

THE GREATEST SHOW ON EARTH

ADDYS



BATON LA ROUGE

20



17



AMERICAN
ADVERTISING
AWARDS



IMMERSE

RELIVE THE CIRCUS WORLD
WE MADE JUST FOR YOU

LAUNCHMEDIA.TV/IMMERSE

LAUNCH
MEDIA

UNLOCK THIS AD WITH **layar**

Welcome to

THE GREATEST SHOW ON EARTH

ADDYS

02 Meet the Judges
for Students

03 Meet the Judges
for Professionals

05 A Letter from Your
ADDYS Co-Chairs

07 E.A. Pete Goldsby
Silver Medal Award

08 President's
Service Award

09 Company
Service Award

11 Overall Best of Show
Award | Professional

12 Mosaic + Special Judge's
Awards | Professional

13 Best of Show Awards
Professional

15 Gold Awards
Professional

28 Silver Awards
Professional

34 Best of Show + Special
Judge's Awards | Student

35 Gold Awards
Student

39 Silver Awards
Student



AMERICAN
ADVERTISING
AWARDS

JUDGES

FOR STUDENTS



PATRICK REID

Art Director, Red Square – Mobile, AL

Patrick Reid has been with Red Square Agency since 2009. In that time he has helped create brand-defining campaigns for Sears, Hard Rock, The University of Alabama, Wind Creek Hospitality, Hibbett Sports, Southern Comfort, NYC Pride and many more. Patrick received a Bachelor of Fine Arts in Advertising Design from the Savannah College of Arts and Design. His work has appeared in Communication Arts and has been recognized by the national American Advertising Awards as well as the Awwwards.



JENNIE WESTERMAN DIEMONT

Owner and Creative Director, Deep Fried Advertising – New Orleans, LA

Jennie's passion for advertising and interactive technology is rooted in a childhood steeped in the arts, and an education structured in mathematics. She has always been driven to seek that fine line between aesthetics and functionality. Originally from Baton Rouge and a graduate of the Annenberg School of Communications at the University of Pennsylvania, Jennie worked for several agencies and magazines before eventually creating Deep Fried in 2004. Her vision was to create an approachable space where she and talented designers could create beautiful, powerful brands that increase the profitability of their clients.

Under Jennie's supervision, Deep Fried has grown to an efficiently run boutique creative and interactive agency of 12 people that serves over 100 clients of varying industries, both local and nationwide. Notable accounts include the Hola Nola, Mardi Gras World & Kern Studios, the French Market, Restore the Mississippi River Delta Coalition, and the New Orleans Chamber. Jennie serves on the Chairman's Council of the New Orleans Chamber of Commerce and is a 2013 graduate of the Goldman Sachs 10,000 Small Businesses Program.



MICHAEL RUSSO

Chief Creative Officer, RUSSO – Lafayette, LA

Michael Russo has over 20 years of creative experience with a vast array of clients from coast to coast. As an award-winning Art Director, Copywriter and Designer, Michael has been recognized by the American Advertising Federation, the Silver Microphone Awards, the AIGA, the PIAS, the W3 Interactive Awards, the Horizon Interactive Awards, the Pelican Awards and the TELLY Awards.

Michael is a member of the American Advertising Federation, the AIGA, a past voting member of the Recording Academy of Arts and Sciences (Grammy) and a Silver Council member and Judge of the International TELLY Awards.

After receiving his BFA from the University of Louisiana-Lafayette, Michael worked as a Graphic Designer and Copywriter in Seattle, WA. In 2001, after returning to his hometown of Lafayette, LA, Michael co-founded RUSSO, is a strategic branding agency with offices in Lafayette, New Orleans and Nashville. RUSSO uses consumer insight to develop branding initiatives that effectively change the conversation — forming emotional connections between the consumer and the brand.

JUDGES

PROFESSIONAL



OEN MICHAEL HAMMONDS

Talent Enablement Team Manager, IBM Studios Austin – Austin, TX

Oen Michael Hammonds, a designer, mentor and facilitator at IBM Design, has designed across the gamut — advertising, graphic, interactive and environmental. Oen's previous work with diverse clients in the consumer, business and technology industries demonstrates his ability to jump in and solve tough challenges. At IBM, Oen manages the Talent Enablement Team to develop education programs and experiences for executives and software development teams to help the company grow and maintain a sustainable culture of design.



VON GLITSCHKA

Creative Director/Illustrator, Glitschka Studios – Salem, OR

Von is principal of Glitschka Studios, a small boutique design firm located in the Pacific Northwest. His diverse range of illustrative design has been used by some of the most respected brands in the world. He creatively collaborates with ad agencies, design firms, in-house corporate art departments, and small businesses to produce compelling visual narratives.



OSCAR E. "GENO" CHURCH

Word-of-Mouth Inspiration Officer, Brains on Fire – Greenville SC

Geno is the Word-of-Mouth Inspiration Officer at Brains on Fire, but he considers himself more of a "WOM Cupid" and a pathfinder for his clients. Geno shines at uncovering the DNA of sustainable word-of-mouth movements, and has walked the path with brands and organizations including Fiskars Brands, the National Center for Families Learning, Anytime Fitness, Love146 and The Environmental Defense Fund.

Geno is also a highly sought-after speaker, and relishes the opportunity to share his thoughts and spark conversation with brands and organizations of all sizes. He has been a presenter and a workshop facilitator at events hosted by the Public Relations Society of America (PRSA), Public Relations Student Society of America (PRSSA), Blackbaud BBCon (Australia), Influence Session Sydney and the Word of Mouth Marketing Association, to name a few. He is widely quoted in blogs and co-author of two books, *Brains On Fire: Igniting Powerful, Sustainable Word of Mouth Movements* and *The Passion Conversation: Understanding, Sparking and Sustaining Word-of-Mouth Marketing*, as well as a 2015 inductee to the Word of Mouth Marketing Association (WOMM) Hall of Fame.



— EST. 1957 —

REBEL

GRAPHIX

— BATON ROUGE, LA —



WHEN COLOR MATTERS



WWW.REBELGRAPHIX.COM

Event Signage ||| Custom Packaging ||| Large Format Printing
Vehicle Wraps ||| Wall Graphics ||| Order Fulfillment ||| Laser Engraving

* A LETTER FROM YOUR * ADDYS CO-CHAIRS



Welcome to The Greatest Show on Earth, the 2017 American Advertising Awards of Baton Rouge! Each year we gather together to celebrate and be inspired by a collection of the finest creative work the Capital City has to offer...and this year was no exception! The judges were blown away by the talent and skill represented, spending long hours in spirited deliberation before finally making their selections. Now all eyes are fixed on the center ring as we showcase a brilliant display of advertising wonder beneath the spotlight!

Such an event would not be possible without the help of our wonderful volunteers. Much like the members of a circus, these tireless behind-the-scene performers dedicated countless hours to accomplish our goal of bringing this show to life. This all-in spirit is at the very heart of what makes our city great. As the past year has shown us, if we band together we can truly rise above any obstacle, and come out on the other side stronger and more resilient.

It has been our pleasure and privilege to serve the members of AAF-BR as ADDY Co-Chairs. We hope you enjoy the show, and leave feeling inspired to continue growing the creative community of Baton Rouge TOGETHER!

Blake Breaux *Jacob Palmisano*



CREATIVE TEAM

Blake Breaux
Damian Georgiev
Jonathan Palmisano
James Peck
Kourtney Zimmerman

CREATIVE CONSULTANT

Jacob Palmisano

PRODUCTION

Daniel Jones
Will Heath
Wes Kennison
Ryan Golden
Cat Miguez
Adrian Miceli

EVENT DECOR

Mark Vincent
Randy Wallis
Jay Watson
Julia Yarbrough
Grayson Jackson

HOSPITALITY

Alexandra Fish
Natalie Herndon

CALL FOR ENTRIES & JUDGING

Barb Braud
Jason Broha
Amanda Caronna
Claire Estopinal
Madeline Maestri
Kadie Schexnayder
Melissa O'Banion

STUDENT OUTREACH

Amy Blacketter
Tim Samaha

AWARDS

Connie McLeod

PROOFREADERS

Meghan Bland
Trent Bland
Colleen Jackson

SPONSORSHIPS

Patrick Box
Becky Sadler

STUDENT VOLUNTEERS

Ivy Hamilton
Madison Martin
Amie Martinez
Grace Romero
Isabella Rubiano
Katie Smith

EMCEE

Betty Mujica

SIDESHOW FREAKS

Blake Kelley
JP Patterson
James Peck
Jordan Peck
Vitalija Svencionyte



Congratulations
to the Winners!



Media®

Anyone. Anywhere. Any Screen.

225.237.5210

CoxMedia.com



E.A. "PETE"

GOLDSBY AWARD



CONNIE MCLEOD

When you are around a person with flair and creative passion such as Connie McLeod, it is easy to become stricken with similar traits. This is the legacy Connie leaves in everything she does. From her 30-year tenure as Senior Graphic Designer and now Art Director with Woman's Hospital to her creative blog that has been recognized by Huffington Post, she strives to search for every idea possible. This is seen in her incredible passion that led her to agree to guide a high school team with Broadmoor High in Baton Rouge through an entrepreneurial pitch competition. Connie is one of a kind in our industry and certainly in our community.

