

ADDY[®] 2010*

*** The big book of winners**



AMERICAN ADVERTISING FEDERATION
BATON ROUGE

ADDY[®] 2010*

* This year it's all about the work, the work we did and didn't do, the work we wanted to do but couldn't do, the work that this year we just might get to do. This year its about attitude, its about honesty, its about really great advertising in the face of economic adversity. It's about our clever and crafty "doing more with less" theme, which inspired us to reuse and rework tools of our trade into creative pieces of communication for this spectacular event.

And that about covers what ADDY 2010 is about, the rest here is just good-ole fashion long copy. Long copy – the kind that takes you from paragraph to paragraph, page to page, the kind you no longer see — like an endangered species that has been taken into captivity to ensure its survival. It's what copy writers used to dream of writing and readers used to actually read; its how people used to write prior to Twitter with its 140 character limit. Sure we all say I love to read! It makes us sound smart, sometimes we follow this up with a comment about the latest book we've read or a headline we saw on our Twitter feed from the New York Times as evidence not only of our ability to read but of our infatuation with the written word. But the question remains — do we read? Sure we read the headlines in ads and newspapers and our friend's Facebook feeds, but we all have our character limit at which point we skim a few more lines then abort the mission all together. Is it that we don't have time? Maybe. Is it that the copy is bad? Sometimes. It's more likely that we just have better things to do. I'm a writer, fountains of words spew forth from my fingertips effortlessly, and I read copy, but I read the short kind. Long copy is a whole other animal. Sure I have time, sometimes, and I have the patience, usually, but I simply like my copy succinct, my wording concise, because I, like many, assume that if its long it's boring.

THANKS*

***FROM JASON AND THERESA**



* THE ADDY ARMY

*R2-3D // **Chris Aaron**
*lamar lady, winners' book // **Trammie Tran Anderson**
*sticks // **Krystal Bennett**
*publicity // **Jessica Bensen**
*tricky dick // **Ace Bourgeois**
*the voice in the back of our heads // **Kelley Criscoe**
*where my money at? // **Leslie Cole**
*hey there Toby! // **Josh Dickerhoof**
*scorekeeper // **Sara Dickerhoof**
*jason's alarm clock // **Cooper Feirman**
*publicity // **Karen Gaupp-Wozniak**
*simon cowell's long lost bro // **Pierre Guidroz**
*pinnacle princess // **Paige Horn**
*he's the guy in shorts // **Scott Hodgins**
*wondergirl // **Tiffanie Hunter**
*money talks // **Colleen Jackson**
*what's my legacy? // **Marielle Land-Howard**
*lamar lady, vinyl vixen // **Mendi LeBlanc**
*PCA designer, brain's sidekick // **Nick Ludwig**
*mama wordsmith // **Jennifer Macha**
*obligatory web developer // **Orhan McMillen**
*wonderboy // **Jeffrey Noel**
*transmisión de distrito // **Sharla Neyland**
*say cheese // **Chet Overall**
*the voice // **Jim Overbey**
*the addy nazi // **Elizabeth Perry**
*lamar lady, hostess with the mostess // **Shannon Perry**
*the communicator // **Mandy Porta**
*plexiglass architect, stage designer // **Marie Powell**
*cd cataloger // **Margo Jolet**
*let there be light // **Lauren Reeb**
*the people's choice, aka "brain" // **Brian Rodriguez**
*shining star // **Becky Sadler**
*handbag holla! // **Carol Shirley**
*toddler patrol // **Katherine Simon**
*the reliever // **Katie Swetman**
*student rustler // **Hunter Territo**
*yoda // **Tim Templeton**
*shannon's look-a-like // **Erin Trabeau**
*the kingfish // **Curtis Vann**
*gallery curator // **Courtney Wilburn**

IF YOU'RE READING THIS...

that means we made it through the dog and pony show. You saw some amazing work recognized as the cream of the crop – the best in Baton Rouge. Congratulations to all of the winners and thank you to the gracious individuals and companies in our community who annually enter work into the competition, purchase tickets to the show and donate sponsorships.

When you are an ADDY Chair you discover many new things ...

- * People in this town are creative geniuses.
- * Many words rhyme with ADDY, and still one was not used for this year's theme.
- * When you ask, the response is always, "yes anything else you need?"
- * The size of your inbox really does matter.
- * Business cards, envelopes, magazine ads, make-readies and vinyl billboards rehashed are beautiful.
- * Who Dat talkin' about interrupting judging weekend?
- * Snuggles are just backwards robes.
- * And some ridiculous ways to use a boring a** asterisk.

ADDY® 2010 was the mother of collaborative efforts, meaning we have a lot of people to thank. Our amazing committee of volunteers, students and AAF-Baton Rouge board members has toiled behind the scenes producing websites, logos, news articles, press releases, post-cards, tickets, trophies, stage backdrops, environment graphics, videos - including tonight's winners' video and this winners' book. They also organized events including ADDY® 101, call for entry night, judging weekend and tonight's show. We also brought back the Pinnacles, honoring the business side of our industry! From the day of our first brainstorming meeting until tonight, they showed up, stepped up, and surpassed any expectations we could ever have had of a volunteer committee.

Serving as your ADDY chairs requires an incredible responsibility to honor and showcase the finest advertisers in our area and we hope that we have made you proud. Congratulations to the award winners tonight and good luck at the district and national competitions. Most importantly, a special thank you to our families for their support, especially Scott Overby and Rachael Feirman.

Thanks! It's been fun*

***Real Fun**

*ADDY® 2010 Co-Chairs

Theresa Overby

Visit Baton Rouge
Director of Communications
*TO, hot tamale

Jason Feirman

LSU Athletics
Publications Director
*El Jefe

E.A. "PETE"
GOLDSBY
SILVER MEDAL
AWARD
RECIPIENTS

- 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,
- 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,
- Karen Gaupp-Wozniak
- 2001-02 Jensen Holiday
- 2003 David Humphreys
- 2004 Angela deGravelles
- 2005 Gerry Lane
- 2006 Greg Milneck
- 2007 Jeff English
- 2008 Sandra Lane
- 2009 Francelle Theriot

E.A. "PETE" GOLDSBY
SILVER MEDAL AWARD FOR
LIFETIME ACHIEVEMENT



ELIZABETH PERRY
HARRIS DEVILLE & ASSOCIATES

Unlike many past Goldsby Silver Award winners, Elizabeth Perry is not an agency owner, high-powered CEO, or publishing mogul.

However, what she has been for over two decades is a steady force of advertising professionalism and the embodiment of everything this prestigious award represents.

For over 20 years, Elizabeth has worked as a graphic designer at Harris Deville & Associates (HDA) producing award-winning work and managing national, regional and local advertising campaigns for hundreds of clients. Elizabeth consistently mentors the many interns at HDA, and works closely with the firm's young associates to support their professional development. Throughout her advertising career, Elizabeth has worked selflessly to build a better Baton Rouge through a number of volunteer efforts. She frequently offers her professional services to her church, teaches Bible school, served as a board member for Of Moving Colors Dance Company, is active with Volunteers in Public Schools helping young students improve their reading skills, and consistently helps out with the Downtown Lions Cub Sight program that provides free eyesight screenings for kids. Elizabeth is extremely devoted to the LSU School of Graphic Design, supporting it both monetarily and with a fierce dedication to the students, whom she helps through mentoring, portfolio reviews and coaching for job interviews.

Elizabeth's incredible service to the community, students and the advertising profession is best showcased in her 17 years as a board member of AAF Baton Rouge. During her tenure on the board Elizabeth has chaired or co-chaired just about every committee—some of them twice. She was awarded our Silver Medal Volunteer of the year, and won the 7th District President of the Year in 1999. She co-chaired the 2001 District Spring Convention held here in Baton Rouge and was an integral part in the 50th Anniversary program. She's volunteered numerous years to serve as club treasurer and has literally donated THOUSANDS of hours of her time to our Ad Fed.

