW
Professional



Zehnder • VisitBatonRouge.com

Advertiser: Visit Baton Rouge

CREDITS:

DAVE MAHER, DIRECTOR OF DIGITAL COMMUNICATIONS
MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
ROB HUDAK, INTERACTIVE CREATIVE DIRECTOR
IAN ROSE, INTERACTIVE DESIGNER
SHAWN BAILLY, SENIOR SOFTWARE ENGINEER
JEREMY STEWART, JUNIOR FRONT-END DEVELOPER
KATE MIDDLETON, COPYWRITER
WILLIAM GILBERT, ART DIRECTOR
ROBYN LOTT, ACCOUNT SUPERVISOR
LAUREN GAVRELIS, ACCOUNT EXECUTIVE
CRAIG SHULTZ, PROJECT MANAGER

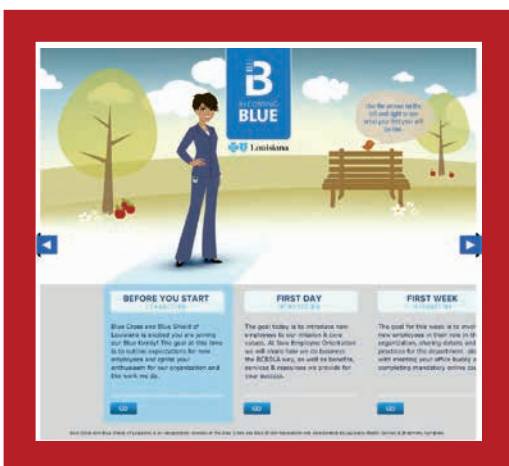
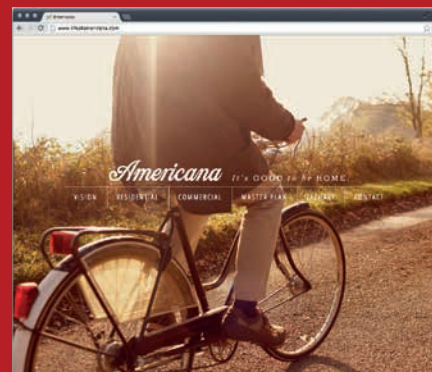
MESH Intergrated Marketing & Advertising • Americana- Microsite

Advertiser: Americana

CREDITS:

MESH, CREATIVE, COPY, PROGRAMMING

BEST OF SHOW
Professional



Blue Cross & Blue Shield of LA • Becoming Blue

Advertiser: BCBS

CREDITS:

BCBS INHOUSE, CREATIVE, ART DIRECTION



The Day Group •

American Gateway Bank "Since 1905"

Advertiser: American Gateway Bank

CREDITS:

ELBOW/ROOM, MOTION GRAPHICS

DAVID DAY, PRINCIPAL, THE DAY GROUP

The Day Group • Slap Ya Mama Campaign

Advertiser: Slap Ya Mama

CREDITS:

RICHIE ADAMS, DIRECTOR, RIVER ROAD CREATIVE

DAVID DAY, WRITER, PRODUCER, PRINCIPAL, THE DAY GROUP

RICK DOBBS, GRAPHIC DESIGN

MELISSA CAMPBELL, CEO PEAK MEDIA (AGENCY)



MESH Integrated Marketing & Advertising •

Manship Theatre- Gala Poster

Advertiser: Manship Theatre

CREDITS:

MESH, CREATIVE

Launch Media • D.O.A Dead or Alive

Advertiser: East Baton Rouge Parish

District Attorney's Office

CREDITS:

JOHN SPAIN II, PRODUCTION SUPERVISOR

RYAN GOLDEN, CREATIVE DIRECTOR, VIDEOGRAPHER, EDITOR

BENNET RHODES, VIDEOGRAPHER

JOHN E. JACKSON, EXECUTIVE PRODUCER

SEAN UDY, VIDEOGRAPHER, EDITOR





MESH Integrated Marketing & Advertising • MESH Stationery

Advertiser: MESH Intergrated
Marketing & Advertising

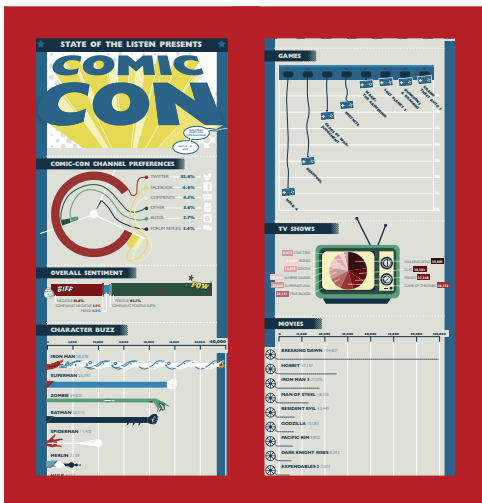
CREDITS:
MESH, CREATIVE
BATON ROUGE PRINTING, PRINTING



Zehnder • Bayou Country Superfest

Advertiser: Zehnder

CREDITS:
ROB HUDAK, INTERACTIVE CREATIVE DIRECTOR
BLAKE KILLIAN, DIRECTOR OF SOCIAL MEDIA
SARAH CALANDRO, INTERACTION AND USER
EXPERIENCE DESIGNER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
BROOKE BUTLER, SENIOR RESEARCH PROJECT MANAGER
KATHERYN SEIBERT, RESEARCH ANALYST



Zehnder • ComicCon

Advertiser: Zehnder

CREDITS:
ROB HUDAK, INTERACTIVE CREATIVE DIRECTOR
BLAKE KILLIAN, DIRECTOR OF SOCIAL MEDIA
HENRY CHASSAIGNAC, CREATIVE DIRECTOR,
COPYWRITER
BEN CLARK, DESIGNER
BROOKE BUTLER, SENIOR RESEARCH
PROJECT MANAGER

Zehnder • Project Runway

Advertiser: Zehnder

CREDITS:
ROB HUDAK, INTERACTIVE CREATIVE DIRECTOR
BLAKE KILLIAN, DIRECTOR OF SOCIAL MEDIA
LOGAN LEDFORD, GRAPHIC DESIGNER
BROOKE BUTLER, SENIOR RESEARCH PROJECT MANAGER
KATHERYN SEIBERT, RESEARCH ANALYST





Solo Designs • thiNK! Calendar

Advertiser: Baton Rouge Printing

CREDITS:

NICOLE DUET LATIOLAIS, CONCEPT, ART DIRECTION,

DESIGN & COPY

ELIZABETH DUNN, CONCEPT & COPY

EVERETT LATIOLAIS, PHOTOGRAPHY, HARD AT IT STUDIOS!

BATON ROUGE PRINTING, PRINTING

3 Awards

MESH Intergrated Marketing & Advertising •

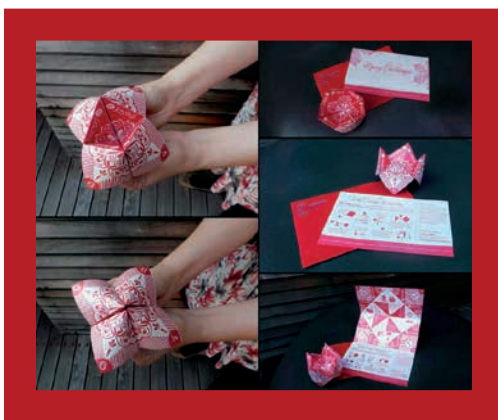
MESH- "Carol of the Cabin"

Advertiser: MESH Intergrated

Marketing & Advertising

CREDITS:

MESH, CREATIVE, COPY, MUSIC, MUSIC RECORDING,
SITE DEVELOPMENT FORD SOUND DESIGN, MUSIC RECORDING



Lamar Advertising Company •

Lamar Holiday Card

Advertiser: Lamar Advertising Company

CREDITS:

MENDI ROBINSON, CREATIVE DIRECTOR

ALISE JOHNSON, ART DIRECTOR

JORDAN MENARD, GRAPHIC DESIGNER

BATON ROUGE PRINTING, PRODUCTION & PRINTING

Woman's Hospital •

Woman's Development Annual Report copy

Advertiser: Woman's

CREDITS:

DANA MITCHELL, WRITER





Blue Cross and Blue Shield of LA • Angel Award Logo

Advertiser: BCBSLA Foundation

CREDITS:
BCBS INHOUSE, CREATIVE



Zehnder • Social

Advertiser: Social Southern Kitchen & Bar

CREDITS:

MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPY WRITER
WILLIAM GILBERT, ART DIRECTOR
LOGAN LEDFORT, GRAPHIC DESIGNER
PETER GUIFFRIA, DESIGNER
JENNIFER BONENO, DIRECTOR OF ACCOUNT SERVICES



Zehnder • The Water Institute of the Gulf

Advertiser: Water Institute of the Gulf

CREDITS:

MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPY WRITER
LOGAN LEDFORT, GRAPHIC DESIGNER
PETER GUIFFRIA, DESIGNER
JENNIFER BONENO, DIRECTOR OF ACCOUNT SERVICES

2 Awards

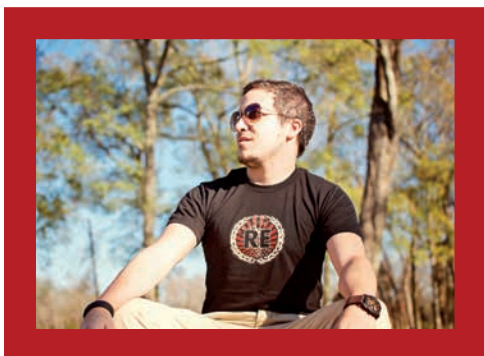
MESH Intergrated Marketing & Advertising •

Vivid Ink Graphics- Website

Advertiser: Vivid Ink Graphics

CREDITS:

MESH, CREATIVE, COPY, PROGRAMMING
COLIN RICHIE PHOTOGRAPHY, PHOTOGRAPHY



Blue Cross & Blue Shield of LA • Revolutionary Excellence T's

Advertiser: BCBSLA

CREDITS:
BCBS INHOUSE, CREATIVE, ART DIRECTION, PRODUCTION

Student
GOLD ADDY
2013



Meghan Parson •
Baton Rouge Gallery Center for
Contemporary Art

Advertiser: Louisiana State University

CREDITS:
NATHAN SITZ
JULIA YARBROUGH

Haley Shales • Intern Fortune Teller
Advertiser: Louisiana State University



Samuel Varela •
College of Art + Design Lecture Series 2012-2013

Advertiser: LSU GDSO

CREDITS:
JEREMY GRASSMAN, ART DIRECTOR
SAMUEL VARELA, GRAPHIC DESIGNER
ROD PARKER, FACULTY ADVISOR

Ashely Trowel •
Mysteries: Works by Michael Crespo

Advertiser: LSU GDSO

CREDITS:
ASHLEY TROWEL, GRAPHIC DESIGNER
JEREMY GRASSMAN, ART DIRECTOR
ROD PARKER, FACULTY ADVISOR
LYNNE BAGGETT, FACULTY ADVISOR

MYSTERIES:
WORKS BY MICHAEL CRESPO
Curated by Libby Johnson





Ashely Trowel • Type for Days Calendar

Advertiser: LSU GDSO

CREDITS:

LYNNE BAGGETT, FACULTY ADVISOR DIRECTOR

COURTNEY BARR, FACULTY ADVISOR DIRECTOR

2012-13 GRAPHIC DESIGN JUNIORS, GRAPHIC DESIGNERS

Sam Claitor • Personal Website- Sam Claitor Design & Survive

Advertiser: Freelance

CREDITS:

SAM CLAITOR, GRAPHIC DESIGN/CONCEPT/COPY

ANDY THOMPSON, ASSISTANT CREATIVE DIRECTION



Rimamassasati Designs •

Sir Loin BBQ Sauce

Advertiser: Rimamassasati Designs

CREDITS:

RIMA MASSASATI



Sam Claitor • Creative Salvage Logo

Advertiser: Freelance

CREDITS:

SAM CLAITOR, GRAPHIC DESIGNER/CONCEPT

ANDY THOMPSON, ASSISTANT CREATIVE DIRECTOR



Sales Promotion

Lamar Advertising Company
RoadNinja Promotional Box, Sale Kit or
Product Information
Advertiser: RoadNinja

CREDITS:

LEON JANG, MARKETING TECHNOLOGY DIRECTOR
CHRIS LANDRY, MARKETING TECHNOLOGY BRAND MANAGER
ALLIE MCALPIN, MARKETING COMMUNICATIONS DIRECTOR
MENDI ROBINSON, CREATIVE DIRECTOR
ALISE JOHNSON, ART DIRECTOR
JORDAN MENARD, GRAPHIC DESIGNER
TOMMY TEEPELL, CHIEF MARKETING OFFICER

MESH Integrated Marketing & Advertising
Vivid Ink Graphics- Sales Kit, Sale Kit or
Product Information
Advertiser: Vivid Ink Graphics

CREDITS:

MESH, CREATIVE, COPY
BAKER PRINTING, PRINTING
COLIN RICHIE PHOTOGRAPHY, PHOTOGRAPHY

Community Coffee Company
Coffee & Tea Collateral, Trade Show
Exhibit

Advertiser: Community Coffee Company

CREDITS:

ASHLEY BROUSSARD, SENIOR GRAPHIC DESIGNER
PATRICIA BULLER, DESIGN MANAGER
COMMUNITY COFFEE, MARKETING DEPARTMENT
THE TRADE GROUP, TRADE SHOW GRAPICS SUPPORT

Collateral Material

MESH Integrated Marketing & Advertising
FMOL Health System, Annual Report
Advertiser: FMOL Health System

CREDITS:

MESH, CREATIVE
BATON ROUGE PRINTING, PRINTING
MARIE CONSTANTIN, PHOTOGRAPHY
JEFF ENGLISH, COPY



Consumer or Trade Publication

Otey White & Associates
NAPA Answers*, Full Page
Advertiser: NAPA Auto Parts Omaha DC

CREDITS:

TRENTON BLAND, CREATIVE DIRECTOR
BEN BENTON, GRAPHIC DESIGNER/ART DIRECTOR
KYLIE COLLINS, ACCOUNT EXECUTIVE

Blue Cross and Blue Shield of LA
YOUOLOGY, Full Page
Advertiser: BCBSLA

CREDITS:

BCBS INHOUSE, CREATIVE, ART DIRECTION
JASON COHEN PHOTO, PHOTOGRAPHY

Zehnder
JD Gets Me - Retirement, Full Page
Advertiser: Jeff Davis Bank

CREDITS:

MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
SHEA DUET, ART DIRECTOR
LOGAN LEDFORD, GRAPHIC DESIGNER
KYLE WATSON, PHOTOGRAPHER, EDITOR
KATE MIDDLETON, COPYWRITER
COURTNEY HARPER, ACCOUNT EXECUTIVE
SARAH KIEFFER, PRODUCTION MANAGER
ROBYN LOTT, ACCOUNT SUPERVISOR

MESH Integrated Marketing & Advertising
LA Women's Aesthetics
Menu of Services, Campaign
Advertiser: LA Women's Aesthetics

CREDITS:

MESH, CREATIVE, COPY

Zehnder
JD Gets Me, Campaign
Advertiser- Jeff Davis Bank

CREDITS:

MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CHIEF CREATIVE OFFICER
SHEA DUET, ART DIRECTOR
LOGAN LEDFORD, GRAPHIC DESIGNER
KYLE WATSON, PHOTOGRAPHER, EDITOR
KATE MIDDLETON, COPYWRITER
COURTNEY HARPER, ACCOUNT EXECUTIVE
SARAH KIEFFER, PRODUCTION MANAGER
ROBYN LOTT, ACCOUNT SUPERVISOR

Wright Feigley Communications
Rock N Rowe, Campaign
Advertiser-Perkins Rowe

CREDITS:

NATHAN CALHOUN, ART DIRECTOR
STUART FEIGLEY, CREATIVE DIRECTOR/COPYWRITER
RACHEL RIVET, ACCOUNT SUPERVISOR
SAVANNAH URBAN, ACCOUNT COORDINATOR

Digital Advertising

Envoc Creative
Lamar Training Library Portal
Advertiser: Lamar

CREDITS:

ENVO, DESIGN AND DEVELOPMENT
LAMAR ADVERTISING, DEVELOPMENT

Blue Cross and Blue Shield of LA
Facebook Healthy Living Campaign
Advertiser: BCBSLA