Connie is faced every day with the challenges of working with creating a voice for one of the most recognized health organizations in Louisiana, Woman's Hospital. Her ideas have brought the brand to its highest peak. Surrounded daily by an environment of caring, giving and kindness, Connie adapts these characteristics to her decision making and indeed her every day being. She has been a creative leader on the ADDY winning campaigns for Woman's Hospital for the past 3 years. She is always seeking the best for women's health, not because it is her job, because it is her mantra.

Connie joined the American Advertising Federation over 20 years ago and has made a lifetime of contributions since. For 6 years Connie served on the Board of Directors, 4 of which served on the Executive Board where she served as President in 2011-12 and was awarded AAF District 7 President of the Year. Since completing her tenure on the Executive Board, she has continued to be active in the club. She serves continuously on the ADDY committee, which is the main fundraiser for the organization.

Needing a new creative outlet in 2012, Connie started a blog titled "My Creative Journey" after joining a national organization of bloggers called "Mid-Life Boulevard." She has been recognized for her writing and has been published in *The Huffington Post* and other well-known digital publications. Connie then wanted to bring her knowledge to the people so she started "Innovation and Creativity" workshops that taught people how to use creativity in their jobs and everyday life. She teamed up with The Arts Council of Baton Rouge and offered these classes for free to the general public. Connie's latest project is a video blog titled "Creative Heroes." Through beautiful writing and video documentary, Connie tells the story of Baton Rouge people who have lived a fully creative life.

Connie has been an inspiration to all who know her and she has touched many lives here. She truly lives a fully creative life and shares that with the community of Baton Rouge. For this reason The American Advertising Federation of Baton Rouge is proud to present Connie McLeod with the E.A. "Pete Goldsby" Silver Medal Award.

PAST HONOREES

1955 - Foy Bennett
1956 - Roland Caldwell
1957 - Alvin H. Meyer
1958 - Frank Kean
1959 - Vic Ehr
1960 - J.B. Myers
1961 - Charles Garvey
1962 - Lee Herzberg
1963 - Tommy McGuire
1964 - Bob Earle
1965 - Pres Kors

1966 - Allan Brent
1967 - Tom Gibbens
1968 - Jack Sanders
1969 - Annie-Claire Mote
1970 - Roger Davison
1971 - Douglas L. Manship
1972 - Orene Muse
1973 - Ralph Sims
1974 - Charles Manship
1975 - Lamar Simmons
1976 - Charlie Kantrow
1977 - Kevin Reilly
1978 - Jerry Turk

1979 - Mervin Rhys
1980 - Art Root
1981 - Bob Furlow
1982 - Don Stewart
1983 - Jules Mayeux
1983 - Grace McElveen
1984 - Don Berlin
1985 - Allen McCarty
1986 - Gus Weill
1987 - Cyril Vetter
1988 - Martin Flanagan
1989 - Sandy Deslatte
1990 - J.H. Martin

1991 - Diane Allen
1992 - Sonny Cranch
1993 - Gus Wales
1994 - Pat Cheramie
1995 - Al McDuff
1996 - Charles East, Jr.
1997 - Gerald Bower
1998 - Rolfe McCollister, Jr.
1999 - Rod Parker
2000 - Otey White
2000 - Karen Gaupp-Wozniak
2001 - Jensen Holiday
2003 - David Humphreys

2004 - Angela deGravelles
2005 - Gerry Lane
2006 - Greg Milneck
2007 - Jeff English
2008 - Sandra Lane
2009 - Francelle Theriot
2010 - Elizabeth Perry
2011 - Don Cassano
2012 - Julio Melara
2013 - Tommy Teepel
2014 - Curtis Vann
2015 - Jeff Wright
2016 - Steve Davison

PRESIDENT'S **SERVICE AWARD**



PATRICK BOX

Calling this year's American Advertising Awards of Baton Rouge the Greatest Show on Earth speaks volumes to the high standards Patrick Box constantly strives to achieve. Since joining the board in 2013, Patrick has truly excelled in the various committees he has chaired. He's glided through each position with the greatest of ease, putting on a highly successful Student Conference as the Student Outreach Co-Chair. He followed that up as Fundraising Co-Chair and then ADDYs Co-Chair in charge of soliciting sponsorships.

Not to be outdone by past successes, Patrick improved upon last year's efforts by generating more revenue for the club than ever before. Attracting sponsors isn't just about the money for Patrick. He has built relationships with them that will live much longer than his stint as ADDY Co-Chair.

There's much more to Chairing ADDYs than fundraising. Putting on an event of this magnitude as an unpaid volunteer is a massive undertaking. Patrick has done it for two straight years to help ensure the continuity between the events from year to year. This fact alone makes him more than worthy of this year's President's Service Award. It's the work he puts in beyond his role as Co-Chair that made his selection as this year's recipient an easy one.

It is with great privilege and honor that we name Patrick Box as the recipient of this year's President's Service Award.

COMPANY **SERVICE AWARD**



REBEL GRAPHIX

If you've been to the ADDY Awards in the past few years, you've seen some of Rebel Graphix's handiwork. From large format signs to entrance ways and even freestanding displays, Rebel has generously donated their time and resources to help make the AAF-BR's ADDY shows a truly memorable experience. When tasked with the job to make their work POP for the AdPop theme in 2016, they created displays that took the winners' work from pushpins on the walls to custom-crafted display stands that bring the winners' work to the forefront. They also created an archway to the event center that brought visitors into the world of Warhol.

In 2017 Rebel has once again graciously offered their expertise to our club. They created a donation box that was used to collect flood relief donations for the Baton Rouge Area Foundation. They also crafted custom pieces for the board of directors to use at the Mouth of the South lip sync competition that is held annually during the AAF District 7 leadership conference. As they've done in the past, Rebel will provide all of the large format printing to truly help this year's show live up to the title of the Greatest Show on Earth.

It's for these reasons and many more that we award Rebel Graphix the 2017 AAF-BR Company Service Award.

Walton

&

Johnson

NOW ON

WJBO

NEWS RADIO

1150 AM • 97.7 FM

THE 2017 OVERALL BEST OF SHOW



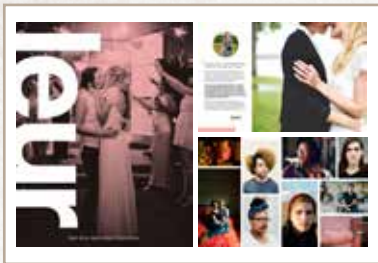
BAYOU TECHE PACKAGING CAMPAIGN

ENTRANT: **TILT** ADVERTISER: **Bayou Teche Brewing**

CREDITS: *TILT, Design & Creative*



Professional MOSAIC AWARDS



MAGAZINE DESIGN

Leur Magazine Issue 01

ENTRANT: **Leur Magazine**

ADVERTISER: **Leur Magazine**

CREDITS: *Charles Champagne, Creative Curator*



INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

Power Of 1 United Integrated Media

ENTRANT: **FUSE**

ADVERTISER: **Capital Area United Way**

CREDITS: *FUSE, Agency/Creative Direction; elbow/room, Creative Development/Post Production; Ford Sound Design, Original Score; Lumehouse, Cinematography*

Professional SPECIAL JUDGE'S AWARDS



MASS TRANSIT/AIRLINES - EXTERIOR - SINGLE

TINCUP Motoped

ENTRANT: **BRZOOM**

ADVERTISER: **Proximo Spirits**

CREDITS: *Dale Baillie, Production Manager; Dayna Zrinski, Art Director*



INTEGRATED BRAND IDENTITY CAMPAIGN

Seven Three Brand Identity Campaign

ENTRANT: **TILT**

ADVERTISER: **Seven Three Distilling Company**

CREDITS: *TILT, Design & Creative; Todd Davidson, Copywriter*



ILLUSTRATION - SERIES

Bayou Teche Illustration Campaign

ENTRANT: **TILT**

ADVERTISER: **Bayou Teche Brewing**

CREDITS: *TILT, Design & Creative*

Professional **BEST OF SHOW**



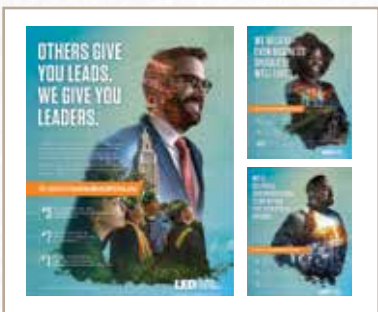
BEST OF SHOW - SALES & MARKETING

Kraken Rum Bookends

ENTRANT: **BRZOOM**

ADVERTISER: **Proximo Spirits**

CREDITS: *Amanda Koffskey, Art Director*



BEST OF SHOW - PRINT

Louisiana Works for You Print Ads

ENTRANT: **BBR Creative**

ADVERTISER: **Louisiana Economic Development**

CREDITS: *Julie Calzone, LED Senior Director, Marketing & Communications; Lauren Fournier, Katie Shingleton, Jennifer Berthelot, LED Marketing; Joe Coussan, Gary Perilloux, Ron Thibodeaux, LED Communications; Cathi Pavy, Creative Director; Burton Durand, Senior Art Director; Andre Dugal, Designer; Tim Landry, Senior Copywriter; Monica Hebert, Director of Media Services; Brittanny Walker, Account Manager; Murasaki Gollogly, Illustrator*