On a 7th District level, she's served as a state director, assisted with club services, chaired a range of programs, won membership recruitment awards, was selected as the district's 2005 Otis Dodge Volunteer of the Year Award, served on the executive committee for four years and, as her crowning achievement, is set to become district governor in 2011. Elizabeth has earned a reputation for always going above and beyond the realm of duty, whether dressing like a cow to raise money for our club or dressing up at a district convention in full-fledged toga apparel as "Recrutia...Goddess of Membership." (Yes, she likes to dress up.) She is totally dedicated to students in our market and around the district, and usually judges both student and professional ADDY competitions in other markets each year. During this nomination, numerous AAF members from our local club as well as the 7th District spoke not only about Elizabeth's dedication to our profession, but the fun-loving, exciting attitude she brings with her to every task. Throughout her career and steady involvement in the AAF, Elizabeth's greatest achievement is that she has mentored, developed, improved and helped grow the careers of hundreds of advertising professionals not only in Baton Rouge, but across the southeastern United States. Best of all, you can bet she will continue her service over the years and we will all be richer for it.

Here's to you, Tootie!

THE E.A. "PETE" GOLDSBY SILVER AWARD

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



PRESIDENT'S SERVICE AWARD*

***VOTED BY AAF-BR BOARD OF DIRECTORS**

Mandy Porta founded Success Designs LLC in 2005 as a part-time business after graduating at the top of her class from LSU with a Bachelor of Arts in Mass Communication, a concentration in Advertising and a minor in Business.

She set out to combine her advertising skills with her artistic ability to create marketing materials that were both visually pleasing and results-driven. In 2008, she went full time with her company. Since joining AAF-BR just a few years ago, Mandy has volunteered on almost every committee.



MANDY PORTA
SUCCESSDESIGN.NET

PRESIDENT'S SERVICE AWARD RECIPIENTS

1983 Sandy Deslatte
1984 Gus Wales
1985 J.H. Martin
1986 Bob Davis
1987 Kathy Milburn
1988 Kevin Hebert
1989 Tracia von Dameck
1990 Jorli Wales
1991 Gerald Bower
1992 Karen Gaupp-Wozniak
1993 Susan Saurage
1994 Nancy Glaser
1995 Jeff English
1996 Elizabeth Perry
1997 Nicole Duet
1998 John Carambat
1999 Margaret Lisi
2000 Danielle Chapman
2001-02 Francelle Theriot
2003 Curtis Vann
2004 Carrie Brantley
2005 Carol Shirley
2006 Sandra Lane
2007 Jason Feirman,
Colleen Jackson
2008 Ace Bourgeois
2009 Kelley Criscoe

During this year's service to the board, she was initially assigned the Workshops Committee, where she planned and executed more workshops in the first three months of her tenure than had been done in the last two years combined. She chose locations, aided and partnered in finding speakers, and also secured, managed and thanked sponsors. To fill a void, Mandy happily moved to the Communications Committee only to lose her Communications co-chair a month after stepping in. She brought to press a stationary package, redesigned the newsletter, banners, membership applications and an E-news update. Mandy completed these projects in a two-month period, adding her own design flair and enlisted the help of Hunter Territo and Sara Dickerhoof to make up for her Co-Chair's absence. Mandy also played an important role in helping the Programs Committee bring Gary Vaynerchuk to Baton Rouge, all while running her own business. And she made some killer props for our Mouth of the South skit. Not to mention, she was the first person to log on to www.addy2010.com to purchase her tickets to this awards show.

Mandy is known for her attention to detail and her dedication to getting things done efficiently and effectively. On a side note, Mandy also likes to get crafty in her spare time by scrapbooking, creating custom invitations and decorating for events. Each year she paints various crafts for Alexis' Angel Sale. She also loves Italian food and Grey's Anatomy.

THE PRESIDENT'S SERVICE AWARD

The board of directors present the silver medal award annually to the member in good standing who has given the most toward the betterment of the American Advertising Federation - Baton Rouge and its activities during the previous calendar year.

JUDGES*

***DON'T GET ALL MR. JUDGEY MCJUDGERSON ON ME...**

JIMMY BALL DESIGN
DALLAS, TX



JIMMY BALL*

***ART DIRECTOR / DESIGNER / PHOTOGRAPHER / INTERACTIVE**

An award-winning art director, designer and photographer, Jimmy has broad experience in both print and web. But he has the most fun on longer works like books and magazines.

His creative résumé includes work for Verizon, The Image Bank, *Create* magazine, American Airlines, Sabre, Ericsson, RJ Berg Publishing, Alliance Data Systems, Brinker International, Frito Lay, Club Corp, Tri Delta, Jay Kay Press, A+ A Optical, Dunn and Brown Contemporary, Thomas Group, and many others.

Jimmy's work has been recognized or honored by *IdN* magazine, The Society of Publication Designers, RotoVision Books' "Inhouse Design in Practice", Rockport Publishing's "Materials, Bindings and Finishes: The Art of Creative Production", ADDY awards, *Create* Magazine's Create Awards, *GD USA* American Graphic Design Awards, *GD USA* Inhouse Design Awards, PIA Mid-America awards, The Communicator Awards, CFEA and NIC awards... and probably others he can't recall at the moment. His photos have been published in national trade, association and consumer magazines, design websites in Hong Kong and Singapore, and a handful of coffee table books.

DUDLEY CREATIVE
ROANOKE, VA



JIM DUDLEY*

***BROADCAST / COPYWRITER / CREATIVE DIRECTOR**

Jim began his career as a writer. He currently does everything from writing, directing, and editing TV and radio spots, to directing photo shoots, creative direction and account service.

He has won numerous local and District ADDYs, along with a Gold National ADDY® in the 2007.

Of his ADDY judging qualifications, Jim says, "If you have websites, TV commercials, radio, outdoor, newspaper ads, magazine ads, POP displays, trade show displays, logos, interactive advertising, catalogs, brochures, posters, annual reports, direct marketing, advertising for the arts or public service, I've done it, and won awards in nearly every category. But my experience is limited to those few areas."

A resident of Roanoke, Virginia, Dudley believes that the level of creative is NOT related to the size of your market. "I live and work in a small-ish market and my peers here are extremely talented. Great advertising is produced here."

THE MILLER GROUP
LOS ANGELES, CA



RENEE MILLER*

***PRESIDENT / CREATIVE DIRECTOR**

Renee's career launched in her mid-20's when she opened her own PR firm prior to starting The Miller Group. She is the quintessential entrepreneur, combining creative skills with business savvy to build a profitable agency that has grown some clients' businesses as much as 30% a year. Her current clients include RE/MAX International, North American Scientific, The California Endowment, First Federal Bank of California and Alegacy Foodservice Products Group.

She has been recognized as one of Los Angeles' leading creative directors. Her creative awards include: One Show, Communication Arts (CA), Best of the West, ADDY, Graphis, Los Angeles Beldings and N.Y. Art Directors Club. She has been a judge for Communication Arts advertising annual and presenter at several prestigious awards shows, including the Los Angeles Beldings.

She has been featured in *Adweek*, *Brandweek*, *Ad Age*, *Entrepreneur*, *New York Times*, *Los Angeles Times*, *Marketing Sherpa* and dozens of other publications around the country.



ADDY 2010*

***Get in where you fit in.**

JUDGES AWARD*

*SPECIAL AWARDS SELECTED BY THE 2010 ADDY JUDGES

JIMMY BALL

JUDGE'S AWARD

ADVERTISER // LSU
ENTRANT // JARED TANNER
CREDITS // Jared Tanner, Graphic designer

UBERMENSCH FEDERATION POSTER



JIM DUDLEY

JUDGE'S AWARD

ADVERTISER // TILT
ENTRANT // TILT
CREDITS // TILT, Design
 TILT, Concept, Copywriting
 Todd Davidson, Concept, Copywriting
 Inky Lips Letterpress, Printing

TILT HOLIDAY CARD



RENEE MILLER

JUDGE'S AWARD

ADVERTISER // LSU
ENTRANT // LSU COMMUNICATIONS & UNIVERSITY RELATIONS
CREDITS // Jewel Hampton, Art Director
 Ed Dodd, Digital Imaging Director, Producer
Designer: Jewel Hampton, John Mark Lawler
Print Copywriter: Damian Foley,
 Margo Jolet, Tamara Mizell
Photographer: Eddy Perez, Jim Zietz
 Chris Adams, Web Coordinator
 Lane Barry, Audio Copywriter
 Frank Bourgeois, Videographer
 Trace Purvis, New Media Coordinator

