

2011 ADDY

THE 2011 ADDY® AWARDS OF THE AMERICAN ADVERTISING FEDERATION OF BATON ROUGE

WORK HARD
SPEAKEASY
2011 BATON ROUGE ADDY AWARDS

WORK HARD SPEAKEASY

2011 BATON ROUGE ADDY AWARDS

3 LETTER FROM THE CO-CHAIRS

special thanks to all those that made the 2011 ADDYs® possible

4 GOLDSBY SILVER MEDAL AWARD

lifetime achievement award

5 PRESIDENT'S SERVICE AWARD

voted on by the AAF-BR board of directors

6 JUDGES

ann. richard. tom. meet the people who chose the winners

7 JUDGES' AWARDS

special awards voted on by your judges

8 BEST OF SHOW + SPECIAL AWARDS

the best of the best in print, interactive, tv, mixed media, public service; along with the mosaic awards and best of student

10 PROFESSIONAL GOLDS

the best work across all media

15 STUDENT GOLDS

the best of upcoming talent from students

22 PROFESSIONAL SILVERS

just shy of gold, but not too shabby

25 STUDENT SILVERS

future gold winners

VOLUNTEERS

Casey Anderson // Trammie's anti-depressant
Leonard Augustus // flashmob choreographer
Jennifer Bonnet // addy imagineer
Jason Broha // creative director
Micaela Coner // flashmob queen
Steve Davison // holder of Connie's hand
Josh Dickerhoof // entries go-to man
Elizabeth Dunn // pinnacle awards
Jeff English // judging
Jason Feirman // trusted president and editor
Danielle Gremillion // pinnacle coordinator
Pierre Guidroz // volunteer extraordinaire
Chelsea Harris // venue lady
Marielle Howard // all around volunteer
Tiffanie Hunter // awards + winner's book
Colleen Jackson // judging
Alise Johnson // makes it pretty
Margo Jolet // judging
Joe Krueger // IT guy
Mendi LeBlanc // party over-achiever
Allie Leung // pr genius
Orhan McMillan // addy2011.com
Jeffrey Noel // sastastic + winner's book
Elizabeth Perry // keeper of all knowledge
Brian Rodriguez // rally the students
Carol Shirley // entries
Bill Sherman // videographer
Lisa Stansbury // flashmob planner
Jade Th'ng // best daughter ever
Erin Trabeau // addy imagineer
Hunter Territo // party over-achiever
Lynne Wells // judging
Cheryl Zimmerman // food and booze

BIG thanks to Greg Milneck for donating space and his entire staff at Digital FX for the ADDY show: Erin Waite, Aaron Michel, Max Magbee, Jonathan Harnsongkram, Mat Doleski, Justin DeLong, Peter Browne, Kathy Brignac, David Coner.

Thank you to Blue Cross and Blue Shield of Louisiana for housing our judging. And thanks to all of our table sponsors: Diane Allen and Associates, Xdesign, Lamar, BRZoom, Rockit Science.

STUDENT VOLUNTEERS

David Achee
Uriel Echavarria
Peter Hubbs
Paulina Nguyen
Stephanie Stevens
Michelle Gallien
Alicia Gardner
Harrison Lloyd
MelindaThiessen
Victoria Yu

a letter from the co-chairs

[In the odd chance that this book ends up in the wrong hands, we have replaced some of the more “private” terminology with less controversial verbiage... at least until this ridiculous prohibition on advertising awards stops.]

Wow! Thank you all so much for your help with this year’s [book club meeting]. Every one of you contributed a lot of fun [books], a great deal of your [sandwiches], and more [comfortable seating] than I’m sure you ever would have signed off on to begin with! Baton Rouge has so much talent in our [gentle paddling] industry and I am very proud to say that we got to work with the best professionals out there. In fact, if you [harmlessly wade in the shallow end] as well as you [provide personal insight on Oprah’s book of the month] then your boss should be a little nervous!

We have every reason to be very proud of our [novice book club] members. There were a record number of student entries, there were enthusiastic volunteers and their overall body of work was an exciting look into the future of [warmhearted splashing].

Thank you to the entire adver*COUGH*tising community for being the hard-working and talented professionals that makes Baton Rouge a great place to work and play!

Thanks,
Trammie Anderson & Connie McLeod



trammie anderson



connie mcLeod

PAST 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 – Jensen Holiday
- 2002 – Jensen Holiday
- 2003 – David Humphreys
- 2004 – Angela deGravelles
- 2005 – Gerry Lane
- 2006 – Greg Milneck
- 2007 – Jeff English
- 2008 – Saundra Lane
- 2009 – Francelle Theriot
- 2010 – Elizabeth Perry

E.A. “PETE”
GOLDSBY SILVER
MEDAL AWARD

FOR LIFETIME ACHIEVEMENT //



don cassano
the advocate

Don Cassano began working at Capital City Press as a young man in 1966 in the newspaper’s mailroom. Several years later, he returned to CCP to take a job as a Display Advertising Salesman. Between those two positions, Don’s career with Capital City Press has totaled 37 years, and in that time he has truly defined the role of “advertising consultant,” often recommending what was best for his customers—which was not always what was best for Don Cassano.

Over the years, Don has served as account representative for some of the newspaper’s largest, most important, and sometimes most challenging advertisers. The unanimous opinion of Don is that at all times, he handles himself with the utmost professionalism and courteous consideration.

Don has been a dedicated contributor toward advancing the profession of advertising in Greater Baton Rouge, having served as a board member, club president and state representative to the AAF District 7. As a community volunteer, Don has served on the boards of Boys & Girls Club and the Charles Lamar YMCA as well as other charitable organizations.