BEST OF SHOW - AMBIENT MEDIA/OUT OF HOME

Cutty Sark "Your First Scotch"

ENTRANT: **BRZOOM**

ADVERTISER: **Edrington**

CREDITS: *Eric Stevens, Art Director; Lee Rogan, Project Manager*



BEST OF SHOW - FILM, VIDEO & SOUND

More To Do

ENTRANT: **Red Six Media**

ADVERTISER: **The Dow Chemical Company**

CREDITS: *Matt Dardenne, Producer/Editor; Lumehouse, Production Company; Steve Klumpers, Director of Photography*



BEST OF SHOW - ELEMENTS OF ADVERTISING

LSU Code It Up Challenge: Josh

ENTRANT: **NewAperio**

ADVERTISER: **LSU Engineering**

CREDITS: *Tommy Talley & Jordan Lewis, Producers; Clay Achee, Director; Fred Mince, Director of Photography; Theo Thyssen, Gaffer; Josh Carley, Post Supervisor; Screaming Shih-Tzu Productions, Animation; Logan Leger, Project Lead; Josh Howard, Production Manager*



BEST OF SHOW - INTERACTIVE

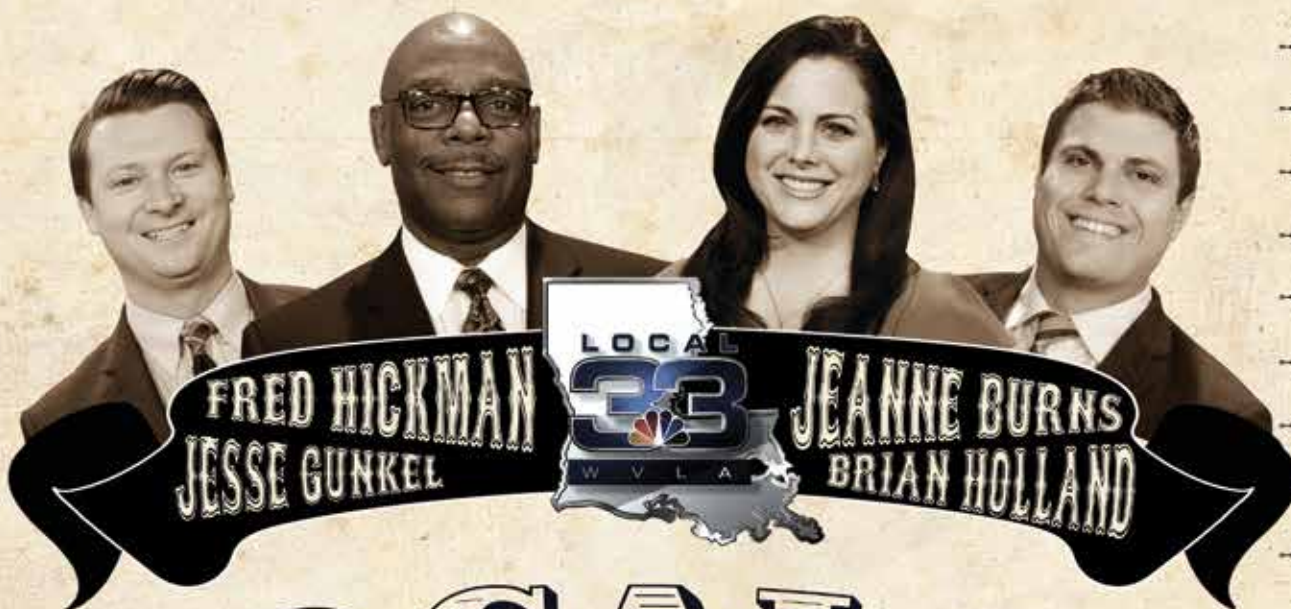
Football Ops Website

ENTRANT: **Red Six Media**

ADVERTISER: **Tiger Athletic Foundation**

CREDITS: *Red 6 Media Team*

**THE GREATEST NEWSCAST IN
BATON ROUGE**



LOCAL 33

**NEWS
WEATHER
SPORTS**





PACKAGING - SINGLE UNIT

MALFY 750ml

ENTRANT: **BRZOOM**

ADVERTISER: **Biggar & Leith Spirits Merchants**

CREDITS: *Elwyn Gladstone, Art Director*



PACKAGING - SINGLE UNIT

Maestro DOBEL Diamante Roadie Case

ENTRANT: **BRZOOM**

ADVERTISER: **Proximo Spirits**

CREDITS: *Brad Jensen, Art Director*



PACKAGING - SINGLE UNIT

Two Roads "Country Funk" Bottle

ENTRANT: **BRZOOM**

ADVERTISER: **Two Roads Brewing Company**

CREDITS: *Brad Jensen, Art Director*



PACKAGING - SINGLE UNIT

De Steeg Packaging

ENTRANT: **TILT**

ADVERTISER: **De Steeg Brewing Company**

CREDITS: *TILT, Design & Creative*



PACKAGING CAMPAIGN

MALFY 750ml / 1.75L Series

ENTRANT: **BRZOOM**

ADVERTISER: **Biggar & Leith Spirits Merchants**

CREDITS: *Elwyn Gladstone, Art Director*



PACKAGING CAMPAIGN

Spytail 750ml / 1.75L Series

ENTRANT: **BRZOOM**

ADVERTISER: **Biggar & Leith Spirits Merchants**

CREDITS: *Elwyn Gladstone, Art Director*



PACKAGING CAMPAIGN

Seven Three Packaging Campaign

ENTRANT: **TILT**

ADVERTISER: **Seven Three Distilling Company**

CREDITS: *TILT, Design & Creative*



PACKAGING CAMPAIGN

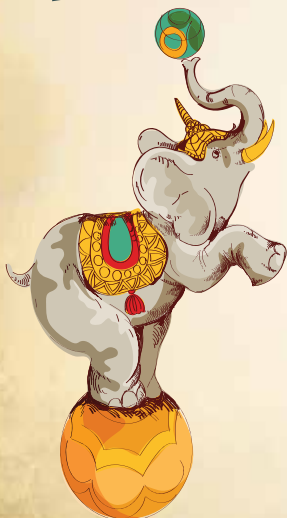
Bayou Teche Packaging Campaign

ENTRANT: **TILT**

ADVERTISER: **Bayou Teche Brewing**

CREDITS: *TILT, Design & Creative*

Introducing the
**AMAZING ^{AND} MAGNIFICENT
★ TRIO ★**



Grab one
TODAY!

**Business
Report**

**[225]
MAGAZINE**

inRegister

congratulates the 2017 Baton Rouge ADDY award winners!



POINT OF PURCHASE - FREE STANDING

MALFY Gin Cart Display

ENTRANT: **BRZOOM**

ADVERTISER: **Biggar & Leith Spirits Merchants**

CREDITS: *Lindsay Bornkessel, Art Director*



DIRECT MAIL - 3D/MIXED - SINGLE

MALFY Gin Press Kit

ENTRANT: **BRZOOM**

ADVERTISER: **Biggar & Leith Spirits Merchants**

CREDITS: *Lindsay Bornkessel, Art Director; Blakeley Santos, Production Manager*



SPECIALTY ADVERTISING - OTHER MERCHANDISE

Kraken Rum Bookends

ENTRANT: **BRZOOM**

ADVERTISER: **Proximo Spirits**

CREDITS: *Amanda Koffskey, Art Director*



PUBLIC SERVICE COLLATERAL - BROCHURE/SALES KIT

Angel Award Program

ENTRANT: **BCBSLA**

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

CREDITS: *BCBSLA Creative Team; Jason Cohen, Photography; Tim's Printing, Bindery*



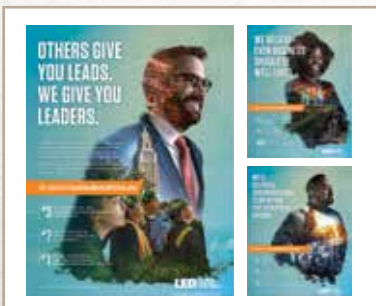
**ADVERTISING INDUSTRY SELF-PROMOTION
BRAND ELEMENTS**

Substrate Display POS

ENTRANT: **Rebel Graphix**

ADVERTISER: **Rebel Graphix**

CREDITS: *Julia Yarbrough, Graphic Designer*



MAGAZINE ADVERTISING - CAMPAIGN

Louisiana Works for You Print Ads

ENTRANT: **BBR Creative**

ADVERTISER: **Louisiana Economic Development**

CREDITS: *Julie Calzone, LED Senior Director, Marketing & Communications; Lauren Fournier, Katie Shingleton, Jennifer Berthelot, LED Marketing; Joe Coussan, Gary Perilloux, Ron Thibodeaux, LED Communications; Cathi Pavy, Creative Director; Burton Durand, Senior Art Director; Andre Dugal, Designer; Tim Landry, Senior Copywriter; Monica Hebert, Director of Media Services; Brittany Walker, Account Manager; Murasaki Gollgoly, Illustrator*



GUERRILLA MARKETING - SINGLE OCCURRENCE

Cutty Sark "Your First Scotch"