'Only One LSU' 2009 IMAGE CAMPAIGN



BEST OF SHOW*

*EYE CANDY NEVER LOOKED SO SWEET



ZEHNDER

BEST OF SHOW ADDY®

TITLE // WE'LL MAKE YOU THINK CAMPAIGN

ADVERTISER // EBR PARISH SCHOOL SYSTEM

CREDITS // Mike Rainey, Creative Director // Henry Chassaignac, Creative Director, Copywriter // William Gilbert, Art Director, Photographer // Rob Hudak, Interactive Creative Director // Richie Adams, Director, River Road Creative Tom Limbcke, Director of Photography // Jennifer Boneno, Account Supervisor Laurel Burgos, Account Executive Scott Minor, Sound Director, Luckydog



BCBSLA

BEST OF PRINT ADDY®

TITLE // BCBSLAF/ANGEL AWARD

ADVERTISER // BLUE CROSS BLUE SHIELD OF LA

CREDITS // Blue Cross, Blue Cross Creative Team



TILT

BEST OF INTERACTIVE ADDY®

TITLE // WES KRONINGER WEBSITE

ADVERTISER // WES KRONINGER

CREDITS // TILT, Design, Development // Wes Kroninger, Photography // Todd Davidson, Copywriting



ZEHNDER

BEST OF TV ADDY®

TITLE // WE'LL MAKE YOU THINK - TV

ADVERTISER // EBR PARISH SCHOOL SYSTEM

CREDITS // Mike Rainey, Creative Director // Henry Chassaignac, Creative Director, Copywriter // William Gilbert, Editor, Art Director, Animation // Richie Adams, Director, River Road Creative Tom Lembcke, Director of Photography // Scott Minor, Sound Director, Lucky Dog Studios // Jennifer Boneno, Account Supervisor Laurel Burgos, Account Executive // Jake Oelman, Editor



WRIGHT FEIGLEY

BEST OF MIXED MEDIA ADDY®

TITLE // SOLUTIONS CAMPAIGN

ADVERTISER // LOUISIANA WORKFORCE COMMISSION

CREDITS // Marie Powell, Art Director // Stuart Feigley, Creative Director/Copywriter/Producer // Digital FX, Production Company Jep Epstein / Score Music, Music // Jeff Ford / Ford Soundesign, Audio // Kelli Bondy, Account Executive // Jeff Wright, Account Supervisor // Kurt Coste / Top Guns Inc., Photoshop Work

SPECIAL*

*CREATIVE AND ADVERTISING EXTRAORDINAIRE

MOSAIC AWARD EMAILS / E-CARDS

PHELPS DUNBAR CHRISTMAS CARD // **TITLE**

PHELPS DUNBAR // **ADVERTISER**

Mike Rainey, Creative Director // **CREDITS**

Rob Hudak, Interactive Creative Director // Britton Stewart,
Designer // Shawn Bailly, Senior Application Developer

ZEHNDER



Student BEST OF SHOW ADDY® MAGAZINE CAMPAIGN

TITLE // **SWISS ARMY PRINT CAMPAIGN**

ADVERTISER // **LOUISIANA STATE UNIVERSITY**

CREDITS // Jeffrey Noel, Graphic Designer

JEFFREY NOEL



**Back by popular demand, we are pleased to present
the Pinnacle Awards for the first time in seven years!**



Frost-Barber

Client of the Year

Brad BonGiovanni

Industry CEO
President of the Year
Rockit Science Agency

Rikki Broussard

Sales Manager
Country Roads Magazine

Rachel Dunn

Media Director/Buyer
Williamson Centers

Steve Jenkins

Account Executive
Moran Printing

Danielle Juneau

Industry Newcomer
Wright Feigley
Communications

Jason McKenzie

Media Sales Representative
Guaranty Broadcasting

Melinda Walsh

Marketing Director
Kleinpeter Farms Dairy

Wynne Waltman

Industry Account Executive
Graham Group

A Pinnacle Award recognizes outstanding accomplishment within the advertising field and related industries. The awards were designed to enhance the awareness and professionalism of the industry and cite significant advertising contributions not directly related to the traditional "creative" sectors (copywriting, graphic design, etc.) Thanks to each one of our nine winners for your outstanding work in our local advertising market this year. Congratulations on being selected as a 2010 Pinnacle Award Winner!



1



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GOLD ADDY*

*YOU ARE NOW ABLE TO LEGITIMATELY SCREAM VIA ROOFTOP, "I AM A GOLDEN GOD!"

MESH DESIGN

CATALOG

1 TITLE // BELGARD 2010 CONSUMER CATALOG

ADVERTISER // OLDCASTLE APG

CREDITS // MESH Design, Creative
Chipper Hatter, Photography
Universal Printing, Printing

BRZ

POINT-OF-PURCHASE

2 TITLE // COLT 45 BILLY DEE WILLIAMS LED DISPLAY

ADVERTISER // PABST BREWING CO.

CREDITS // David Worrell, Creative Director
Scott Greci, Art Director
Alyssa Faughnan, Account Director
Brendan Bayard, Illustrator

MESH DESIGN

ANNUAL REPORT, COLOR

3 TITLE // ANNUAL REPORT 2009

ADVERTISER // FRANCISCAN MISSIONARIES OF OUR LADY HEALTH SYSTEM

CREDITS // MESH Design, Creative
Marie Constantin, Photography
Tristar Graphics, Printing
Jeff English, Copywriting

MESH DESIGN

BROCHURE, COLOR

4 TITLE // BELGARD IDEA GUIDE

ADVERTISER // OLDCASTLE APG

CREDITS // MESH Design, Creative
Chipper Hatter, Photography
RRDonnelley, Printing

BRZ

POSTER CAMPAIGN

5 TITLE // LONE STAR BEER 'Banners of Texas Independence' FRAMED FLAG SERIES

ADVERTISER // PABST BREWING CO.

CREDITS // David Worrell, Creative Director
Jordan Bochanis, Concept Director
Brendan Bayard, Senior Art Director & Illustrator
Alyssa Faughnan, Account Director
David Worrell, Rapid-Aging Processor
Purple Monkey, Flag Production
Dale Baillie, Production Manager
Summer LeBleu & Chantel Michel, Project Manager

LAMAR ADVERTISING

SPECIAL EVENT INVITATION

6 TITLE // OAAA - CALL FOR ENTRIES OBIE AWARDS

ADVERTISER // OAAA (OUTDOOR ASSOCIATION OF AMERICA) / LAMAR

CREDITS // Casey Anderson, Art Director
Casey Anderson, Copywriter
Mendi LeBlanc, Creative Director

BRZ

SPECIAL ANNOUNCEMENT

7 TITLE // PRIMO ISLAND LAGER BOTTLE TOUR ANNOUNCEMENT

ADVERTISER // PABST BREWING CO.

CREDITS // David Worrell, Creative Director
Brendan Bayard, Senior Art Director
Jon Holecz, Account Director
Brian Boesch, Illustrator
Vivid Ink, Printer

MESH DESIGN

DIRECT MARKETING

8 TITLE // 'RECENTLY UNEARTHED' MAILER

ADVERTISER // OLDCASTLE APG

CREDITS // MESH Design, Creative
Chipper Hatter, Photography
RR Donnelley, Printing
Mark Ross, Illustration / Creative Imaging / Retouching

IRBY MOORE INC.