For contributions to his community and his profession, The Goldsby Award was aptly named for Pete Goldsby, a newspaper advertising representative, gentleman, and outstanding individual. To those who know him, the same can be said of Don Cassano, for he is truly “cut from the same cloth.”

THE E.A. “PETE” GOLDSBY SILVER MEDAL AWARD The highest 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.

Connie is a long-time member of AAF-Baton Rouge and sought to join the Board of Directors a few years ago because she felt a need to give back to an organization that has given so much to her. In the few years that she has been on the board, she has made quite an impact. She has shown tremendous dedication and enthusiasm and this year her service was beyond exceptional.

Last year she chaired Programs and brought an amazing list of speakers to Baton Rouge, topped off by the very successful Gary Vaynerchuk event that exceeded attendance expectations. This led to a Second Place Award for Programs in the District 7 Club Achievement competition and helped AAF-BR win Club of the Year.

She was elected Vice President of AAF-BR in her second year on the board and is now serving as President-Elect, an honor she did not expect quite so soon. But she embraced this position in hopes that it would help her be more comfortable speaking before a group. And she has stepped in many times to manage meetings when the current President was unable to be present.

She is currently the ADDY® Awards Co-Chair and is doing an excellent job of coordinating the project despite unforeseen obstacles, problem solving at every step, and helping to lift the ADDY® brand in the process.

Connie has been with Woman's Hospital since 1993 where she is Senior Graphic Designer for Creative Services, an in-house ad agency. She is also responsible for and supervises all LSU graphic design interns and serves on the Cultural Diversity Committee.

She is an active volunteer throughout the community, having served with the Audubon Council Girl Scouts for over a decade, on the board of the Louisiana Youth Orchestra, and is active in the Unitarian Church of Baton Rouge. She does a lot of pro bono design work and she and her daughter Jade own Nekkid Girls Designs, a jewelry design business.

She is a tireless worker, an ardent supporter, and just an all around good person.

PRESIDENT'S SERVICE AWARD

VOTED ON BY THE AAF-BR BOARD OF DIRECTORS //

connie mcLeod
woman's hospital



- | | |
|-----------------------------------|--|
| 1983 – Sandy Deslatte | 1997 – Nicole Duet |
| 1984 – Gus Wales | 1998 – John Carambat |
| 1985 – J.H. Martin | 1999 – Margaret Lisi |
| 1986 – Bob Davis | 2000 – Danielle Chapman |
| 1987 – Kathy Milburn | 2002 – Francelle Theriot |
| 1988 – Kevin Hebert | 2003 – Curtis Vann |
| 1989 – Tracia von Dameck | 2004 – Carrie Brantley |
| 1990 – Jorli Wales | 2005 – Carol Shirley |
| 1991 – Gerald Bower | 2006 – Sandra Lane |
| 1992 – Karen Gaupp- Wozniak | 2007 – Jason Feirman,
Colleen Jackson |
| 1993 – Susan Saurage-
Altenloh | 2008 – Ace Bourgeois |
| 1994 – Nancy Glaser | 2009 – Kelley Criscoe |
| 1995 – Jeff English | 2010 – Mandy Porta |
| 1996 – Elizabeth Perry | |

THE PRESIDENT'S SERVICE AWARD The board of directors present the President's Service 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.

THE JUDGES

MEET THE PEOPLE THAT CHOSE THE WINNERS //



ann mcfadden

creative director emeritus // Brunner

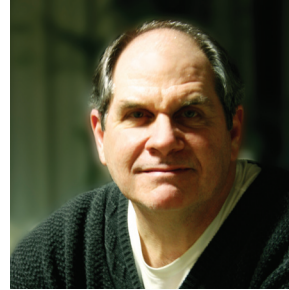
Since Ann McFadden retired as vice president, creative director of Blattner Brunner (now Brunner), she has continued to add to her over 40 years of experience in creating advertising with work for Alcoa, Boyden, Isaly's, and Brunner as Creative Director Emeritus.

Prior to joining Blattner Brunner Inc. as vice president, creative director in 1990, Ann served as vice president and associate creative director at Della Femina, McNamee WCRS/Pittsburgh. She supervised creative development for such clients as Nestle' Enterprises, Stouffer Foods, and PPG Industries. Ann is personally responsible for the professionally acclaimed concepts and writing for Stouffer's Lean Cuisine, Stouffer's Pizza and Taster's Choice Coffee.

She was a vice president, associate creative director at Ketchum Advertising, working on accounts that included Heinz, Rubbermaid, and Bank of America. At Ted Bates, New York, and McCann Erickson, Australia, Ann was copywriter on a number of international accounts including Warner Lambert Inc., Bristol-Myers, and Yardley of London and Coca-Cola, Australia.

Ann has been honored with many national and international awards, including CLIO, Andy, British AD&D, International Film Festival, Mobius, as well as local, district and national ADDY® Awards, the AAF District 2 Crystal Prism Award, Silver Medal Award and the BMA President's Award. She also was inducted into the Pittsburgh Advertising Federation Hall of Fame.

A native of the outback of Australia, Ann is a graduate of the University of Queensland, Brisbane, Australia. President Emeritus/Lt. Governor of the American Advertising Federation-Pittsburgh Chapter, and presently Special Assistant to the Governor of AAF District 2.



richard graves

svp, creative director // The Levenson Group of Companies

Richard Graves previously worked with Larkin Meeder & Schweidel, Tracy-Locke/DDB Needham and Bozell & Jacobs. His experience also includes work on such diverse accounts as American Express Retail, Bailey Banks & Biddle, Borden, Dallas Area Rapid Transit, Embassy Suites Hotels, Frito-Lay, GTE, Peterbilt Motors, Poulan/Weedeater, Texas Commerce Bank and Wet 'n Wild. He is currently Senior Vice President and Creative Director at The Levenson Group of Companies.