ENTRANT: **BRZOOM**

ADVERTISER: **Edrington**

CREDITS: *Eric Stevens, Art Director; Lee Rogan, Project Manager*



GUERRILLA MARKETING - SINGLE OCCURRENCE

Happy Father's Day

ENTRANT: **tommysTV**

ADVERTISER: **Anne Peytavin**

CREDITS: *Tommy Talley, Director; Jordan Lewis, Producer*



INSTALLATIONS - SINGLE

Smirnoff Moscow Mule Mural

ENTRANT: **MESH**

ADVERTISER: **Smirnoff**

CREDITS: *MESH Creative*



INSTALLATIONS - SINGLE

TINCUP WhiskeyFest Branded Bar

ENTRANT: **BRZOOM**

ADVERTISER: **Proximo Spirits**

CREDITS: *Lindsay Bornkessel, Art Director; Rich Zrombra, Engineering/Structure*



INSTALLATIONS - MULTIPLE

Curbside Signage Campaign

ENTRANT: **TILT**

ADVERTISER: **Curbside**

CREDITS: *TILT, Design & Creative*



EVENTS - SINGLE

Amazing Half Marathon Weekend

ENTRANT: **Our Lady of the Lake**

ADVERTISER: **Our Lady of the Lake Regional Medical Center**

Marketing & Communications

CREDITS: *Catherine Harrell, Vice President; Trey Williams, Senior Director of Marketing; Stephanie Roussell, Marketing Strategist; Alexandra Fish, Marketing Specialist; Timothy Samaha, Senior Graphic Designer; Jason Cohen, Photographer; Bobby LeCompte, Photographer; Our Lady of the Lake Marketing & Communications Team*



APRIL 20-21 • 2017 *crop*  BATON ROUGE • LA

2017

PRESENTED BY STUDIO GRAY



2 DAY CREATIVE CONFERENCE • TO REGISTER AND VIEW FULL DETAILS, VISIT CROPBR.COM

Tad Carpenter • Under Consideration, LLC • Morning Breath Inc • Tony Diaz • Scotty Russell • Daniel Haire
Forefathers Group • Ashlee Jones • Lincoln Design Co • Thomas Bros • Dell Creative • AltBR Podcast

Follow us on Instagram

 @CROPBR



Connect.

BATON ROUGE PRINTING IS
COMMITTED TO MAKING
LASTING BUSINESS
CONNECTIONS WITH
HARD WORK, TIME AND
PERSONAL ATTENTION.
WE WILL HELP YOU PUT
THE PIECES TOGETHER.

MAKE THE RIGHT
CONNECTION WITH
BATON ROUGE PRINTING.



Create.



Grow.

BATON ROUGE
PRINTING



BRPRINT.COM

#BRPBUILDINGCONNECTIONS



**SUPER-SIZED, EXTENSION/DIMENSIONAL,
DIGITAL OR ANIMATED - SINGLE UNIT**

Fright Nights - The Mouth

ENTRANT: **Lamar Graphics**

ADVERTISER: **Fright Nights**

CREDITS: *Roland Paris, Graphic Designer*



MASS TRANSIT/AIRLINES - INTERIOR - SINGLE

Louisiana Works for You Video

ENTRANT: **BBR Creative**

ADVERTISER: **Louisiana Economic Development**

CREDITS: *Julie Calzone, LED Senior Director, Marketing & Communications; Jennifer Berthelot, Lauren Fournierat, Katie Shingleton, LED Marketing; Matthew Wattigny, Kolby Kember, TJ Guillot, Rick Dupree, FastStart Producers; Cathi Pavy, Creative Director; Andre Dugal, Designer; Tim Landry, Senior Copywriter; Monica Hebert, Director of Media Services; Laura Hebert, Brittany Walker, Account Managers*



MASS TRANSIT/AIRLINES - EXTERIOR - SINGLE

TINCUP Motoped

ENTRANT: **BRZOOM**

ADVERTISER: **Proximo Spirits**

CREDITS: *Dale Baillie, Production Manager; Dayna Zrinski, Art Director*



WEBSITES - B2B

Sprigs & Spirits Website

ENTRANT: **Xdesign**

ADVERTISER: **Capitol City Produce**

CREDITS: *Xdesign Team*



WEBSITES - MICROSITES

Louisiana Economic Quarterly Q1

ENTRANT: **BBR Creative**

ADVERTISER: **Louisiana Economic Development**

CREDITS: *Jennifer Berthelot, Lauren Fournierat, Katie Shingleton, LED Marketing; Gary Perilloux, LED Communications Director; Sara Bongioni, Maggie Richardson, Jeff English, Copywriters; Cathi Pavy, Creative Director; Kellie Viola Gott, Art Director; Daniel Keding, Digital Marketing Director; Hunter Miller, Front-End Developer; Terez Gautreau, Digital Designer; Matthew Welsh, Account Executive; Laura Hebert, Account Manager*



TELEVISION ADVERTISING - SINGLE SPOT :30 SECONDS

Fairy

ENTRANT: **Digital FX**

ADVERTISER: **Neighbors Federal Credit Union**

CREDITS: Brett Reynolds, Chad Lopez, Emily Mastrantonio, Erin Pontif-Writers; Greg Milneck, Producer; John Stockwell, Director; David Coner, Camera; Max Magbee, Editor; Aaron Michel, 3D Animator; Erin Waite, Art Director/Animator; Jonathan Hamsongkram, Colorist; Brandon Coffee, Rotoscoping/Compositor



TELEVISION ADVERTISING - SINGLE SPOT :30 SECONDS

Sasquatch

ENTRANT: **Digital FX**

ADVERTISER: **Neighbors Federal Credit Union**

CREDITS: Brett Reynolds, Chad Lopez, Emily Mastrantonio, Erin Pontif-Writers; Greg Milneck, Producer; John Stockwell, Director; David Coner, Camera; Max Magbee, Editor; Aaron Michel, 3D Animator; Erin Waite, Art Director/Animator; Jonathan Hamsongkram, Colorist; Brandon Coffee, Rotoscoping/Compositor



TELEVISION SELF-PROMOTION - LOCAL CAMPAIGN

BR Proud United

ENTRANT: **WVLA Local 33 & WGMB Fox 44**

ADVERTISER: **WVLA Local 33**

CREDITS: Eric Ryan, Promotions Producer; Dan Malveaux, Promotions Manager



INTERNET COMMERCIAL - SINGLE SPOT - ANY LENGTH

More To Do

ENTRANT: **Red Six Media**

ADVERTISER: **The Dow Chemical Company**

CREDITS: Matt Dardenne, Producer/Editor; Lumehouse, Production Company; Steve Kluempers, Director of Photography



BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM, VIDEO & SOUND - SINGLE ENTRY :60 SECONDS OR LESS

VBR You'll Get the Picture Spot

ENTRANT: **MESH**

ADVERTISER: **Visit Baton Rouge**

CREDITS: MESH Creative; Marie Constantin, Frank McMains, Paul Natkin, Teddy Smith, Photographers



**BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM,
VIDEO & SOUND - SINGLE ENTRY MORE THAN :60 SECONDS**

LSU Code It Up Challenge: Josh

ENTRANT: **NewAperio**

ADVERTISER: **LSU Engineering**

CREDITS: *Tommy Talley & Jordan Lewis, Producers; Clay Achee, Director; Fred Mince, Director of Photography; Theo Thyssen, Gaffer; Josh Carley, Post Supervisor; Screaming Shih-Tzu Productions, Animation; Logan Leger, Project Lead; Josh Howard, Production Manager*



MUSIC VIDEO

Happy Father's Day Dad

ENTRANT: **tommysTV**

ADVERTISER: **Kate Peytavin**

CREDITS: *Kate Peytavin, Performer; Anne Peytavin, Producer; tommysTV, Production*



PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND

The Globetrotters: Red Nose Day

ENTRANT: **tommysTV**

ADVERTISER: **Walgreens**

CREDITS: *Jordan Lewis, Director; Tommy Talley, Producer; Fred Mince, Director of Photography*



**INTEGRATED ADVERTISING CAMPAIGNS
B2B CAMPAIGN - NATIONAL**

Sprigs & Spirits

ENTRANT: **Xdesign**

ADVERTISER: **Capitol City Produce**

CREDITS: *Xdesign Team*



INTEGRATED BRAND IDENTITY CAMPAIGN

Seven Three Brand Identity Campaign

ENTRANT: **TILT**

ADVERTISER: **Seven Three Distilling Company**

CREDITS: *TILT, Design & Creative; Todd Davidson, Copywriter*



INTEGRATED BRAND IDENTITY CAMPAIGN

Louisiana Love Campaign

ENTRANT: **spencerventure**

ADVERTISER: **Louisiana Love**

CREDITS: *Spencer Bagert, Designer; AdSource Outdoor*



INTEGRATED BRAND IDENTITY CAMPAIGN

Curbside Brand Identity Campaign

ENTRANT: **TILT**

ADVERTISER: **Curbside**

CREDITS: *TILT, Design & Creative*



INTEGRATED BRAND IDENTITY CAMPAIGN

Twine

ENTRANT: **spencerventure**

ADVERTISER: **Twine Modern Market**

CREDITS: *Spencer Bagert, Designer; Lamar Graphics, Outdoor Signage & Installation; Latchon Productions, Interior & Exterior Signage*