DIRECT MARKETING

9 TITLE // LISA BERNARD, CPA BEAN COUNTER JELLY BEAN JAR

ADVERTISER // LISA R. BERNARD, CPA

CREDITS // Teresa Irby, Creative Director / Designer / Copy Writer
Adele Moore, Production Artist / Copy Writer

LAMAR GRAPHICS

OUT-OF-HOME

10 TITLE // SALVATION ARMY: OUT WITH THE OLD

ADVERTISER // SALVATION ARMY

CREDITS // Shannon Wade, Art Director
Lamar Graphics, Printing



ADDY 2010*

*Insert high five here

9*

11



16



12



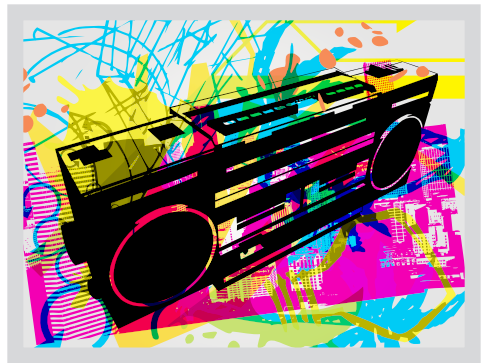
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WRIGHT FEIGLEY

CONSUMER CAMPAIGN

11 TITLE // SOLUTIONS PRINT CAMPAIGN

ADVERTISER // LA WORKFORCE COMMISSION

CREDITS // Marie Powell, Art Director
Stuart Feigley, Creative Director/Copywriter
Kelli Bondy, Account Executive
Jeff Wright, Account Supervisor
Kurt Coste / Top Guns Inc., Photoshop Work

ROCKIT SCIENCE

TRADE CAMPAIGN

12 TITLE // KVCR AD CAMPAIGN

ADVERTISER // KVCR

CREDITS // Rockit Science Agency, Creative

TILT

INTERACTIVE MEDIA

13 TITLE // WES KRONINGER WEBSITE

ADVERTISER // WES KRONINGER

CREDITS // TILT, Design, Development

Wes Kroninger, Photography

Todd Davidson, Copywriting

BEST OF INTERACTIVE ADDY®

ZEHNDER

INTERACTIVE MEDIA

14 TITLE // WE'LL MAKE YOU THINK WEBSITE

ADVERTISER // EBR PARISH SCHOOL SYSTEM

CREDITS // Mike Rainey, Chief Creative Officer

Rob Hudak, Interactive Creative Director

Shawn Bailly, Senior Application Developer

Dave Maher, Director of Interactive Services

Craig Shultz, Project Manager

ZEHNDER

EMAIL / E-CARDS

15 TITLE // PHELPS DUNBAR CHRISTMAS CARD

ADVERTISER // PHELPS DUNBAR

CREDITS // Mike Rainey, Creative Director

Rob Hudak, Interactive Creative Director

Britton Stewart, Designer

Shawn Bailly, Senior Application Developer

MOSAIC AWARD

ZEHNDER

INTERNET COMMERCIALS

16 TITLE // THINK BATON ROUGE SCHOOLS

ADVERTISER // EBR PARISH SCHOOL SYSTEM

CREDITS // Mike Rainey, Creative Director

Henry Chassaignac, Creative Director,

Copywriter

William Gilbert, Art Director

Rob Hudak, Interactive Creative Director

Richie Adams, Director, River Road Creative

Scott Minor, Sound Director, Lucky Dog

GOLD ADDY*

*ADVERTISING SO AWESOME
IT'LL COLORIZE YOUR SOUL

LSU FOUNDATION

ONLINE CAMPAIGN

17 TITLE // FOREVER LSU STUDENT VIDEO CONTENT

ADVERTISER // FOREVER LSU: THE CAMPAIGN FOR LOUISIANA STATE UNIVERSITY

CREDITS // V. Todd Miller, Comm Director

Trace Purvis, New Media Coordinator

Frank Bourgeois, Videographer

Allison Cheaney, Design Intern

Chris Adams, Web Coordinator

Ernie Ballard, Media Relations Editor

Ed Dodd, Digital Imaging Director

Jewel Hampton, Art Director

Lori Kemp, Web & New Media Director

Eddy Perez, Photographer

Michelle Spielman, Marketing Strategist

CREATIVE ENGLISH

LOCAL RADIO CAMPAIGN

18 TITLE // LAY IT ON LUCY

ADVERTISER // AGCO AUTOMOTIVE

CREDITS // Jeff English, Concept/Copy

Blackwell Productions, Production

Jeff Blackwell, Producer

ZEHNDER

LOCAL TV CAMPAIGN

19 TITLE // YOU CAN BE :30 EBR PARISH SCHOOL SYSTEM

ADVERTISER // EBR PARISH SCHOOL SYSTEM

CREDITS // Mike Rainey, Creative Director

Henry Chassaignac, Creative Director, Copywriter

William Gilbert, Editor, Art Director

Richie Adams, Director, River Road Creative

Tom Lembcke, Director of Photography

Jennifer Boneno, Account Supervisor

Laurel Burgos, Account Executive

Sarah Keiffer, Project Manager

Scott Minor, Sound Director, Luckydog

ZEHNDER

LOCAL TV CAMPAIGN

20 TITLE // WE'LL MAKE YOU THINK TV CAMPAIGN

ADVERTISER // EBR PARISH SCHOOL SYSTEM

CREDITS // Mike Rainey, Creative Director

Henry Chassaignac, Creative Director, Copywriter

William Gilbert, Editor, Art director, Animation

Richie Adams, Director, River Road Creative

Tom Lembcke, Director of Photography

Scott Minor, Sound Director, Lucky Dog Studios

Jennifer Boneno, Account Supervisor

Laurel Burgos, Account Executive

Jake Oelman, Editor

BEST OF TV ADDY®



Karen Polito
Blue Cross Customer

www.bluecross.com

Blue Cross BlueShield of Louisiana

Your Health. Our Commitment.

www.bcbstla.com

Member of the Louisiana Health Services & Holdings Company



The collage features three items from EBR (East Baton Rouge Parish):

- Poster:** Titled "YOU THINK YOU KNOW EAST BATON ROUGE PARISH SCHOOLS?". It includes a photo of a woman and the EBR logo.
- Green Card:** A card with the EBR logo at the top and a grid of nine bubbles, each containing the word "THINK".
- Blue Card:** A card with the EBR logo at the top, a large bubble containing the word "THINK", and the slogan "WE'LL MAKE YOU THINK" above it.

A group of nine diverse people, including men and women of various ethnicities, are standing in a row, smiling and looking towards the camera. They are dressed in casual to business-casual attire. Above them, the words "LIVE UNITED" are displayed in a large, bold, black, sans-serif font. The background is a plain, light-colored wall.

A photograph of a blue and white street map of Vermont, showing towns like Montpelier, St. Albans, and Burlington. The map is tilted and shows various road numbers and town names.

A screenshot of the iTunes website from 2005. The browser window shows the URL 'http://www.apple.com/itunes'. The website has a dark background. At the top, there's a navigation bar with links like 'iTunes Store', 'Mac OS X', 'iPod', 'iPhone', 'iTunes U', and 'Support'. Below this is a large grid of 16 album covers. To the right of the grid is a sidebar titled 'Music and Video' with links to 'New Music', 'New Videos', 'Featured Music', 'Featured Videos', 'iTunes Store', 'iTunes U', 'iTunes Radio', 'iTunes Match', 'iTunes Store for Windows', 'iTunes Store for Android', 'iTunes Store for iOS', 'iTunes Store for Kindle', 'iTunes Store for Google Play', 'iTunes Store for Amazon', 'iTunes Store for Barnes & Noble', 'iTunes Store for Kobo', 'iTunes Store for Google Books', 'iTunes Store for Google Scholar', 'iTunes Store for Google News', 'iTunes Store for Google Maps', 'iTunes Store for Google Earth', 'iTunes Store for Google Translate', 'iTunes Store for Google Analytics', 'iTunes Store for Google AdSense', 'iTunes Store for Google AdWords', 'iTunes Store for Google AdSense for Search', 'iTunes Store for Google AdSense for Display', 'iTunes Store for Google AdSense for Video', 'iTunes Store for Google AdSense for Mobile', 'iTunes Store for Google AdSense for Email', 'iTunes Store for Google AdSense for Print', 'iTunes Store for Google AdSense for Audio', 'iTunes Store for Google AdSense for Image', 'iTunes Store for Google AdSense for Video', 'iTunes Store for Google AdSense for Mobile', 'iTunes Store for Google AdSense for Email', 'iTunes Store for Google AdSense for Print', 'iTunes Store for Google AdSense for Audio', 'iTunes Store for Google AdSense for Image'. At the bottom, there's a footer with the text 'PERSONALIZED SERVICE. RATIONAL DISCOUNTING.' and a small logo.

GOLD ADDY*

*SERIOUSLY, YOU'RE ASKING IF YOU CAN HOLD MY ADDY? PFFT, YOU WISH.