His work has been recognized by ADDY® Awards, Dallas Society of Visual Communications and Radio Mercury awards, among others.

JUDGES' AWARDS

SPECIAL AWARDS SELECTED BY THE 2011 JUDGES //



tom macaluso

vice president; creative director //
Anson-Stoner

After beginning his career at Anson-Stoner, Tom advanced to key creative positions at national agencies, working on accounts such as Walt Disney World, Cirque du Soleil, Advance Auto Parts, Subway Restaurants, Florida Department of Health, Winn-Dixie Supermarkets, Universal Studios, Orlando Regional Healthcare System, Florida Power & Light and The Orlando Sentinel.

Tom has been recognized by several prestigious national awards, including The One Show, Effies, Clios, Communication Arts, and National ADDY® Awards.

In 2006, Tom rejoined Anson-Stoner, which undoubtedly helped him win the coveted Circle-Of-Life award.



ROCKIT SCIENCE AGENCY //

Advertiser // The Great Oil Leak Poster Project

Title // Stay for the Crab Boil Poster

Credits // Rockit Science, Creative; Grant Hurlbert, Design



BRZOOM //

Advertiser // Pabst Brewing Company

Title // Colt 45 Sole Junkies Cooler Shoe Display

Credits // David Worrell, Creative Director; Jordan Bochanis, Executive Concept Director; Lindsay Bornkessel, Art Director; Lauren Sauer, Account Supervisor; Dale Baillie, Production Manager; Design Display Group, Production

BEST OF SHOW

THE BEST OF THE BEST //

BEST OF SHOW



LSU AAF-BR & GDSO //

This year's judges were so impressed with the overall quality of LSU student work, they wanted to honor it in a special way. For the first time in ADDY history, the Best of Show award will be bestowed upon a body of work, rather than an agency or entity. This award honors not only our student members, it also honors every member of AAF-BR. Many thanks to the instructors, to the professional members who support student interns, and to those who mentor and sponsor.

To the LSU Advertising and Graphic Design students: Congrats, we are proud of you!

BEST OF MIXED MEDIA



MESH DESIGN //

 Mixed Media, Local Consumer

Advertiser // Co-op Bookstore

Title // Co-op Bookstore Campaign

Credits // MESH Design, creative/design

BEST OF INTERACTIVE



MESH DESIGN //

 Website, B-to-B HTML, Products

Advertiser // Louisiana Pepper Exchange

Title // Louisiana Pepper Exchange website

Credits // MESH Design, creative/design

BEST OF PRINT



TILT //

 Arts Campaign

Advertiser // Swine Palace Productions

Title // Swine Palace Poster Series

Credits // TILT, Concept/Design; TILT, Illustration

BEST OF TV



DIGITAL FX & OUR LADY OF THE LAKE REGIONAL MEDICAL CENTER //

 Campaign

Advertiser // Our Lady of the Lake Children's Hospital

Title // Our Lady of the Lake Children Campaign

Credits // Digital FX; Our Lady of the Lake Regional Medical Center

BEST OF PUBLIC SERVICE



ROCKIT SCIENCE AGENCY //

Cinematography

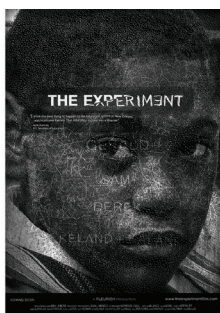
Advertiser // Ascension Parish Sheriffs Office

Title // Meth Sucks TV

Credits // Rockit Science, Creative; River Road Creative, Production & Post-Production; Richie Adams, Director; Tom Lembcke, Director of Photography

SPECIAL AWARDS

ATTENTION GRABBERS //



MOSAIC AWARD

MESH DESIGN // Poster

Advertiser // Fleurish Productions

Title // The Experiment poster

Credits // MESH Design, creative/design



STUDENT BEST OF SHOW

DAVID ACHEE // Poster

Advertiser // Louisiana State University

Title // Black Pelican

Credits // David Achee, Graphic Designer



A Pinnacle Award recognizes outstanding accomplishments 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 seven winners for your outstanding work in our local advertising market this year. Congratulations on being selected as a 2011 Pinnacle Award winner.

Best Sales Manager

Gary Weiss

Lamar Advertising of Baton Rouge

Best Media Sales Representative

Kelly Gable

Business Report

Best Industry CEO/President of the Year

Richie Adams

River Road Creative

Best Printing/Paper Company Sales Representative/ Account Representative

Becky Sadler

TriStar Graphics

Best Industry Newcomer

Stephen Bowling

Rockit Science Agency

Best Marketing Director

Nicole Hidalgo

Our Lady of the Lake Regional Medical Center

Best Industry Account Executive

Kelli Bondy

Wright Feigley Communications



MESH DESIGN // Packaging Campaign

Advertiser // Louisiana Pepper Exchange

Title // Louisiana Pepper Exchange packaging campaign

Credits // MESH Design, creative/design



OBJECT 9 // Packaging Campaign

Advertiser // North Aire Market, Inc.