ADVERTISING INDUSTRY - SINGLE MEDIUM CAMPAIGN

Xdesign Gameday Shirts

ENTRANT: **Xdesign**

ADVERTISER: **Xdesign**

CREDITS: *Xdesign Team*



**ADVERTISING INDUSTRY - SELF PROMOTION
INTEGRATED CAMPAIGN**

Lunchbox Doodles Art Show Campaign

ENTRANT: **Jonathan Palmisano**

ADVERTISER: **Lunchbox Doodles**

CREDITS: *Terrel Palmisano, Craig Palmisano, Katie Naquin Harlan, Jonathan Mayers*



LOGO DESIGN

Seven Three Logo

ENTRANT: **TILT**

ADVERTISER: **Seven Three Distilling Company**

CREDITS: *TILT, Design & Creative*



ABSTRACT PRODUCTIONS

AUDIO | VIDEO | LIGHTING | SET DESIGN

BATON ROUGE | 225. 297. 2595

SALES@ABSTRACTPRODUCTIONS.NET | ABSTRACTPRODUCTIONS.NET



ABSTRACT PRODUCTIONS

AUDIO | VIDEO | LIGHTING | SET DESIGN

BATON ROUGE | 225. 297. 2595

SALES@ABSTRACTPRODUCTIONS.NET | ABSTRACTPRODUCTIONS.NET



LOGO DESIGN

Curbside Logo

ENTRANT: **TILT**

ADVERTISER: **Curbside**

CREDITS: *TILT, Design & Creative*



LOGO DESIGN

Crop Design Conference Logomark

ENTRANT: **Studio Gray**

ADVERTISER: **Crop Design Conference**

CREDITS: *Matt Dawson, Creative Direction & Design*



ILLUSTRATION - SINGLE

Sprigs & Spirits Illustration

ENTRANT: **Xdesign**

ADVERTISER: **Capitol City Produce**

CREDITS: *Xdesign Team*



ILLUSTRATION - SERIES

Louisiana Works for You

ENTRANT: **BBR Creative**

ADVERTISER: **Louisiana Economic Development**

CREDITS: *Julie Calzone, LED Senior Director, Marketing & Communications; Jennifer Berthelot, Lauren Fourmerat, Katie Shingleton, LED Marketing Officers; Cathi Pavy, Creative Director; Burton Durand, Senior Art Director; Andre Dugal, Designer; Brittanny Walker, Account Manager; Murasaki Gollogly, Illustrator*

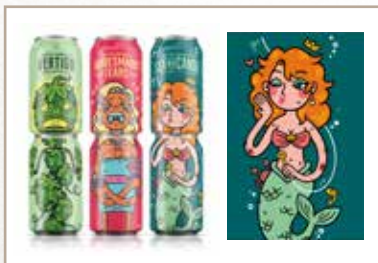


ILLUSTRATION - SERIES

Noble Rey Illustrations

ENTRANT: **TILT**

ADVERTISER: **Noble Rey Brewing Company**

CREDITS: *TILT, Design & Creative*



ILLUSTRATION - SERIES

Bayou Teche Illustration Campaign

ENTRANT: **TILT**

ADVERTISER: **Bayou Teche Brewing**

CREDITS: *TILT, Design & Creative*



CINEMATOGRAPHY

NUNUS - LA CRT - Mixed Media

ENTRANT: **The Bill Rodman Production Shoppe**

ADVERTISER: **Atchafalaya National Heritage Area**

CREDITS: *Bill Rodman, Director of Photography*



VIDEO EDITING

NUNUS - LA CRT - Mixed Media

ENTRANT: **The Bill Rodman Production Shoppe**

ADVERTISER: **Atchafalaya National Heritage Area**

CREDITS: *Bill Rodman, Editor*



VIDEO EDITING

LSU Code It Up Challenge: Josh

ENTRANT: **NewAperio**

ADVERTISER: **LSU Engineering**

CREDITS: *Tommy Talley & Jordan Lewis, Producers; Clay Achee, Director; Fred Mince, Director of Photography; Theo Thyssen, Gaffer; Josh Carley, Post Supervisor; Screaming Shih-Tzu Productions, Animation; Logan Leger, Project Lead; Josh Howard, Production Manager*



USER EXPERIENCE

Football Ops Website

ENTRANT: **Red Six Media**

ADVERTISER: **Tiger Athletic Foundation**

CREDITS: *Red 6 Media Team*

SALES KIT OR PRODUCT INFORMATION SHEETS

Ramblin' Sales Kit

ENTRANT: **Object 9**

ADVERTISER: Monarch Beverages

CREDITS: *Object 9 Team*

STATIONERY PACKAGE - SINGLE OR MULTIPLE PIECES

Sprigs & Spirits Business Card

ENTRANT: **Xdesign**

ADVERTISER: Capitol City Produce

CREDITS: *Xdesign Team*

MAGAZINE DESIGN

Leur Magazine Issue 01

ENTRANT: **Leur Magazine**

ADVERTISER: Leur Magazine

CREDITS: *Charles Champagne, Creative Curator*

DIRECT MAIL - FLAT/SINGLE

Cypress Title Invite

ENTRANT: **TILT**

ADVERTISER: Cypress Title

CREDITS: *TILT, Design & Creative*

DIRECT MAIL - 3D CAMPAIGN

MALFY Gin & Spytail Rum Press Kits

ENTRANT: **BRZOOM**

ADVERTISER: Biggar & Leith Spirits Merchants

CREDITS: *Lindsay Bornkessel, Art Director; Blakeley Santos, Production Manager*

ADVERTISING INDUSTRY SELF-PROMOTION - BRAND ELEMENTS

TILT NAMM Promo

ENTRANT: **TILT**

ADVERTISER: TILT

CREDITS: *TILT, Design & Creative; Todd Davidson, Copywriter*

MAGAZINE ADVERTISING - FULL PAGE OR LESS SINGLE UNIT

LWCC Brighter Louisiana Print Ad

ENTRANT: **MESH**

ADVERTISER: LWCC

CREDITS: *MESH Creative*

MAGAZINE ADVERTISING - FULL PAGE OR LESS SINGLE UNIT

LWCC Working Louisiana Print Ad

ENTRANT: **MESH**

ADVERTISER: LWCC

CREDITS: *MESH Creative*

GUERRILLA MARKETING - SINGLE OCCURRENCE

Blue Door Campaign

ENTRANT: **AAF-Baton Rouge**

ADVERTISER: Boys & Girls Club of Greater BR

CREDITS: *Barbara Braud, Sr. Art Director; Mark Rankin, Creative Director; Monica Lacombe, James Robichaux, Randy Wallis, Evie David-Sr. Graphic Designers; Krystal Harris, Graphic Designer; Gavin Michelli, Illustrator*

INSTALLATIONS - SINGLE

EATEL Business Window Graphics

ENTRANT: **BREW Agency**

ADVERTISER: Eatel Business

CREDITS: *Brew Agency; Rebel Graphix, Printer*

INSTALLATIONS - SINGLE

Crop Design Conference Stage Prop

ENTRANT: **Studio Gray**

ADVERTISER: Crop Design Conference

CREDITS: *Matt Dawson, Creative Direction & Design; Randy Wallis, 3D Render & Finishing; Mark Rankin, Contributor; Lamar Graphics, 3D Printing*

EVENTS - SINGLE

Cutty Sark "WeWork" Program

ENTRANT: **BRZOOM**

ADVERTISER: Edrington

CREDITS: *Lindsay Bornkessel, Art Director; Lee Rogan, Project Manager*

POSTER - CAMPAIGN

Cutty Sark "Grandpa Wisdom" Posters

ENTRANT: **BRZOOM**

ADVERTISER: Edrington

CREDITS: *Todd Davidson, Inspiration/Copy; Eric Stevens, Art Director*

OUTDOOR BOARD - FLAT - SINGLE UNIT

"Coach O" Billboard

ENTRANT: **LSU Athletics**

ADVERTISER: LSU Athletics

CREDITS: *LSU Athletics Creative Services*

MASS TRANSIT/AIRLINES - EXTERIOR - SINGLE

Art In Transit - Share the Air

ENTRANT: **Lamar Graphics**

ADVERTISER: Cache County School District

CREDITS: *Meredith Johnson, Graphic Designer; Aurora Hughes Villa, Program Director, Art in Transit; Maddison Anderson, Artist; Jill Parker, Public Relations Director; Mason Johnson, Producer; Michael Bingham, Art Teacher; Jason Naquin, Production; James Robichaux, Video Production; Monica Lacombe, Video Director*

MASS TRANSIT/AIRLINES - EXTERIOR - SINGLE

Two Roads GMC Short Bus

ENTRANT: **BRZOOM**

ADVERTISER: Two Roads Brewing Company

CREDITS: *Lindsay Bornkessel, Art Director; Jordan Bochanis, Production Manager*

OUT-OF-HOME - SITE - INTERIOR

LSU Softball Stairwell

ENTRANT: **LSU Athletics**

ADVERTISER: LSU Athletics

CREDITS: *LSU Athletics Creative Services*

OUT-OF-HOME CAMPAIGN

Football Coaches

ENTRANT: **LSU Athletics**

ADVERTISER: LSU Athletics

CREDITS: *LSU Athletics Creative Services*

WEBSITES - B2B

Incentrik Website

ENTRANT: **Envoc**

ADVERTISER: Incentrik

CREDITS: *Lynsey Gwin, Interactive Designer/Front-End Developer; Christine Maggi, Content Strategist/Copywriter; Kati Jo Barber, Project Manager*

WEBSITES - B2B

MECO World Wide Scope

ENTRANT: **ThreeSixtyEight**

ADVERTISER: MECO

CREDITS: *Nick Defelice, CTO; Sahil Mepani, Developer; Maxel Rodrigues, Developer; Cindy Nguyen, Designer; Jeremy Beyt, Strategist; Kara Pitre, Project Manager*

WEBSITES - MICROSITES

History of Mike The Tiger

ENTRANT: **Zehnder Communications**

ADVERTISER: LSU School of Veterinary Medicine

CREDITS: *Henry Chassaignac, President/ECD; Georgia Gilmore, Designer; Dan Carlson, Copywriter; Anna Broussard Johnson, Interactive Designer; Laura Gould, Asst. Director of Project Management; Jeremy Stewart, Full Stack Developer*



Congratulations to the 2017 ADDY Winners.