WRIGHT FEIGLEY

NATIONAL TV

21 TITLE // PROBLEM :30 TV

ADVERTISER // LA WORKFORCE COMMISSION

CREDITS // Marie Powell, Art Director
Stuart Feigley, Creative Director/Copywriter/Producer
Digital FX, Production Company
Jep Epstein/Score Music, Music
Jeff Ford / Ford Soundesign, Audio
Kelli Bondy, Account Executive
Jeff Wright, Account Supervisor

BCBSLA

NATIONAL TV

22 TITLE // BCBSLA/TESTIMONIAL CAMPAIGN/KAREN

ADVERTISER // BLUE CROSS BLUE SHIELD OF LOUISIANA

CREDITS // Blue Cross, Blue Cross Creative Team
DFX, Production

BCBSLA

INTERACTIVE MEDIA

23 TITLE // BCBSLA/YOUR HEALTH OUR COMMITMENT CAMPAIGN

ADVERTISER // BLUE CROSS BLUE SHIELD OF LOUISIANA

CREDITS // Blue Cross, Blue Cross Creative Team
DFX, Production

ZEHNDER

MIXED MEDIA, LOCAL

24 TITLE // WE'LL MAKE YOU THINK CAMPAIGN

ADVERTISER // EBR PARISH SCHOOL SYSTEM

CREDITS // Mike Rainey, Creative Director
Henry Chassaignac, Creative Director, Copywriter
William Gilbert, Art Director, Photographer
Rob Hudak, Interactive Creative Director
Richie Adams, Director, River Road Creative
Tom Limbcke, Director of Photography
Jennifer Boneno, Account Supervisor
Laurel Burgos, Account Executive
Scott Minor, Sound Director, Luckydog
BEST OF SHOW ADDY®

TILT

MIXED MEDIA, LOCAL

25 TITLE // COX COMMUNITY REPORT CAMPAIGN

ADVERTISER // COX COMMUNICATIONS

CREDITS // TILT & Todd Davidson,
Concept, Copywriting
TILT, Design, Development
Todd Davidson, Copywriting
Gary B. Garman, Photography

WRIGHT FEIGLEY

MIXED MEDIA, NATIONAL

26 TITLE // SOLUTIONS CAMPAIGN

ADVERTISER // LA WORKFORCE COMMISSION

CREDITS // Marie Powell, Art Director
Stuart Feigley, Creative
Director/Copywriter/Producer
Digital FX, Production Company
Jep Epstein / Score Music, Music
Jeff Ford / Ford Soundesign, Audio
Kelli Bondy, Account Executive
Jeff Wright, Account Supervisor
Kurt Coste / Top Guns Inc., Photoshop Work
BEST OF MIXED MEDIA ADDY®

LSU COMM & UNIVERSITY RELATIONS

MIXED MEDIA, NATIONAL

27 TITLE // 'Only One LSU' 2009 IMAGE CAMPAIGN

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Jewel Hampton, Art Director, Designer
Ed Dodd, Digital Imaging Director, Producer
Damian Foley, Print Copywriter
Eddy Perez, Photographer
Chris Adams, Web Coordinator
Lane Barry, Audio Copywriter
Frank Bourgeois, Videographer
Margo Jolet, Print Copywriter
John Mark Lawler, Designer
Tamara Mizell, Print Copywriter
Trace Purvis, New Media Coordinator
Jim Zietz, Photographer
SPECIAL JUDGE'S AWARD - Renee Miller

BCBSLA

PUBLIC SERVICE

28 TITLE // BCBSLAF/ANGEL AWARD

ADVERTISER // BLUE CROSS BLUE SHIELD OF LOUISIANA

CREDITS // Blue Cross Blue Shield of LA,
Blue Cross Creative Team
BEST OF PRINT ADDY®

DIGITAL FX

PUBLIC SERVICE

29 TITLE // LIVE UNITED VIDEO

ADVERTISER // CAPITAL AREA UNITED WAY

CREDITS // Digital FX

MESH DESIGN

SELF PROMO, INTERACTIVE

30 TITLE // MESH WEBSITE

ADVERTISER // MESH DESIGN

CREDITS // MESH Design, Creative

ADDY 2010

*Insert high five here

31



36



32



37



33



38



34



39



35



40



GOLD ADDY*

*YEAH, I'M SPARKLY. SO WHAT?

TILT SELF PROMO, INVITATION

31 TITLE // TILT HOLIDAY CARD

ADVERTISER // TILT

CREDITS // TILT, Design

TILT & Todd Davidson, Concept, Copywriting

Inky Lips Letterpress, Printing

SPECIAL JUDGE'S AWARD - Jim Dudley

UNREAL ADVERTISING, LOGO

32 TITLE // GULF PORTER LOGO

ADVERTISER // LAZY MAGNOLIA BREWING CO.

CREDITS // Rick Dobbs, Creative Director/Designer

MESH DESIGN ILLUSTRATION

33 TITLE // BELGARD ENVIRONMENTAL ILLUSTRATION

ADVERTISER // OLDCASTLE APG

CREDITS // MESH Design, Art direction

Mark Ross, Illustration

LSU PHOTOGRAPHY, CAMPAIGN

34 TITLE // 'Only One LSU' 2009 IMAGE CAMPAIGN

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Eddy Perez, Photographer

MARIE CONSTANTIN PHOTOGRAPHY, CAMPAIGN

35 TITLE // CHANGE BY FAITH: FMOL HEALTH SYSTEM '09 ANNUAL REPORT

ADVERTISER // MESH DESIGN AND

FMOL HEALTH SYSTEM

CREDITS // Marie Constantin, Photographer

MESH Design, Ad Agency

FMOL Heal System, Client

Jeff English, Copy

DIGITAL FX SPECIAL EFFECTS, VIDEO

36 TITLE // SITES A

ADVERTISER // LA WORKFORCE COMMISSION

DIGITAL FX SPECIAL EFFECTS, VIDEO

37 TITLE // SITES B

ADVERTISER // LA WORKFORCE COMMISSION

DIGITAL FX SPECIAL EFFECTS, INTERNET

38 TITLE // YOUR GAME'S NOT OVER

ADVERTISER // BONE AND JOINT CLINIC

DIGITAL FX SPECIAL VIDEO EDITING

39 TITLE // SITES A

ADVERTISER // LA WORKFORCE COMMISSION

DIGITAL FX SPECIAL VIDEO EDITING

40 TITLE // SITES B

ADVERTISER // LA WORKFORCE COMMISSION

DIGITAL FX SPECIAL VIDEO DIRECTING

41 TITLE // CUSTOMER TESTIMONIAL 1

ADVERTISER // BLUE CROSS AND BLUE SHIELD
OF LOUISIANA



DIGITAL FX SPECIAL EFFECTS, VIDEO

36 TITLE // SITES A

ADVERTISER // LA WORKFORCE COMMISSION

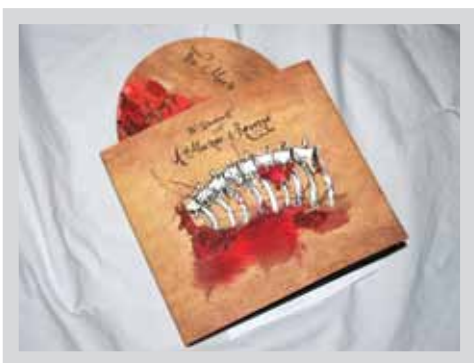
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6



2



7



3



8



4



9



5



10



STUDENT ADDY*

*WHAT THE FONT YOU LOOKIN' AT?

JARED TANNER

PACKAGING

1 TITLE // BOB DYLAN
IDENTITY

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Jared Tanner, Graphic Designer

GDSO

BROCHURE

6 TITLE // COLLEGE OF ART &
DESIGN 2009 ANNUAL REPORT

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // J. Chase Freeman, Designer

Kyle Baker, Peter Giuffria, Photographer

Rod Parker, Courtney Barr, Faculty Advisor

JARED TANNER

PACKAGING

2 TITLE // DECEMBERIST'S
MARINER'S REVENGE

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Jared Tanner, Graphic Designer

JARED TANNER

POSTER

7 TITLE // UBERMENSCH
FEDERATION POSTER

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Jared Tanner, Graphic Designer

SPECIAL JUDGE'S AWARD - Jimmy Ball

HANNAH REED

PACKAGING

3 TITLE //
NAKED CAT BREWERY

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Hannah Reed, Graphic Designer

PHIL WINFIELD

POSTER

8 TITLE // 20TH CENTURY GRAPHIC
DESIGN: A HISTORY

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Phil Winfield, Designer

MELINDA THIESSEN

PACKAGING

4 TITLE // DEVIL'S DELICIOUSLY
DIRTY FOOD

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Melinda Thiessen, Graphic Designer