Title // Camp Traditions Soup Mix

Credits // Object 9



MESH DESIGN // Annual Report, Color

Advertiser // FMOL Health System

Title // 'Our Commitment' FMOLHS Annual Report 2010

Credits // MESH Design, creative/design; Jeff English, copywriting; Marie Constantin, photography; TriStar Graphics, printing

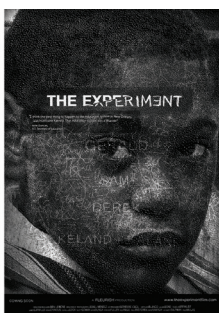


MESH DESIGN // Poster

Advertiser // Louisiana Pepper Exchange

Title // Louisiana Pepper Exchange poster

Credits // MESH Design, creative/design; Baton Rouge Printing, printing



MESH DESIGN // Poster

Advertiser // Fleurish Productions

Title // The Experiment poster

Credits // MESH Design, creative/design



LAMAR GRAPHICS // Mass Transit, Exterior

Advertiser // Fresno Chaffee Zoo

Title // Fresno Chaffee Zoo

Credits // Casey Anderson, Art Director



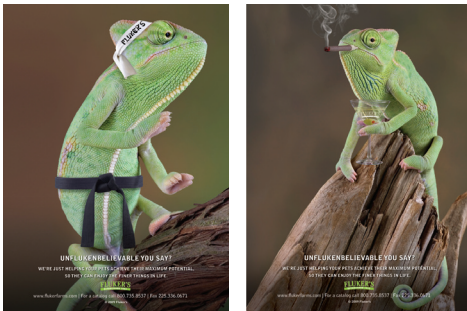
LAMAR ADVERTISING // Out-of-Home Self-

Promotion, Campaign

Advertiser // Lamar Advertising

Title // Conan Digital Campaign

Credits // Trammie Anderson, Art Director; Shannon Perry, Marketing Manager; Nick Guercio, Copywriter; Mike Mitchel, Artist; Phil Perry, iSpot Programmer

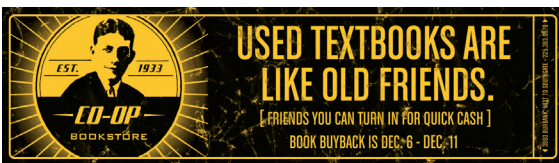


XDESIGN, INC. // Consumer/Trade Campaign, Color

Advertiser // Fluker Farms

Title // 2010 Fluker's Brand Ad (Chameleon Series)

Credits // Xdesign, Inc.



MESH DESIGN // Newspaper Campaign, Color

Advertiser // Co-op Bookstore

Title // Textbook Campaign color

Credits // MESH Design, creative/design



MESH DESIGN // Website, B-to-B HTML, Products

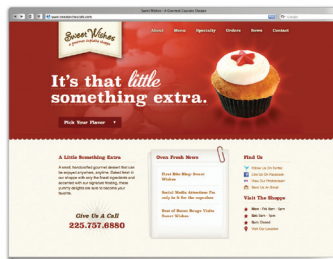
Advertiser // Louisiana Pepper Exchange

Title // Louisiana Pepper Exchange website

Credits // MESH Design, creative/design



TILT // Website, B-to-B HTML, Services
Advertiser // Louisiana Economic Development
Title // Louisiana Entertainment Website
Credits // TILT, Concept/Design/Web Development



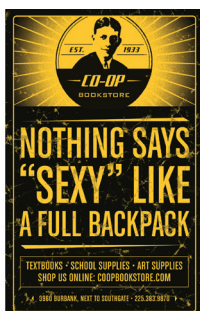
ROKIT SCIENCE AGENCY // Website, Consumer
 HTML, Products
Advertiser // Sweet Wishes Cafe
Title // Sweet Wishes Website
Credits // Rockit Science, Creative



ZEHNDER COMMUNICATIONS // Website, Consumer
 HTML, Products
Advertiser // Cyril Better
Title // Dirt Dobber Blues
Credits // Mike Rainey, Creative Director; Rob Hudak, Interactive Creative Director; Ian Rose, Interactive Designer; Shawn Bailly, Software Developer; Jeremy Lay, Junior Software Developer; Ann Edelman, AE / PR Director



OBJECT 9 // Micro or Mini Sites
Advertiser // DIG Communications
Title // Radio Flyer's License Bureau
Credits // Object 9



MESH DESIGN // Mixed Media, Local Consumer
Advertiser // Co-op Bookstore
Title // Co-op Bookstore Campaign
Credits // MESH Design, creative/design



TILT // Arts Campaign

Advertiser // Swine Palace Productions

Title // Swine Palace Poster Series

Credits // TILT, Concept/Design; TILT, Illustration



ROCKIT SCIENCE AGENCY // Public Service, Poster

Advertiser // Louisiana Highway Safety Commission

Title // Louisiana Highway Safety Commission - Click It or Ticket
T-Rex Poster

Credits // Rockit Science, Creative; Grant Hurlbert, Illustration



ROCKIT SCIENCE AGENCY // Public Service, Poster

Advertiser // Louisiana Highway Safety Commission

Title // Louisiana Highway Safety Commission - Click It or Ticket
Heart Poster

Credits // Rockit Science, Creative; Grant Hurlbert, Illustration



ROCKIT SCIENCE AGENCY // Public Service, Poster

Advertiser // Louisiana Highway Safety Commission

Title // Louisiana Highway Safety Commission - Click It or Ticket
Play It Safe Poster