CREDITS:

BCBS INHOUSE, CREATIVE, ART DIRECTION

Blue Cross and Blue Shield of LA
Facebook Thanksgiving Campaign
Advertiser: BCBSLA

CREDITS:

BCBS INHOUSE, CREATIVE, ART DIRECTION

X Design
Ruffino's at Home App
Advertiser: Ruffino's Restaurant

CREDITS:
X DESIGN

Zehnder
GO>>Beyond Video

Advertiser: Visit Baton Rouge
MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
WILLIAM GILBERT, ART DIRECTOR, EDITOR
SARAH KIEFFER, PRODUCTION MANAGER
LAUREN GAVRELIS, ACCOUNT EXECUTIVE

*Professional
Silver Winners!*

Community Coffee Company
Snowball Spin to Win, Campaign
Advertiser: Community Coffee Company
BLAIR BROUSSARD, COMMUNICATIONS MANAGER
ASHLEY BROUSSARD, SENIOR GRAPHIC DESIGNER
PATRICIA BULLER, DESIGN MANAGER
MARK WESTGUARD, PRESIDENT, WESTGUARD SOLUTIONS, LLC

MESH Integrated Marketing & Advertising
Woman's Hospital
Advertiser: Woman's Hospital

CREDITS:
DIGITAL FX, CINEMATOGRAPHY, EDITING
MESH, CREATIVE, COPY, MUSIC, EDITING
MARIE CONSTANTIN, PHOTOGRAPHY

*Advertising for the
Arts & Science*

Television

Zehnder
GO>>BR

Advertiser: Visit Baton Rouge

CREDITS:
MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
WILLIAM GILBERT, ART DIRECTOR, EDITOR
SARAH KIEFFER, PRODUCTION MANAGER
LAUREN GAVRELIS, ACCOUNT EXECUTIVE

Zehnder
GO>>BR

Advertiser: Visit Baton Rouge

CREDITS:
MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
WILLIAM GILBERT, ART DIRECTOR, EDITOR
DAVE MAHER, DIRECTOR OF DIGITAL COMMUNICATIONS
ROB HUDAK, INTERACTIVE CREATIVE DIRECTOR
LOGAN LEDFORD, GRAPHIC DESIGNER
KATE MIDDLETON, COPYWRITER
SHAWN BAILLY, SENIOR RESEARCH PROJECT MANAGER
IAN ROSE, INTERACTIVE DESIGNER
ROBYN LOTT, ACCOUNT SUPERVISOR
LAUREN GAVRELIS, ACCOUNT EXECUTIVE
JIM LAND, VIDEO DESIGN

Solo Designs
LASM Newsletter, Newsletter
Advertiser: Louisiana Art & Science Museum

CREDITS:
NICOLE DUET LATIOLAIS, ART DIRECTION & DESIGN
BATON ROUGE PRINTING, PRINTING
SHERI GIBSON, COPY

Public Service

Blue Cross and Blue Shield of LA
Angel Award Brochure, Brochure/Sale Kit
Advertiser: BCBSLA Foundation

CREDITS:
BCBS INHOUSE, CREATIVE, ART DIRECTOR
MASON WOOD, PHOTOGRAPHY

Integrated Campaigns

X Design
Kean Miller People First,
Advertiser: Kean Miller

CREDITS:
X DESIGN

MESH Integrated Marketing & Advertising
Hartley/Vey Theatres- website,
Digital Advertising
Advertiser: Hartley/Vey Theatres

CREDITS:
MESH, CREATIVE, COPY, PROGRAMMING

Blue Cross and Blue Shield of LA
Angel Award Invite, Invitation or
Announcements
Advertiser: BCBSLA Foundation

CREDITS:
BCBS INHOUSE, CREATIVE



MESH Integrated Marketing & Advertising
Hartley/Vey Theatres - Kickstarter
campaign, Integrated Campaign
Advertiser: Hartley/Vey Theatres

CREDITS:

MESH, CREATIVE, MUSIC, VIDEO PRODUCTION

*Advertising Industry
Self-Promotion*

MESH Integrated Marketing & Advertising
MESH - Agency Kit, Collateral
Advertiser: MESH Integrated Marketing &
Advertising