JEFFREY NOEL

SINGLE CONSUMER / TRADE MAGAZINE

9 TITLE // 'SWISS IN YOU'
MAGAZINE AD

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Jeffrey Noel, Designer

J.CHASE FREEMAN

STATIONERY PACKAGE

5 TITLE // KREATIVE TOY CO.
STATIONERY PACKAGE

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // J. Chase Freeman, Designer

JEFFREY NOEL

MAGAZINE CAMPAIGN

10 TITLE // SWISS ARMY PRINT
CAMPAIGN

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Jeffrey Noel, Designer

STUDENT BEST OF SHOW ADDY®



11



16



12



17



13



14



15



STUDENT ADDY*

*MAKING KERNING KOOL

ALISON RUTH

MAGAZINE CAMPAIGN

11 **TITLE** // SNAPPLE 'Bottled with Love' CAMPAIGN

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Alison Ruth, Student

DAVID ACHEE

COVER

12 **TITLE** // POCKET PAL COVER

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // David Achee, Graphic Designer

DAVID ACHEE

SERIES

13 **TITLE** // POCKET PAL COVER SERIES

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // David Achee, Graphic Designer

GDSO

MIXED MEDIA CAMPAIGN

14 **TITLE** // INVISIBLE POPULATIONS

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // **Graphic Designer:** Jared Tanner, Ben Clancy, J. Chase Freeman, Lauren Barron, Kyle Baker, Peter Giuffria

Faculty Advisor: Rod Parker, Courtney Barr

GERALD REID

MIXED MEDIA CAMPAIGN

15 **TITLE** // YOJIMBO PIZZERIA

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Gerald Reid, Graphic Designer

GROUP

MIXED MEDIA CAMPAIGN

16 **TITLE** // LOUISIANA'S OLD STATE CAPITOL

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // **Designers:** Tiffanie Hunter, Bryan Briggs, Mariana Marmol, Lauren Barron, Maria Bergstrom

JARED TANNER

ANIMATION

17 **TITLE** // MARINERS REVENGE ANIMATION

ADVERTISER // LOUISIANA STATE UNIVERSITY

CREDITS // Jared Tanner, Graphic Designer

SILVER ADDY*

*MAKING BRONZE LOOK BAD SINCE 1960

SALES PROMOTION

PACKAGING CAMPAIGN

BRZ

TITLE // SOUTHAMPTON PUBLIC HOUSE SEASONAL SERIES PRIMARY & SECONDARY PACKAGING

ADVERTISER // PABST BREWING COMPANY

CREDITS // David Worrell, Creative Director // Brendan Bayard, Senior Art Director // Lindsay Bornkessel, Art Director // Vitaliy Romanenko, Illustrator // Burke Henderson, Account Manager

POINT-OF-PURCHASE/CAMPAIGN

BRZ

TITLE // COLT 45 BILLY DEE WILLIAMS EMBOSSED METAL TACKER

ADVERTISER // PABST BREWING COMPANY

CREDITS // David Worrell, Creative Director // Brendan Bayard, Senior Art Director, Illustrator // Alyssa Faughnan, Account Director

BRZ

TITLE // COLT 45 BILLY DEE WILLIAMS 2009 FLOW POINT-OF-SALE

ADVERTISER // PABST BREWING COMPANY

CREDITS // David Worrell, Creative Director // Jordan Bochanis, Concept Director // Brendan Bayard, Senior Art Director, Illustrator // Alyssa Faughnan, Account Director

COLLATERAL MATERIALS

STATIONERY PACKAGE

ROCKIT SCIENCE AGENCY

TITLE // FROST-BARBER STATIONERY PACKAGE

ADVERTISER // FROST-BARBER

CREDITS // Rockit Science Agency, Creative

THE DAY GROUP

TITLE // COLEMAN PARTNERS CORPORATE ID

ADVERTISER // COLEMAN PARTNERS

CREDITS // Erick Martin, Design

ANNUAL REPORT, COLOR

TILT

TITLE // COX COMMUNITY REPORT

ADVERTISER // COX COMMUNICATIONS

CREDITS // TILT, Design // TILT & Todd Davidson, Concept, Copywriting // Chas P. Young, Printing // Gary B. Garman, Photography

BROCHURE, COLOR

ZEHNDER COMMUNICATIONS

TITLE // 100 BLACK MEN BROCHURE

ADVERTISER // 100 BLACK MEN OF METRO BATON ROUGE, LTD

CREDITS // Mike Rainey, Creative Director/Copywriter // Britton Stewart, Designer // Jennifer Boneno, Account Supervisor // Sarah Keiffer, Project Manager

BROCHURE, COLOR

BLUE CROSS BLUE SHIELD OF LA

TITLE // BCBSLA/MY HEALTH COMMITMENT

ADVERTISER // BLUE CROSS BLUE SHIELD OF LA

CREDITS // Blue Cross, Blue Cross Creative Team

POSTER

BRZ

TITLE // PRIMO ISLAND LAGER 4TH ANNUAL GENE HIGA SPEARFISHING TOURNAMENT POSTER

ADVERTISER // PABST BREWING COMPANY

CREDITS // David Worrell, Creative Director // Brendan Bayard, Senior Art Director, Illustrator // Jon Holecz, Account Director

POSTER CAMPAIGN

MAXON MEDIA

TITLE // CHRIST THE KING POSTER SERIES

ADVERTISER // CHRIST THE KING PRESBYTERIAN CHURCH

CREDITS // Michael Lipe, Creative Director/Designer // Katie Swetman, Designer

BLUE CROSS BLUE SHIELD OF LA

TITLE // BCBSLA / ALL HANDS EVENT CAMPAIGN

ADVERTISER // BLUE CROSS BLUE SHIELD OF LA

CREDITS // Blue Cross, Blue Cross Creative Team

SPECIAL EVENT CARD

ELIZABETH PERRY & DAVID CAGNOLATTI

TITLE // 2009 CHRISTMAS CARD

ADVERTISER // ELIZABETH PERRY & DAVID CAGNOLATTI

CREDITS // Elizabeth Perry, Art Director/Designer // David Cagnolatti, Copywriter

DIRECT MARKETING

DIRECT B2B OR CONSUMER

BRZ

TITLE // LONE STAR BEER ORIGINAL BREWERY BRICK MAILER

ADVERTISER // PABST BREWING COMPANY

CREDITS // David Worrell, Creative Director // Jordan Bochanis, Concept Director // Lindsay Bornkessel, Art Director // Vitaliy Romanenko, Illustrator // Alyssa Faughnan, Art Director // Dale Baillie, Production Manager // Summer LeBleu, Project Manager // Chantel Michel, Project Manager // David Worrell, Pressure Washer

BRZ

TITLE // GENERAL MILLS: THE PROGRAM EXCHANGE 'GET YOUR HOLIDAY SEASON POPPING' MAILER

ADVERTISER // THE PROGRAM EXCHANGE

CREDITS // David Worrell, Creative Director // Scott Greci, Art Director // Jordan Bochanis, Concept Director // Lee Rogan, Account Planning Director // Tandem Solutions, Production // Dale Baillie, Production Manager // Summer LeBleu, Project Manager



ADDY 2010*
*Doing more with less.