Credits // Rockit Science, Creative; Brad Jensen, Illustration



ROCKIT SCIENCE AGENCY // Public Service, Poster

Advertiser // Louisiana Highway Safety Commission

Title // Louisiana Highway Safety Commission - Click It or Ticket
Buckle Poster

Credits // Rockit Science, Creative; Brad Jensen, Illustration

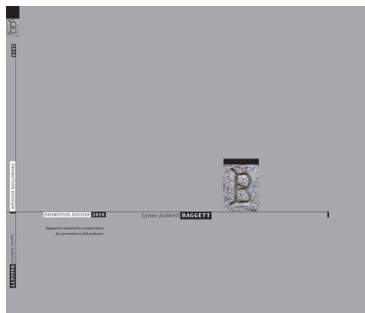


ROCKIT SCIENCE AGENCY // Public Service, Poster

Advertiser // The Great Oil Leak Poster Project

Title // Stay for the Crab Boil Poster

Credits // Rockit Science, Creative; Grant Hurlbert, Design



BZQUARE EDITIONS // Self-Promotion, Collateral

Advertiser // Lynne Joddrell Baggett

Title // Promotion Dossier

Credits // Lynne Joddrell Baggett, Art Director/Designer



TILT // Self-Promotion, Stationery Package

Advertiser // TILT

Title // TILT Business Card

Credits // TILT, Concept/Design; TILT/Treasure Tolliver, Illustration; World 3D, Printing



TILT // Self-Promotion, Invitation

Advertiser // TILT

Title // TILT Holiday Gift

Credits // TILT, Concept/Design; TILT/Todd Davidson, Copywriting; TILT, Illustration; Giraphic Prints, Printing



AAF-BATON ROUGE // Ad Club Promotion

Advertiser // AAF-Baton Rouge

Title // Standing on the Shoulders of Giants Student Conference Poster

Credits // Hunter Territo, Designer, College Communications Co-Chair



MESH DESIGN // Self-Promotion, Campaign

Advertiser // Baton Rouge Printing

Title // Baton Rouge Printing posters

Credits // MESH Design, creative/design; Baton Rouge Printing, printing; Brad Jensen, illustration



LAMAR ADVERTISING // Self-Promotion, Mixed

Media Campaign

Advertiser // Lamar Advertising

Title // QRious Albany

Credits // Mendi LeBlanc, Creative Director; Trammie Anderson, Art Director; Nick Guercio, Copywriter; Kristy Day, Transit Marketing Coordinator; Ian Dallimore, Digital OOH Strategist



ROCKIT SCIENCE AGENCY // Illustration

Advertiser // Louisiana Highway Safety Commission

Title // Louisiana Highway Safety Commission - Click It or Ticket T-Rex Illustration

Credits // Rockit Science, Creative; Grant Hurlbert, Illustration

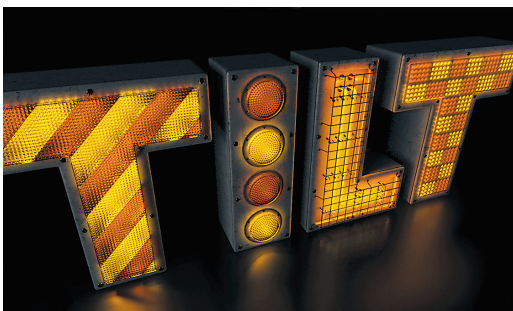


ROCKIT SCIENCE AGENCY // Illustration

Advertiser // Louisiana Highway Safety Commission

Title // Louisiana Highway Safety Commission - Click It or Ticket Buckle Illustration

Credits // Rockit Science, Creative; Brad Jensen, Illustration



TILT // Illustration

Advertiser // TILT

Title // TILT Business Card Graphic

Credits // TILT, Concept/Design; TILT/Treasure Tolliver, Illustration



ROCKIT SCIENCE AGENCY // Illustration, Campaign

Advertiser // Louisiana Highway Safety Commission

Title // Louisiana Highway Safety Commission - Click It or Ticket
Poster Illustration Campaign

Credits // Rockit Science, Creative; Brad Jensen, Illustration; Grant Hurlbert, Illustration



TILT // Illustration, Campaign

Advertiser // Louisiana Economic Development

Title // Louisiana Entertainment SXSW Tattoo Campaign

Credits // TILT, Concept/Design; TILT/Todd Davidson, Copywriting; Brian Boesch, Illustration



LSU UNIVERSITY RELATIONS // Photography, Campaign

Advertiser // LSU

Title // Equestrians

Credits // Eddy Perez, Photographer



DIGITAL FX // Special Effects, Video or Film

Advertiser // Blue Cross and Blue Shield of Louisiana

Title // BCBS / White Board

Credits // John Maginnis, Blue Cross and Blue Shield of LA; Sandy Payne, Blue Cross and Blue Shield of LA; Mary Smucker, Forward Direct Agency; Erin Waite, VFX Artist; Aaron Michel, VFX Artist / Sound design; Matus Dolejsi, VFX Artist; David Coner, Camera; Jonathan Harnsongkram, DIT; Steve Davison, Producer



ROCKIT SCIENCE AGENCY // Sound Design

Advertiser // Ascension Parish Sheriff's Office

Title // Meth Sucks TV

Credits // Rockit Science, Creative; River Road Creative, Production & Post-Production; Scott Minor, Lucky Dog Studios, Sound Design



ROKIT SCIENCE AGENCY // Cinematography

Advertiser // Ascension Parish Sheriff's Office

Title // Meth Sucks TV

Credits // Rockit Science, Creative; River Road Creative, Production & Post-Production; Richie Adams, Director; Tom Lembcke, Director of Photography