CREDITS:

MESH, CREATIVE, COPY
BATON ROUGE PRINTING, PRINTING

Envoc Creative
Mix and Mingle Event, Collateral
Advertiser: Envoc

CREDITS:

ENVOC, CONCEPT AND DESIGN

Lamar Advertising Company
RoadNinja Umbrella, Collateral
Advertiser: RoadNinja

CREDITS:

TOMMY TEEPPELL, CHIEF MARKETING OFFICER
LEON JANG, MARKETING TECHNOLOGY DIRECTOR
CHRIS LANDRY, MARKETING TECHNOLOGY BRAND MANAGER

MESH Integrated Marketing & Advertising
MESH - Website, Digital Advertising
Advertiser: MESH Integrated Marketing & Advertising

CREDITS:

MESH, CREATIVE, COPY, PROGRAMMING

Zehnder
London Olympics
Advertiser: Zehnder

CREDITS:

ROB HUDAK, INTERACTIVE CREATIVE DIRECTOR
BLAKE KILLIAN, DIRECTOR OF SOCIAL MEDIA
PETER GUIFFRIA, DESIGNER
BROOKE BUTLER, SENIOR RESEARCH PROJECT MANAGER
KATHRYN SEIBERT, RESEARCH ANALYST

MESH Integrated Marketing & Advertising
MESH - Yeti t-shirts

Advertiser: MESH Integrated Marketing & Advertising

CREDITS:

MESH, CREATIVE
GRAPHIC PRINTS, SILKSCREEN PRINTING

Zehnder
ComicCon, Bayou Country, Runway, Olympics
Advertiser: Zehnder

ROB HUDAK, INTERACTIVE CREATIVE DIRECTOR
BLAKE KILLIAN, DIRECTOR OF SOCIAL MEDIA
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
BROOKE BUTLER, SENIOR RESEARCH PROJECT MANAGER
SARAH CALANDRO, INTERACTION AND USER EXPERIENCE
DESIGNER

LOGAN LEDFORD, GRAPHIC DESIGNER

BEN CLARK, GRAPHIC DESIGNER

PETER GUIFFRIA, GRAPHIC DESIGNER

KATHRYN SEIBERT, RESEARCH ANALYST

Elements of Advertising

MESH Integrated Marketing & Advertising
FMOL Health System- Annual Report
Photography, Black and White Photography
Advertiser: FMOL Health System

CREDITS:

MARIE CONSTANTIN, PHOTOGRAPHY
MESH, CREATIVE
JEFF ENGLISH, COPY
BATON ROUGE PRINTING, PRINTING

MESH Integrated Marketing & Advertising
Woman's Hospital - Mother and Baby,
Photography, Color
Advertiser: Woman's Hospital

CREDITS:

MARIE CONSTANTIN, PHOTOGRAPHY
MESH, CREATIVE

Louisiana State University
Music at Shaver Theatre, Photography,
Color
Advertiser: LSU

CREDITS:

EDDY PEREZ, PHOTOGRAPHER

Zehnder
GO>>Beyond, Animation or Special Effects
Advertiser: Visit Baton Rouge

CREDITS:

MIKE RAINEY, CHIEF CREATIVE OFFICER
HENRY CHASSAIGNAC, CREATIVE DIRECTOR, COPYWRITER
WILLIAM GILBERT, ART DIRECTOR, EDITOR
SARAH KEIFFER, PRODUCTION MANAGER
LAUREN GAVRELIS, ACCOUNT EXECUTIVE

MESH Integrated Marketing & Advertising
Woman's Hospital - :15 Breast Care,
Cinematography
Advertiser: Woman's Hospital

CREDITS:

DIGITAL FX, CINEMATOGRAPHY, EDITING
MESH, CREATIVE, COPY, MUSIC

Big Fish Presentations
EasyLiving, Cinematography
Advertiser: EasyLiving

CREDITS:

BIG FISH TEAM

Digital FX
New Woman's- Imaging :15, Cinematography
Advertiser: Woman's Hospital

Digital FX
Campus Federal: My Campus, Cinematography
Advertiser: Campus Federal

MESH Integrated Marketing & Advertising
Woman's Hospital - :30 TV Spot, Music Only
Advertiser: Woman's Hospital