CONSUMER OR TRADE PUBLICATION

FRACTIONAL PAGE, COLOR

ROCKIT SCIENCE AGENCY

TITLE // KVCR SMART YOUR DAY AD
ADVERTISER // KVCR
CREDITS // Rockit Science Agency, Creative

ROCKIT SCIENCE AGENCY

TITLE // KVCR NEWS BURGER AD
ADVERTISER // KVCR
CREDITS // Rockit Science Agency, Creative

FULL PAGE, COLOR

MESH DESIGN

TITLE // 'INVITE SHAPE' AD
ADVERTISER // OLDCASTLE APG
CREDITS // MESH Design, Creative // Mark Ross, Illustration, Creative Imaging, Retouching

MESH DESIGN

TITLE // MOCHASIPPI BLUES AD
ADVERTISER // CC'S COMMUNITY COFFEE HOUSE
CREDITS // MESH Design, Creative

CAMPAIGN

MESH DESIGN

TITLE // CO-OP BOOKSTORE AD CAMPAIGN
ADVERTISER // CO-OP BOOKSTORE
CREDITS // MESH Design, Creative

NEWSPAPER

FRACTIONAL PAGE, COLOR

MESH DESIGN

TITLE // 'CASH NOW' AD
ADVERTISER // CO-OP BOOKSTORE
CREDITS // MESH Design, Creative

CAMPAIGN

MESH DESIGN

TITLE // 'SCHOOL'S BACK' NEWSPAPER CAMPAIGN
ADVERTISER // CO-OP BOOKSTORE
CREDITS // MESH Design, Creative

MESH DESIGN

TITLE // 'SCHOOL'S BACK' NEWSPAPER CAMPAIGN (COLOR)
ADVERTISER // CO-OP BOOKSTORE
CREDITS // MESH Design, Creative

WEBSITE, CONSUMER FLASH

GATORWORKS

TITLE // SANTA'S ONLINE WISHLIST
ADVERTISER // STEPHEN UHLICH
CREDITS // Brian Rodriguez, President // David Link, Creative Director // Alise Johnson, Art Director

WEBSITE, CONSUMER HTML

MAXON MEDIA

TITLE // THE KEEPING ROOM WEBSITE
ADVERTISER // THE KEEPING ROOM
CREDITS // Michael Lipe, Creative Director // Katie Swetman, Art Director/Designer // Jeff English, Writer // Lynsey Gwin, Developer Uyen Beiswanger, Developer

LOCAL TV

ZEHNDER COMMUNICATIONS

TITLE // WE'LL MAKE YOU THINK - :30 EAST BATON ROUGE PARISH SCHOOL SYSTEM
ADVERTISER // EAST BR PARISH SCHOOL SYSTEM
CREDITS // Mike Rainey, Creative Director // Henry Chassaingnac, Creative Director, Copywriter // William Gilbert, Editor, Art Director Scott Minor, Sound Director/Lucky Dog // Tom Lembcke, Director of Photography // Jennifer Boneno, Account Executive // Laurel Burgos, Account Executive // Sarah Keiffer, Project Manager Richie Adams, Director, River Road Creative

NATIONAL TV/CONSUMER

WRIGHT FEIGLEY COMMUNICATIONS

TITLE // SITUATION :30 TV
ADVERTISER // LOUISIANA WORKFORCE COMMISSION
CREDITS // Marie Powell, Art Director // Stuart Feigley, Creative Director/Copywriter/Producer // Digital FX, Production Company Jep Epstein/Score Music, Music // Jeff Ford / Ford Soundesign, Audio // Kelli Bondy , Account Executive // Jeff Wright, Account Supervisor

BLUE CROSS BLUE SHIELD OF LA

TITLE // BCBSLA/TESTIMONIALS CAMPAIGN/JOSHUA
ADVERTISER // BLUE CROSS BLUE SHIELD OF LA
CREDITS // Blue Cross, Blue Cross Creative Team DFX, Production

NATIONAL TV CAMPAIGN

WRIGHT FEIGLEY COMMUNICATIONS

TITLE // SOLUTIONS TV CAMPAIGN
ADVERTISER // LOUISIANA WORKFORCE COMMISSION
CREDITS // Marie Powell, Art Director // Stuart Feigley, Creative Director/Copywriter/Producer // Digital FX, Production Company Jep Epstein/Score Music, Music // Jeff Ford / Ford Soundesign, Audio // Kelli Bondy, Account Executive // Jeff Wright, Account Supervisor

BLUE CROSS BLUE SHIELD OF LA

TITLE // BCBSLA/TESTIMONIAL CAMPAIGN
ADVERTISER // BLUE CROSS BLUE SHIELD OF LA
CREDITS // Blue Cross, Blue Cross Creative Team DFX, Production

MIXED/MULTI MEDIA

LOCAL CONSUMER

MESH DESIGN

TITLE // CO-OP BOOKSTORE MIXED-MEDIA CAMPAIGN
ADVERTISER // CO-OP BOOKSTORE
CREDITS // MESH Design, Creative

PUBLIC SERVICE

BROCHURE

STUN DESIGN

TITLE // BOYS AND GIRLS CLUB BOOKLET
ADVERTISER // BOYS AND GIRLS CLUB
CREDITS // STUN Creative, Design Team // Boys and Girls Club, Photography



SILVER ADDY*

*SILVER: PRECIOUS MEDAL

PUBLIC SERVICE

POSTER

ZEHNDER COMMUNICATIONS

TITLE // ADRIANNA POSTER
ADVERTISER // ADRIANNA
CREDITS // Mike Rainey, Creative Director
Britton Stewart, Designer

MIXED MEDIA CAMPAIGN

ROCKIT SCIENCE AGENCY

TITLE // BREC FOUNDATION CAMPAIGN
ADVERTISER // BREC FOUNDATION
CREDITS // Rockit Science Agency, Creative

SELF-PROMO INVITATION

CREATIVE ENGLISH

TITLE // HOLIDAY CARD
ADVERTISER // CREATIVE ENGLISH
CREDITS // Jeff English, Concept/Copy // Campbell English, Illustration // Beau Moss, Design // Moran Printing, Printing

AD CLUB PROMOTION

AAF-BATON ROUGE

TITLE // CALL FOR ENTRIES INSTRUCTION VIDEO
ADVERTISER // AAF-BATON ROUGE
CREDITS // Kelley Criscoe & Joshua Dickerhoof, 2009 ADDY Co-Chair // Sara Dickerhoof, 2009 ADDY Committee // Rockit Science Agency, Concept, Filming, Post Production & Equipment

ELEMENTS OF ADVERTISING

LOGO

THE DAY GROUP

TITLE // COFFEE RUN LOGO
ADVERTISER // KINETIC FX
CREDITS // Erick Martin, Design

TILT

TITLE // BLINK LOGO
ADVERTISER // FRANKLIN PRESS
CREDITS // TILT, Concept, Design

LAUNCH MEDIA

TITLE // LAUNCH MEDIA LOGO
ADVERTISER // LAUNCH MEDIA
CREDITS // Mindworx Marketing, Marketing Agency // John Gibby, Graphic Designer // Ben Fromenthal, Graphic Designer

PHOTOGRAPHY, COLOR

LSU COM & UNIVERSITY RELATIONS

TITLE // 'MIKE IN SNOW'
ADVERTISER // LSU, LSU FOUNDATION
CREDITS // Eddy Perez, Photographer

PHOTOGRAPHY DIGITALLY ENHANCED

MESH DESIGN

TITLE // 'INVITE SHAPE' // 'INVITE MAGIC' // STONEHENGE'
ADVERTISER // OLDCASTLE APG
CREDITS // MESH Design, Art Direction // Mark Ross, Creative Imaging/Photo Retouching

PHOTOGRAPHY CAMPAIGN

BRZ

TITLE // COLT 45 BILLY DEE WILLIAMS 'STANDEE INTERACTION' CAMPAIGN
ADVERTISER // PABST BREWING COMPANY
CREDITS // David Worrell, Creative Director // Brendan Bayard, Senior Art Director // Lindsay Bornkessel, Art Director // Scott Greci, Art Director // Ron Calamia, Photography // Alyssa Faughnan, Account Director

GARY B. GARMAN PHOTOGRAPHY

TITLE // THE MANSION RESTAURANT AT NOTTOWAY
ADVERTISER // NOTTOWAY PLANTATION
CREDITS // Stuart Feigley, Producer // Danielle Juneau, Producer Rachel Rivet, Producer

MUSIC ONLY

WOMAN'S HOSPITAL

TITLE // WOMAN'S SCORE
ADVERTISER // WOMAN'S HOSPITAL
CREDITS // Jep Epstein, Score Music, Inc // Lynne Wells, Creative Direction