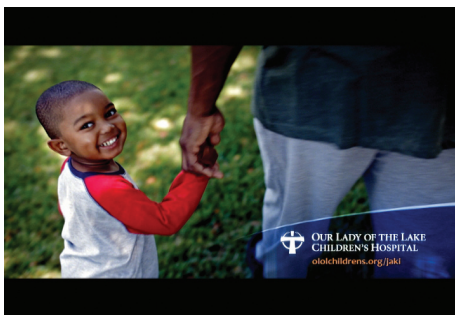


DIGITAL FX // Cinematography

Advertiser // Our Lady of the Lake Children's Hospital

Title // OLOL / Dayton

Credits // Nicole Hidalgo, Marketing Director; Chip Culpepper, Mangan Holcomb Partners; David Rainwater, Mangan Holcomb Partners; Ernesto Malera, Cinematographer; Justin DeLong, Editor; Greg Milneck, Executive Producer; DFX Staff



DIGITAL FX // Cinematography

Advertiser // Our Lady of the Lake Children's Hospital

Title // OLOL / Ja'Ki

Credits // Nicole Hidalgo, Marketing Director; Chip Culpepper, Mangan Holcomb Partners; David Rainwater, Mangan Holcomb Partners; Ernesto Malera, Cinematographer; Justin DeLong, Editor; Greg Milneck, Executive Producer; DFX Staff

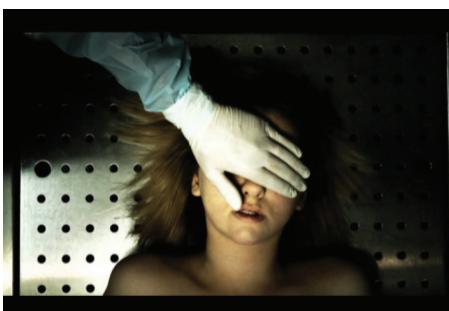


DIGITAL FX // Cinematography

Advertiser // Our Lady of the Lake Children's Hospital

Title // OLOL / Lexi

Credits // Nicole Hidalgo, Marketing Director; Chip Culpepper, Mangan Holcomb Partners; David Rainwater, Mangan Holcomb Partners; Ernesto Malera, Cinematographer; Justin DeLong, Editor; Greg Milneck, Executive Producer; DFX Staff



ROKIT SCIENCE AGENCY // TV/Video - Editing

Advertiser // Ascension Parish Sheriff's Office

Title // Meth Sucks TV

Credits // Rockit Science, Creative; River Road Creative, Production & Post-Production; Richie Adams, Editor



DIGITAL FX // TV/Video - Editing

Advertiser // Kleinpeter Farms Dairy

Title // Kleinpeter Farms / Cowhugger

Credits // Melinda Walsh, Walsh Communications; Jeff Kleinpeter, Kleinpeter Farms Dairy; Erin Waite, Art Director / Editor; John Stockwell, Director / DP; Greg Milneck, Executive Producer; DFX Staff



DIGITAL FX // TV/Video - Editing

Advertiser // Blue Cross and Blue Shield of Louisiana

Title // BCBS / Shot Face Kids

Credits // John Maginnis, Dianne Eysink, Colleen Jackson, Genevieve Proceil, David Le, Blue Cross and Blue Shield of LA; Max Magbee, Editor; Jamie Wax, Director; Troy Dick, Director of Photography; Greg Milneck, Executive Producer; DFX Staff

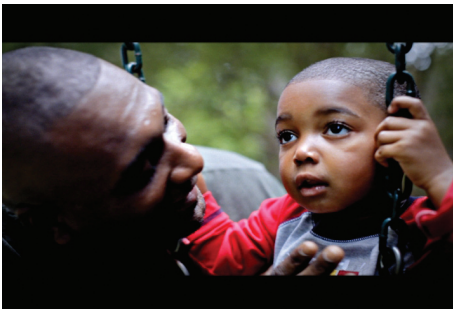


DIGITAL FX // TV/Video - Editing

Advertiser // Our Lady of the Lake Children's Hospital

Title // OLOL / Dayton

Credits // Nicole Hidalgo, Marketing Director; Chip Culpepper, Mangan Holcomb Partners; David Rainwater, Mangan Holcomb Partners; Justin DeLong, Editor; Ernesto Malera, Cinematographer; Greg Milneck, Executive Producer; DFX Staff

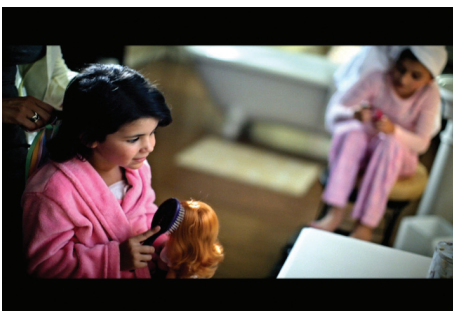


DIGITAL FX // TV/Video - Editing

Advertiser // Our Lady of the Lake Children's Hospital

Title // OLOL / Ja'Ki

Credits // Nicole Hidalgo, Marketing Director; Chip Culpepper, Mangan Holcomb Partners; David Rainwater, Mangan Holcomb Partners; Justin DeLong, Editor; Ernesto Malera, Cinematographer; Greg Milneck, Executive Producer; DFX Staff



DIGITAL FX // TV/Video - Editing

Advertiser // Our Lady of the Lake Children's Hospital

Title // OLOL / Lexi

Credits // Nicole Hidalgo, Marketing Director; Chip Culpepper, Mangan Holcomb Partners; David Rainwater, Mangan Holcomb Partners; Justin DeLong, Editor; Ernesto Malera, Cinematographer; Greg Milneck, Executive Producer; DFX Staff