YOU MADE IT TO THE BIG TOP!

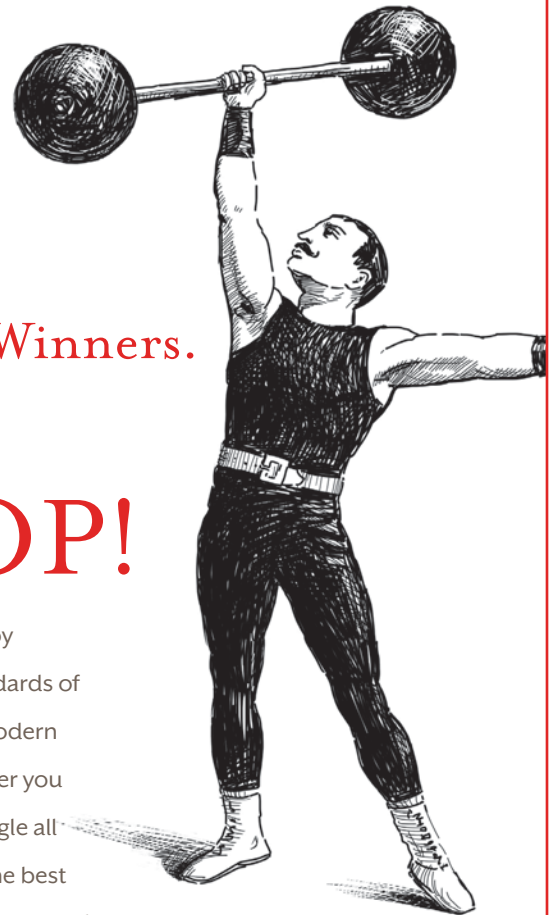
Since 1881, Emprint has been a ring leader in the printing industry by acquiring the latest technology while maintaining the highest standards of service and product quality. We continue to set the bar high for modern print shops and demonstrate what works in the digital age. Whether you have a jumbo project or small project, we have the flexibility to juggle all types of document solutions. We'll bend over backwards to find the best solution for your individual project or an entire organization's printing needs.

Your success is our success.

Our main attractions include:

- Offset Printing
- Digital Printing
- Software Development
- Bindery and Finishing
- Direct Mail
- Web To Print
- Fulfillment and Warehousing
- Typesetting and Design
- Signs and Graphics
- Promotional Items
- Project Management
- Digital Form Conversion

**For more information about our products and services
and a tour of our facility, call Becky Vance at 800-211-8335 OR
visit www.emprint.com.**



Baton Rouge ■ Lafayette ■ Monroe

MAKING YOUR MARK

BERTHA IN THE BLOCK

I saw ~~the angel in the marble~~
and carved until I set her free.

~~-RANDY FROM 3D~~
~~-Michelangelo~~

OOH | Digital | Transit | 3D

LAMAR
graphics®



SOCIAL MEDIA - SINGLE EXECUTION
How to Make Crawfish Bread

ENTRANT: **tommysTV**

ADVERTISER: **Louisiana Travel**

CREDITS: Kyle Edmiston, Asst. Secretary, Louisiana Office of Tourism; Vito Zuppardo, Account Director; Theresa Overby, Director of Social Media Strategy; Tommy Talley, Director; Jordan Lewis, Producer; Kendall Gensler, Food Artist; Fred Mince, Director of Photography; Josh Carley, Post Supervisor; Jordan Anderson, Editor; Hernán Sosa, Designer

SOCIAL MEDIA - SINGLE EXECUTION
Eye Candy

ENTRANT: **tommysTV**

ADVERTISER: **Crypt TV**

CREDITS: Sam Claitor & Jordan Lewis, Producers; Kolby Kember, Director; Fred Mince, Director of Photography; Josh Carley, Writer; Jordan Anderson, Camera Asst.; Andrew Morgan Smith, Composer

ADVERTISING INDUSTRY SELF-PROMOTION ONLINE/INTERACTIVE
MESH Website

ENTRANT: **MESH**

ADVERTISER: **MESH**

CREDITS: **MESH Creative**

TELEVISION ADVERTISING - SINGLE SPOT :15 OR LESS
CAFA Dream Home TV Spot

ENTRANT: **MESH**

ADVERTISER: **Capital Area Finance Authority**

CREDITS: **MESH Creative**

TELEVISION ADVERTISING - LOCAL CAMPAIGN
Service isn't a Myth at Neighbors

ENTRANT: **Neighbors Federal Credit Union**

ADVERTISER: **Neighbors Federal Credit Union**

CREDITS: Brett Reynolds, Chad Lopez, Emily Mastrantonio, Erin Pontif, Writers; John Stockwell, Director; Greg Milneck, Producer; David Croner, Camera; Erin Waite, Art Director/Animator; Max Magbee, Editor; Aaron Michel, 3D Animator; Jonathan Harnsongkram, Colorist/VFX Artist; Brandon Coffee, Rotoscoping/Compositing

TELEVISION ADVERTISING - SINGLE SPOT - UP TO 2:00
VBR You'll Get the Picture TV Spot

ENTRANT: **MESH**

ADVERTISER: **Visit Baton Rouge**

CREDITS: **MESH Creative**; Marie Constantin, Paul Natkin, Teddy Smith, Frank McMains, Photographers

INTERNET COMMERCIAL - SINGLE SPOT - ANY LENGTH
LSU's BMLI Preview Day

ENTRANT: **Foxtale Productions**

ADVERTISER: **African American Cultural Center**

CREDITS: Nathan Velasquez, Cinematographer & Editor; Palmer Lovett, Cinematographer

INTERNET COMMERCIAL - SINGLE SPOT - ANY LENGTH
Auburn Global

ENTRANT: **tommysTV**

ADVERTISER: **Shorelight Education**

CREDITS: Jordan Lewis, Director; Tommy Talley, Producer; Fred Mince, Director of Photography; Josh Carley, Editor; Jordan Anderson, Camera Operator

INTERNET COMMERCIAL - ONLINE FILM, VIDEO & SOUND CAMPAIGN
Shorelight Global

ENTRANT: **tommysTV**

ADVERTISER: **Shorelight Education**

CREDITS: Jordan Lewis, Director; Tommy Talley, Producer; Fred Mince, Director of Photography; Josh Carley, Editor; Jordan Anderson, Camera Operator

BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM, VIDEO & SOUND - SINGLE ENTRY - MORE THAN :60
More To Do

ENTRANT: **Red Six Media**

ADVERTISER: **The Dow Chemical Company**

CREDITS: Matt Dardenne, Producer/Editor; Lumehouse, Production Company; Steve Kluempers, Director of Photography

BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM, VIDEO & SOUND - SINGLE ENTRY - MORE THAN :60
Wellness-Flood Donation

ENTRANT: **ThreeSixtyEight**

ADVERTISER: **WellPet**

CREDITS: Gus Murillo, Director/Producer; Phil Roberts, Director/Editor; Corey Schneider, Art Director; Tara Hebert, Writer; Stuart Haddad, Production Asst.