CREDITS:
MESH, CREATIVE, COPY, MUSIC, EDITING
DIGITAL FX, CINEMATOGRAPHY, EDITING

Digital Fx
BCBS 2-Step- Seafood :30, TV/Video-
Editing
Advertiser: BCBS

MESH Integrated
Marketing & Advertising
MESH - "Carol of the Cabin", Music Only
Advertiser: MESH Integrated Marketing & Advertising

CREDITS:
MESH, CREATIVE, COPY, MUSIC, VIDEO PRODUCTION, ANIMATION
FORD SOUND DESIGN, MUSIC PRODUCTION

MESH Integrated Marketing & Advertising
Americana - Microsite, Responsive Design
Advertiser: Americana

CREDITS:
MESH, CREATIVE, COPY, PROGRAMMING

Artifex
Fleur de Lead Dog Training Website,
Responsive Design
Advertiser: Fleur de Lead Dog Training

CREDITS:
JENNY BROWNE, CREATIVE DIRECTOR
PETER BROWNE, WEB DIRECTOR

Student Silvers

Prasutagus
Boudica Tea Company Packaging
Advertiser: LSU

CREDITS:
JESSE BARNETT, ACCOUNT DIRECTOR
JOHNNY SCIORTINO, COPYWRITER
JOE WANKO, INTERACTIVE GENIUS
LACYE BEAUREGARD, DESIGN DIRECTOR

Rima Massasati, Rimamassasati designs
Museum Of Indie Rock
Rimamassasati designs

Joe Wanko, Student
Tequila Avion Digital Billboard Campaign
Student
JOE WANKO

Prasutagus, LSU
Boudica Tea Company Integrated
Campaign
LSU

CREDITS:
JESSE BARNETT, ACCOUNT DIRECTOR
JOHNNY SCIORTINO, COPYWRITER
JOE WANKO, INTERACTIVE GENIUS
LACYE BEAUREGARD, DESIGN DIRECTOR

Christina Chang
LSU GDSO
Advertiser: College of Art + Design Annual Report

CREDITS:
CHRISTINA CHANG, GRAPHIC DESIGNER
JEREMY GRASSMAN, ART DIRECTOR
ROD PARKER, FACULTY ADVISOR
COURTNEY BARR, FACULTY ADVISOR

Haley Shales, Louisiana State University
Paper <3 App
Louisiana State University

Andy Thompson, Freelance
2012 Demo Reel
Freelance

SAM CLAITOR, CREATIVE CRITIQUE
ANDY THOMPSON, MOTION DESIGN / CONCEPT / EDITING /
COMPOSITING / COPY / ETC.

Prasutagus, LSU
Boudica Tea Company Copywriting
LSU

CREDITS:
JESSE BARNETT, ACCOUNT DIRECTOR
JOHNNY SCIORTINO, COPYWRITER
JOE WANKO, INTERACTIVE GENIUS
LACYE BEAUREGARD, DESIGN DIRECTOR

Brittany Gay
Magazine Feature Spread
Student

CREDITS:
BRITTANY GAY

Sam Claitor, Freelance
Instincts Integrated Campaign
Freelance

SAM CLAITOR, GRAPHIC DESIGN/COPY/CONCEPT
ANDY THOMPSON, ASSISTANT CREATIVE DIRECTION

Prasutagus, LSU
Boudica Tea Company Logo
LSU

CREDITS:
JESSE BARNETT, ACCOUNT DIRECTOR
JOHNNY SCIORTINO, COPYWRITER
JOE WANKO, INTERACTIVE GENIUS
LACYE BEAUREGARD, DESIGN DIRECTOR

Samuel Varela
Iconic Book Design
Louisiana State University

CREDITS:
SAMUEL VARELA



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INK { *beyond the ordinary.* }



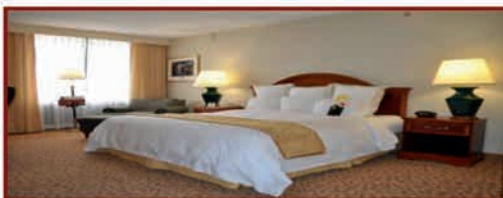
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