STUDENT GOLD //



MELINDA THIESSEN // Packaging

Advertiser // Louisiana State University

Title // ElemenOP Blocks

Credits // Melinda Thiessen, Graphic Designer



D. ACHEE, G. DIPPEL, M. NORMAND, J. POPE // Packaging

Advertiser // Louisiana State University

Title // Clever Kitchen Microwave Candy Kit Packaging

Credits // David Achee, Graphic Designer; Ginger Dippel, Graphic Designer; Maggie Normand, Graphic Designer; Jordan Pope, Graphic Designer



MELINDA THIESSEN // Stationery Package

Advertiser // Louisiana State University

Title // Goodegg Toys

Credits // Melinda Thiessen, Graphic Designer



DAVID ACHEE // Poster

Advertiser // Louisiana State University

Title // Black Pelican

Credits // David Achee, Graphic Designer



PETER CAGNOLATTI, URIEL ECHAVARRIA, KYLE BAKER // Non-Traditional Advertising

Advertiser // Louisiana State University

Title // Greener Pastures Dating Service

Credits // Uriel A. Echavarria, Graphic Designer; Kyle Baker, Graphic Designer; Peter Cagnolatti, Graphic Designer

STUDENT GOLD //

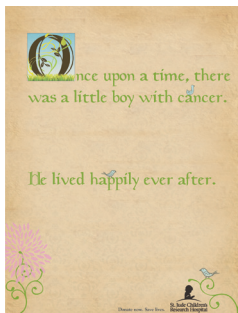


JEFFREY A NOEL // Single Consumer / Trade Magazine

Advertiser // Louisiana State University

Title // 'Didn't happen' - U.S. Holocaust Museum Print Ad

Credits // Jeffrey A Noel, Art and Copy



JEFFREY A NOEL, JAMIE ROME // Single Consumer / Trade Magazine

Advertiser // Louisiana State University

Title // "Once upon a time..."

Credits // Jeffrey A Noel, Art Director; Jamie Rome, Copywriter

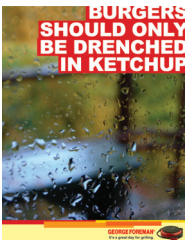


JEFFREY A NOEL // Magazine Campaign

Advertiser // Louisiana State University

Title // USHM: Remember Print Campaign

Credits // Jeffrey Noel, Art and Copy



JEFFREY A NOEL, JAMIE ROME // Magazine Campaign

Advertiser // Louisiana State University

Title // George Foreman Inside

Credits // Jeffrey A Noel, Art Director; Jamie Rome, Copywriter



JEFFREY A NOEL, JAMIE ROME // Magazine Campaign

Advertiser // Louisiana State University

Title // Zanella's Hairy Print Campaign

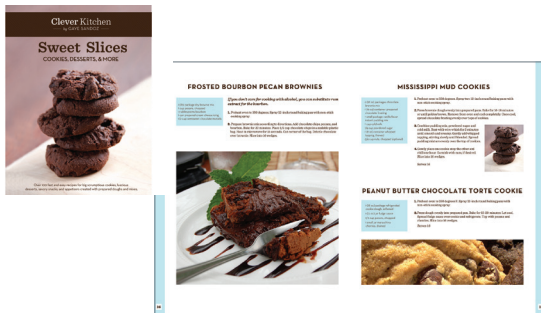
Credits // Jeffrey A Noel, Art Director; Jamie Rome, Copywriter



PETER CAGNOLATTI // Editorial Spread
Advertiser // Louisiana State University
Title // Creative Salvage Spread
Credits // Peter Cagnolatti, Designer, Copy Writer



KOURTNEY MCCLOSKEY // Editorial Spread
Advertiser // Louisiana State University
Title // Everybody Dance Now
Credits // Kourtney McCloskey, Graphic Designer



D. ACHEE, G. DIPPEL, M. NORMAND, J. POPE // Series
Advertiser // Louisiana State University
Title // Clever Kitchen Sweet Slices Cookbook
Credits // David Achee, Graphic Designer; Ginger Dippel, Graphic Designer; Maggie Normand, Graphic Designer; Jordan Pope, Graphic Designer



GDSO // Mixed Media Campaign
Advertiser // Louisiana State University
Title // School of Art Identity
Credits // Courtney Barr, Art Director; Phil Winfield, Art Director; David Achee, Graphic Designer; Peter Giuffria, Graphic Designer; Kyle Baker, Graphic Designer; Melinda Thiessen, Graphic Designer; Eddie Laviolette, Graphic Designer; Garrett Landry, Graphic Designer

SALES PROMOTION

BRZOOM // Packaging Campaign
Advertiser // Pabst Brewing Company
Title // Olympia Beer Packaging Campaign
Credits // David Worrell, Creative Director; Brendan Bayard, Illustrator, Senior Art Director; Dale Baillie, Production Manager; Graphic Packaging International, Print Production

BRZOOM // Trade Show Exhibit
Advertiser // Pabst Brewing Company
Title // Colt 45 Sole Junkies Cooler Shoe Display
Credits // David Worrell, Creative Director; Jordan Bochanis, Executive Concept Director; Lindsay Bornkessel, Art Director; Lauren Sauer, Account Supervisor; Dale Baillie, Production Manager; Design Display Group, Production

COLLATERAL

ROCKIT SCIENCE AGENCY // Stationery Package
Advertiser // Walley's Pop Comics
Title // Walley's Pop Comics Collateral
Credits // Rockit Science, Creative; Grant Hurlbert, Design