MUSIC VIDEO
No Car Note

ENTRANT: **tommysTV**

ADVERTISER: **tommysTV**

CREDITS: Tommy Talley, Director; Jordan Lewis, Producer; Fred Mince, Director of Photography; Josh Carley, Editor; Jordan Anderson, Camera Operator

PUBLIC SERVICE TELEVISION
Power Of 1 United TV

ENTRANT: **FUSE**

ADVERTISER: **Capital Area United Way**

CREDITS: **FUSE**, Agency/Creative Direction; elbow/room, Creative Development/Post-Production; Lumehouse, Cinematography; Ford Sound Design, Original Score

PUBLIC SERVICE TELEVISION
CPRA TV

ENTRANT: **FUSE**

ADVERTISER: **Coastal Protection & Restoration Authority**

CREDITS: **FUSE**, Agency/Creative Direction; elbow/room, Creative Development/Post-Production; Spencer Epps, Character Design; Kelly Tate, Modeling; Peter Simon, Original Score

ADVERTISING INDUSTRY SELF-PROMOTION FILM, VIDEO & SOUND
Data Visualization

ENTRANT: **Zehnder Communications**

ADVERTISER: **Zehnder**

CREDITS: Henry Chassaignac, President/ECD; William Gilbert, Asst. Creative Director; Peter Giuffria, Art Director; Dan Carlson, Copywriter; Joann Habisreitering, Director of Media; Lindsay Falgoust, Media Supervisor; Laura Gould, Asst. Director of Project Management; James Brennan, Sr. Research & Analytics Strategist

ADVERTISING INDUSTRY SELF-PROMOTION FILM, VIDEO & SOUND
Worth Its Weight in Goldsby

ENTRANT: **Launch Media**

ADVERTISER: **AAF-Baton Rouge**

CREDITS: **Launch Media**, Agency; John Jackson, Executive Producer; Wes Kennison, Concept/Director/Editor; Deirdre Peterson, Producer; Abe Felix, Director of Photography; Daniel Small, Camera Asst.; Jordan Peck, Online Editor; Sara Wasserman, Asst. Editor; Abe Felix, Colorist; Daniel Small, Motion Design

INTEGRATED ADVERTISING CAMPAIGNS
B2B CAMPAIGN - NATIONAL
Louisiana Works for You Campaign

ENTRANT: **BBR Creative**

ADVERTISER: **Louisiana Economic Development**

CREDITS: Julie Calzone, LED Sr. Director, Marketing & Communications; Lauren Fournierat, Katie Shingleton, Jennifer Berthelot, LED Marketing; Joe Coussan, Gary Perilloux, Ron Thibodeaux, LED Communications; Cathi Pavy, Creative Director; Burton Durand, Sr. Art Director; Andre Dugal, Designer; Daniel Kedinger, Digital Marketing Director; Hunter Miller, Terez Gautreau, Front-End Development & Digital Design; Brittanny Walker, Laura Hebert, Acct. Managers; Tim Landry, Sr. Copywriter; Monica Hebert, Director of Media Services; Murasaki Gollooly, Illustrator

INTEGRATED ADVERTISING CAMPAIGNS CONSUMER CAMPAIGN - LOCAL Baton Rouge Zoo Campaign

ENTRANT: **TILT**
ADVERTISER: **Baton Rouge Zoo**
CREDITS: *TILT, Design & Creative; Todd Davidson, Copywriter*

INTEGRATED BRANDED CONTENT CAMPAIGN Speed of The Coach Conference

ENTRANT: **Lamar Advertising**
ADVERTISER: **Lamar Advertising Company**
CREDITS: *Lamar Advertising Company, Concept, Design & Printing; Dobie Media Productions, LLC, Videography; Digital Press & Graphics, Printing*

INTEGRATED BRANDED CONTENT CAMPAIGN Sean's Shake-n-Bake 500 Campaign

ENTRANT: **Lamar Advertising**
ADVERTISER: **Lamar Advertising Company**
CREDITS: *Lamar Advertising Company, Concept, Print & Web Design*

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN Blue Door Campaign

ENTRANT: **AAF-Baton Rouge**
ADVERTISER: **Boys & Girls Club of Greater BR**
CREDITS: *Barbara Braud, Sr. Art Director; Mark Rankin, Creative Director; Monica Lacombe, James Robichaux, Randy Wallis, Evie David, Sr., Graphic Designers; Krystal Harris, Graphic Designer; Gavin Michelli, Illustrator*

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN Power Of 1 United Integrated Media

ENTRANT: **FUSE**
ADVERTISER: **Capital Area United Way**
CREDITS: *FUSE, Agency/Creative Direction; elbow/room, Creative Development/Post-Production; Ford Sound Design, Original Score; Lumehouse, Cinematography*

COPYWRITING LA Yams Promo Sweeten the Pot

ENTRANT: **Diane Allen & Associates Advertising**
ADVERTISER: **Louisiana Sweet Potato Commission**
CREDITS: *Jim Overbey, Copywriter; Al McDuff, Creative Director*

ILLUSTRATION - SERIES BR Zoo Campaign Illustrations

ENTRANT: **TILT**
ADVERTISER: **Baton Rouge Zoo**
CREDITS: *TILT, Design & Creative; Todd Davidson, Copywriter*

STILL PHOTOGRAPHY - COLOR - SINGLE Visit Baton Rouge Photography

ENTRANT: **MESH**
ADVERTISER: **Visit Baton Rouge**
CREDITS: *MESH Creative; Marie Constantin, Photographer*

CINEMATOGRAPHY Power Of 1 United :30

ENTRANT: **FUSE**
ADVERTISER: **Capital Area United Way**
CREDITS: *FUSE, Agency/Creative Direction; elbow/room, Creative Development/Post-Production; Lumehouse, Cinematography*

CINEMATOGRAPHY LSU Code It Up Challenge: Josh

ENTRANT: **NewAperio**
ADVERTISER: **LSU Engineering**
CREDITS: *Tommy Talley & Jordan Lewis, Producers; Clay Achee, Director; Fred Mince, Director of Photography; Theo Thyssen, Gaffer; Josh Carley, Post Supervisor; Screaming Shih-Tzu Productions, Animation; Logan Leger, Project Lead; Josh Howard, Production Manager*

ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS CAFA Dream Home Spot

ENTRANT: **MESH**
ADVERTISER: **Capital Area Finance Authority**
CREDITS: *MESH Creative*

ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS LSU Code It Up Challenge: Sarah

ENTRANT: **NewAperio**
ADVERTISER: **LSU Engineering**
CREDITS: *Tommy Talley & Jordan Lewis, Producers; Clay Achee, Director; Fred Mince, Director of Photography; Theo Thyssen, Gaffer; Josh Carley, Post Supervisor; Screaming Shih-Tzu Productions, Animation; Logan Leger, Project Lead; Josh Howard, Production Manager*

ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS LSU Code It Up Challenge: Josh

ENTRANT: **NewAperio**
ADVERTISER: **LSU Engineering**
CREDITS: *Tommy Talley & Jordan Lewis, Producers; Clay Achee, Director; Fred Mince, Director of Photography; Theo Thyssen, Gaffer; Josh Carley, Post Supervisor; Screaming Shih-Tzu Productions, Animation; Logan Leger, Project Lead; Josh Howard, Production Manager*

ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS Fairy

ENTRANT: **Digital FX**
ADVERTISER: **Neighbors Federal Credit Union**
CREDITS: *Brett Reynolds, Chad Lopez, Emily Mastrantonio, Erin Pontif, Writers; Greg Milneck, Producer; John Stockwell, Director; David Coner, Camera; Max Magbee, Editor; Aaron Michel, 3D Animator; Erin Waite, Art Director/Animator; Jonathan Harnsongkram, Colorist/VFX Artist; Brandon Coffee, Rotoscoping/Compositing*

RESPONSIVE DESIGN Healthy BR Website

ENTRANT: **FUSE**
ADVERTISER: **Healthy BR**
CREDITS: *FUSE, Agency/Creative Direction*

MOBILE INTERACTION Blue Door Campaign

ENTRANT: **AAF-Baton Rouge**
ADVERTISER: **Boys & Girls Club of Greater BR**
CREDITS: *Barbara Braud, Sr. Art Director; Mark Rankin, Creative Director; Monica Lacombe, James Robichaux, Randy Wallis, Evie David, Sr., Graphic Designers; Krystal Harris, Graphic Designer; Gavin Michelli, Illustrator*

LOCAL ONLY - VIDEO ART DIRECTION CPRA

ENTRANT: **FUSE**
ADVERTISER: **Coastal Protection & Restoration Authority**
CREDITS: *FUSE, Agency/Creative Direction; elbow/room, Creative Development/Post-Production*

SPECULATIVE WORK - CAMPAIGN Zatarain's Billboard Campaign

ENTRANT: **Lamar Graphics**
ADVERTISER: **Zatarain's**
CREDITS: *Shannon Ford, Art Director; Leanne Gayle, Sr. Graphic Designer; Krystal Harris, Kalandra Evans, Graphic Designers*

SPECULATIVE WORK - CAMPAIGN NAPA-Questions Poster Series

ENTRANT: **Otey White & Associates**
ADVERTISER: **NAPA Auto Parts of Twin Cities**
CREDITS: *Trent Bland, Creative Director; Kourtney Zimmerman, Art Director; Taylor Kimball, Acct. Executive*

LUMEHOUSE

PLAN | PRODUCE | POST

PARTNERING WITH AGENCIES TO CREATE
AWARD WINNING VIDEO CONTENT



FUSE
POWER OF 1 UNITED
3 SILVER ADDYS



RED SIX MEDIA
DOW - MORE TO DO
GOLD & SILVER ADDY

lumehouse.com

Student **BEST OF SHOW** *Overall*



BEST OF SHOW OVERALL

Minted Mark

ENTRANT: **Cassidy Day**

SCHOOL: Louisiana State University

CREDITS: *Cassidy Day*

Student **SPECIAL JUDGE'S AWARDS**



LOGO DESIGN

Cajun Paws Rescue Logo

ENTRANT: **Abigayle Brewer**

SCHOOL: Louisiana State University

CREDITS: *Abigayle Brewer*



OUT-OF-HOME - POSTER - SINGLE

101 Dalmatians Re-Release Poster

ENTRANT: **Carlin Mumphrey**

SCHOOL: Louisiana State University

CREDITS: *Carlin Mumphrey*



PUBLICATION DESIGN - BOOK DESIGN

Janice Sachse: A Retrospective

ENTRANT: **Graphic Design Student Office (GDSO)**

SCHOOL: LSU School of Art | GDSO

CREDITS: *Luisa Restrepo Perez, Creative Director; Rod Parker, Faculty Advisor; Amy Blacketter & Bo Kim, Designers; Kitty Pheney, Project Director*