CINEMATOGRAPHY

DIGITAL FX

TITLE // CUSTOMER TESTIMONIALS 1
ADVERTISER // BLUE CROSS BLUE SHIELD OF LA

DIGITAL FX

TITLE // SITES A AND SITES B
ADVERTISER // LA WORKFORCE COMMISSION

TV/VIDEO EDITING

DIGITAL FX

TITLE // CUSTOMER TESTIMONIALS 1 & 2
ADVERTISER // BLUE CROSS BLUE SHIELD OF LA

STUDENT SILVER ADDY*

*WINNER, WINNER, CHICKEN DINNER

PACKAGING

EMI CUMMINS

TITLE // SAY SAYE'S FOCACCIA BREAD PACKAGING
ADVERTISER // LOUISIANA STATE UNIVERSITY

VIRGINIA NICHOLE LERO

TITLE // LEAF ORGANIC SEEDS PACKAGING
ADVERTISER // LOUISIANA STATE UNIVERSITY

POINT-OF-PURCHASE

TIFFANIE HUNTER

TITLE // LE POTAGER
ADVERTISER // LOUISIANA STATE UNIVERSITY

STATIONERY PACKAGE

EMI CUMMINS

TITLE // SAY SAYE'S STATIONARY
ADVERTISER // LOUISIANA STATE UNIVERSITY

BROCHURE

GDSO

TITLE // 2009 COLLEGE OF ART & DESIGN NEWSLETTER
ADVERTISER // LOUISIANA STATE UNIVERSITY
CREDITS // J. Chase Freeman, Designer // Hannah Reed,
Designer // Rod Parker, Faculty Advisor

GDSO

TITLE // REUNION GUIDE
ADVERTISER // LOUISIANA STATE UNIVERSITY
CREDITS // J. Chase Freeman, Designer // Rod Parker, Faculty
Advisor

POSTER

HANNAH REED

TITLE // WHITE LIGHT NIGHT POSTER
ADVERTISER // LOUISIANA STATE UNIVERSITY

KATHLEEN ROGERS

TITLE // NEUROSCIENTIST CALENDAR
ADVERTISER // LOUISIANA STATE UNIVERSITY

GDSO

TITLE // 2009 LECTURE SERIES
ADVERTISER // LOUISIANA STATE UNIVERSITY
CREDITS // Jared Tanner, Graphic Designer // Rod Parker, Faculty
Advisor

RACHEL RUBENSTEIN

TITLE // ZOMBIE DEVIL RUBBER DUCKS 2
ADVERTISER // LOUISIANA STATE UNIVERSITY

AMY E. PHILLIPS

TITLE // LAST COMIC STANDING AUDITIONS
ADVERTISER // LOUISIANA STATE UNIVERSITY

OUT-OF-HOME

JEFFREY NOEL

TITLE // TIDE BUS SHELTER
ADVERTISER // LOUISIANA STATE UNIVERSITY

INTERACTIVE, WEBSITE

TIFFANIE HUNTER

TITLE // PORTFOLIO WEBSITE
ADVERTISER // LOUISIANA STATE UNIVERSITY

MIXED MEDIA CAMPAIGN

EDDIE LAVIOLETTE III

TITLE // I CHOOSE COMMUNAL
ADVERTISER // LOUISIANA STATE UNIVERSITY

JENNIFER I. BONNET

TITLE // ZONNAROO 2009
ADVERTISER // LOUISIANA STATE UNIVERSITY

GDSO

TITLE // GLASSELL GALLERY
ADVERTISER // LOUISIANA STATE UNIVERSITY
CREDITS // J. Chase Freeman, Designer // Phil Winfield,
Designer // Sydney Nakashima, Designer // Hannah Reed,
Designer // Rod Parker, Faculty Advisor

LOGO

EMI CUMMINS

TITLE // BEA & JOSIE LOGO
ADVERTISER // LOUISIANA STATE UNIVERSITY

J. CHASE FREEMAN

TITLE // KREATIVE TOY COMPANY LOGO
ADVERTISER // LOUISIANA STATE UNIVERSITY
CREDITS // J. Chase Freeman, Designer

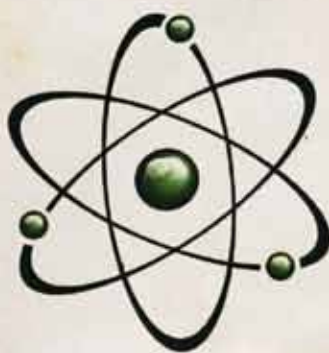
DIGITALLY ENHANCED ILLUSTRATION

DAVID ACHEE

TITLE // PANTHALASSA SHIRT
ADVERTISER // LOUISIANA STATE UNIVERSITY
CREDITS // David Achee, Graphic Designer



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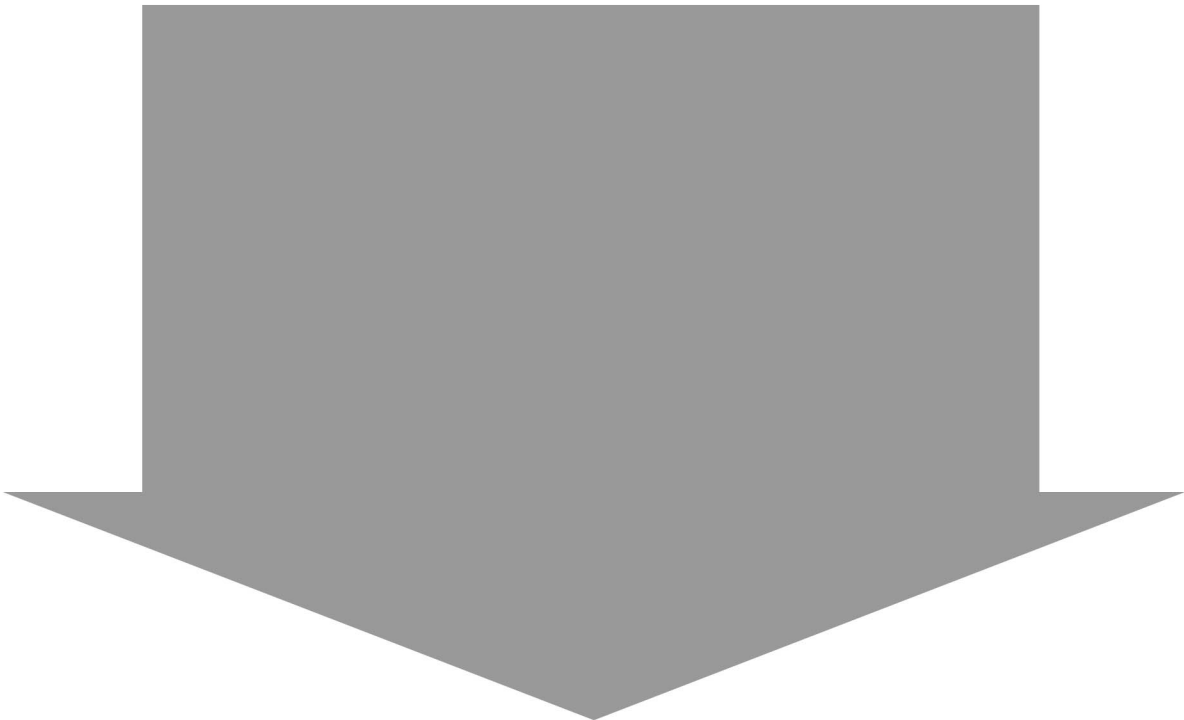
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Which brings me to this bit of copy — is it good? Maybe a line here, a line there. Could it be better? Of course. Is anyone going to read it? Probably not. I’m guessing people are going to bail after the first paragraph and if I’m lucky skip to the last paragraph, do a quick skim and consider it read. This is the kind of copy you read to pass the time when you’re waiting and want to look busy – like when you get to a restaurant before your friends and feel the need to pull out your cell phone to look busy to ensure nobody in the place thinks you’re dining alone. This is that kind of copy. The kind where you see the words and you read the words but you’re comprehension button is set to “OFF” — like when your spouse talks to you at the end of a long day and your favorite TV show is on — “OFF”. Like when your teacher is talking and you’re engrossed in social media time — “OFF”. Truly, there is little chance anyone is still reading this. If you are, maybe its because you really like long copy, maybe you’re hoping to find one of life’s profound lessons buried in here or you’re searching for next year’s killer tagline amidst this verbose bit of work. More than likely you’re just passing the time, trying to look engaged but not too committed, all the while waiting to see if you’re going be a big winner. Regardless, if you’ve braved the front cover, made the leap to back cover, and are still hanging on with me, I’d like to take this time to say thanks for reading this long-winded and mildly un-entertaining copy, cause, this is it. This is about all I got. I could throw in some random quotes to take up more space or pull some copy off the other ADDY material to reuse here but I want to keep this clean and continuous to the point of nausea. I want you to finish up with a sigh while you rub your forehead with an exasperated palm questioning your own sanity at the colossal waste of time this was. But really I just want to give enough copy to fill up the blank holes, and humor any would-be readers along the way. Long copy – DONE. See you next year.



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