PRINTED ANNUAL REPORT OR BROCHURE

Annual Report 15-16

ENTRANT: **Graphic Design Student Office (GDSO)**

SCHOOL: **LSU School of Art | GDSO**

CREDITS: *Rod Parker & Courtney Barr, Faculty Advisors; Luisa Restrepo Perez, Creative Director; Kitty Pheney, Project Director; Alec Gaschen, Designer*



PRINTED ANNUAL REPORT OR BROCHURE

COA+D Annual Report 14-15 Redesign

ENTRANT: **Gabe Hilliard**

SCHOOL: **Louisiana State University**

CREDITS: *Gabe Hilliard, Graphic Designer*



PUBLICATION DESIGN - BOOK DESIGN

Portfolio 2016

ENTRANT: **Tina Korani**

SCHOOL: **Louisiana State University**

CREDITS: *Tina Korani, Designer; Courtney Barr, Faculty Advisor; Angela Harwood, Copy Editor*



WEBSITE - DESKTOP OR MOBILE

Culinary Caravan Website

ENTRANT: **Gabe Hilliard**

SCHOOL: **Louisiana State University**

CREDITS: *Gabe Hilliard, Graphic & Web Designer*



WEBSITE - DESKTOP OR MOBILE

Carlin Mumphrey Portfolio Site

ENTRANT: **Carlin Mumphrey**

SCHOOL: **Louisiana State University**

CREDITS: *Vivid Dream Photography, Photography & Videography*



TELEVISION ADVERTISING - SINGLE

Uncap What You're Missing

ENTRANT: **Ashley Estave**

SCHOOL: **Louisiana State University**

CREDITS: *Ashley Estave, Director/Producer/Editor; MC-4045 Spring 2016*



INTEGRATED BRAND IDENTITY CAMPAIGN

A Future Full of Hope

ENTRANT: **Joseph Blake**

SCHOOL: **Nicholls State University**

CREDITS: *Joseph Blake*



ILLUSTRATION - SINGLE

Worn Faces

ENTRANT: **Carlin Mumphrey**

SCHOOL: **Louisiana State University**

CREDITS: *Carlin Mumphrey, Designer*



INTEGRATED BRAND IDENTITY CAMPAIGN

Minted Mark

ENTRANT: **Cassidy Day**

SCHOOL: **Louisiana State University**

CREDITS: *Cassidy Day*



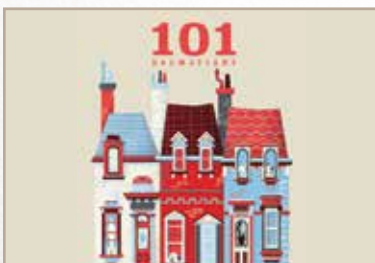
PUBLICATION DESIGN - BOOK DESIGN

Janice Sachse: A Retrospective

ENTRANT: **Graphic Design Student Office (GDSO)**

SCHOOL: **LSU School of Art | GDSO**

CREDITS: *Luisa Restrepo Perez, Creative Director; Rod Parker, Faculty Advisor; Amy Blacketter & Bo Kim, Designers; Kitty Pheney, Project Director*



OUT-OF-HOME - POSTER - SINGLE

101 Dalmatians Re-Release Poster

ENTRANT: **Carlin Mumphrey**

SCHOOL: **Louisiana State University**

CREDITS: *Carlin Mumphrey, Designer*



LOGO DESIGN

Cajun Paws Rescue Logo

ENTRANT: **Abigayle Brewer**

SCHOOL: **Louisiana State University**

CREDITS: *Abigayle Brewer*

LAMAR

Happy Customers Since 1902





CONGRATULATIONS

TO THE BATON ROUGE
ADDY AWARD WINNERS!

THE
ADVOCATE

BATON ROUGE • NEW ORLEANS • ACADIANA

DELIVERING LOCAL NEWS AND ADVERTISING
THROUGHOUT SOUTH LOUISIANA
PRINT, DIGITAL & MOBILE

Advertise 225-388-0262 | Subscribe 225-388-0200



**PRODUCT OR SERVICE SALES PROMOTION -
PACKAGING**

Pure Berry Granola Packaging

ENTRANT: **Carlin Mumphrey**
SCHOOL: **Louisiana State University**
CREDITS: *Carlin Mumphrey, Designer*

**PRINTED ANNUAL REPORT OR BROCHURE
Kidline Brochure**

ENTRANT: **Abigayle Brewer**
SCHOOL: **Louisiana State University**
CREDITS: *Abigayle Brewer, Designer; Cassidy Gwaltney, Kidline Logo Designer*

**SPECIAL EVENT MATERIALS
Elements**

ENTRANT: **Graphic Design Student Office (GDSO)**
SCHOOL: **LSU School of Art | GDSO**
CREDITS: *Rod Parker & Courtney Barr, Faculty Advisors; Kitty Pheney, Project Director; Luisa Restrepo Perez, Creative Director; Tory Cunningham, Designer*

**SPECIAL EVENT MATERIALS
Experimental Alphabet**

ENTRANT: **LSU Graphic Design Class**
SCHOOL: **LSU School of Art | GDSO**
CREDITS: *LSU Graphic Design Jr. Class; Luisa Restrepo Perez, Faculty Advisor; Courtney Barr, Faculty Advisor*

**PUBLICATION DESIGN - MAGAZINE
Cornerstone Summer & Fall 2016**

ENTRANT: **Graphic Design Student Office (GDSO)**
SCHOOL: **LSU School of Art | GDSO**
CREDITS: *Tory Cunningham, Design & Art Direction; Courtney Barr & Luisa Restrepo Perez, Faculty Advisors*

**PUBLICATION DESIGN - BOOK DESIGN
[HOMO] FORMICIDAE**

ENTRANT: **Hayden Nagin**
SCHOOL: **Louisiana State University**
CREDITS: *Hayden Nagin, Designer*

**MAGAZINE ADVERTISING
SINGLE - FULL PAGE OR LESS
Pure Berry Print Advertisement**

ENTRANT: **Carlin Mumphrey**
SCHOOL: **Louisiana State University**
CREDITS: *Carlin Mumphrey, Designer*

**OUT-OF-HOME - POSTER - SINGLE
Speak Out**

ENTRANT: **Abigayle Brewer**
SCHOOL: **Louisiana State University**
CREDITS: *Abigayle Brewer*

**OUT-OF-HOME - POSTER - CAMPAIGN
Greek Deities**

ENTRANT: **Abigayle Brewer**
SCHOOL: **Louisiana State University**
CREDITS: *Abigayle Brewer*

**LOGO DESIGN
Firefly**

ENTRANT: **Cassidy Day**
SCHOOL: **Louisiana State University**
CREDITS: *Cassidy Day*

**LOGO DESIGN
Arts Council of Greater Baton Rouge**

ENTRANT: **Hayden Nagin**
SCHOOL: **Louisiana State University**
CREDITS: *Hayden Nagin*

**ILLUSTRATION - SINGLE
USPCA - LSU Police**

ENTRANT: **Graphic Design Student Office (GDSO)**
SCHOOL: **LSU School of Art | GDSO**
CREDITS: *Tory Cunningham, Designer; Kitty Pheney, Project Director; Luisa Restrepo Perez, Creative Director*

**ILLUSTRATION - CAMPAIGN
Perceptions & Distortions**

ENTRANT: **Austin Arceneaux**
SCHOOL: **Louisiana State University**
CREDITS: *Austin Arceneaux*

**ANIMATION OR SPECIAL EFFECTS
Man on Wire Title Sequence**

ENTRANT: **Lindsey Chaplain**
SCHOOL: **Louisiana State University**
CREDITS: *Lindsey Chaplain*

SAVE-THE-DATE for these upcoming events...

LEVEL UP

2017
AAF-BR
STUDENT
CONFERENCE

MARCH **25**

LSU DESIGN BUILDING

10 AM – 3 PM
DOORS OPEN AT 9.30

\$10 ENTRANCE

REGISTER ONLINE AT AAFBR.ORG

sponsored by MESH



Visit www.AAFBR.org to learn more about AAF-Baton Rouge!



LET YOUR EXPECTATIONS FLY

LEGENDARY *moments* AWAIT

**Located in the heart of
South Baton Rouge**
For Reservations,
visit lbatonrouge.com



Lauberge
CASINO HOTEL
BATON ROUGE

PLAY LEGENDARY™

Must be 21 or older to enter casino. ©2017 Pinnacle Entertainment, Inc. All rights reserved.

GAMBLING PROBLEM? PLEASE CALL 800.522.4700.

Thank You!

SPONSORS

PLATINUM



GOLD



BRONZE

IN-KIND