ZEHNDER COMMUNICATIONS // Brochure, Color
Advertiser // Julius Freyhan Foundation
Title // Julius Freyhan
Credits // Mike Rainey, Chief Creative Officer; Jeffrey Noel, Designer; Henry Chassaignac, Creative Director; William Gilbert, Art Director; Jeffrey Noel, Photographer; Sarah Keiffer, Project Manager; Jennifer Boneno, Director of Account Services; Laurel Burgos, Account Supervisor

BZQUARE EDITIONS // Book Design
Advertiser // The University of Southern Mississippi
Title // The Intelligent Eye
Credits // Lynne Joddrell Baggett, Art Director/Designer; William Baggett, Illustration; Renata Karlin, Copy

TILT // Book Design
Advertiser // Holly Clegg
Title // Holly Clegg Cookbook
Credits // TILT, Concept/Design; Holly Clegg, Copywriting; Amy Saidens/Holly Clegg, Illustration/Photography; FRP, Printing

CREATIVE ENGLISH // Special Event Card
Advertiser // Creative English
Title // Creative English Holiday Card
Credits // Jeff English, Copy/Concept; STUN Design & Advertising, Design; David Humphreys, Photography; Moran Printing, Printing

MESH DESIGN // Poster
Advertiser // Oldcastle APG
Title // Belgard Environmental poster
Credits // MESH Design, creative/design; Mark Ross, illustration/photo manipulation

BRZOOM // Special Event Invitation
Advertiser // BRZoom
Title // Ugly Sweater Meeting Invitation
Credits // David Worrell, Creative Director; Jordan Bochanis, Executive Concept Director; Lindsay Bornkessel, Art Director; Jon Holecz, Account Director

DIRECT MARKETING

BRZOOM // Specialty Advertising
Advertiser // Pabst Brewing Company
Title // Colt 45 Sole Junkies Custom Sneakers
Credits // Jordan Bochanis, Executive Concept Director; Steven Cedre, Artist

OUT-OF-HOME

LAMAR GRAPHICS // Outdoor Board
Advertiser // I Crave It Lounge
Title // Crave Lounge
Credits // Angie Batiste, Graphic Artist

MESH DESIGN // Out-of-Home Campaign
Advertiser // Co-op Bookstore
Title // Tiger Gear Outdoor Campaign
Credits // MESH Design, creative/design

CONSUMER OR TRADE PUBLICATION

MESH DESIGN // Consumer/Trade Campaign, Color
Advertiser // Oldcastle APG
Title // Belgard Fall Consumer ads
Credits // MESH Design, creative/design; Chipper Hatter and Zack Bensen, photography

NEWSPAPER

MESH DESIGN // Newspaper Campaign
Advertiser // Co-op Bookstore
Title // Textbook Campaign black and white
Credits // MESH Design, creative/design

INTERACTIVE MEDIA

MESH DESIGN // Website, B-to-B HTML, Products
Advertiser // Fleurish Productions
Title // The Experiment website
Credits // MESH Design, creative/design

TILT // Website, B-to-B HTML, Services
Advertiser // Holden Architects
Title // Holden Architects Website
Credits // TILT, Concept/Design/Web Development

DEZINS INTERACTIVE // Website, Consumer HTML, Outlets

Advertiser // The Corbel

Title // The Corbel

Credits // Orhan Mc Millan, Managing Partner; Natalie Gillis, Creative Director; Callen Cranfield, Web Developer; Sam Razi, Programmer

WRIGHT FEIGLEY COMMUNICATIONS // Banners/

Pop-ups/Screensavers

Advertiser // The University Club

Title // 'Birdies' and 'Win or Lose' Daily Report Ads, University Club

Credits // Stuart Feigley, Creative Director; Danielle Juneau, Art Director; Kelli Bondy, Account Executive

TELEVISION

DIANE ALLEN AND ASSOCIATES // Local TV Campaign

Advertiser // Schnack's Fine Jewelry

Title // Schnack's Fine Jewelry 'Diamonds'

Credits // Al McDuff, Creative Director; Daniel Duvic, Art Director; Jim Overbey, Copywriter; Daniel Duvic, Video Production; Joey Decker, Sound Design

OUR LADY OF THE LAKE REGIONAL MEDICAL CENTER // Local TV Campaign

Advertiser // Our Lady of the Lake Children's Hospital

Title // Our Lady of the Lake Children's Hospital

Credits // Nicole Hidalgo, OLOL, Marketing Director; Greg Milneck, Digital FX, Producer; Chip Culpepper, Mangan Holcomb Partners, Creative Director

MIXED/MULTIPLE MEDIA

TILT // Mixed Media, National B-to-B

Advertiser // Louisiana Economic Development

Title // Louisiana Entertainment SXSW Campaign

Credits // TILT, Concept/Design/Web Development; TILT/Todd Davidson, Copywriting; Brian Boesch, Illustration

ZEHNDER COMMUNICATIONS // Mixed Media,

National Consumer

Advertiser // Baton Rouge Convention and Visitors Bureau

Title // GO»BR

Credits // Michael Rainey, Chief Creative Officer; Henry Chassaignac, Creative Director/Copy Chief; William Gilbert, Art Director/Sound; Rob Hudak, Creative Director/Interactive/Animation; Ian Rose, Interactive Designer; Jeffrey Noel, production artist; Lauren Gavrelis, Account Supervisor; Jennifer Boneno, Director of Account Services; Sarah Keiffer, Project Manager; David Gallent, Photographer; Greg Milneck, Digital FX (footage provided); Theresa Overby, Director of Communications, BRACVB

ADVERTISING FOR THE ARTS & SCIENCES

TILT // Arts, Poster

Advertiser // Swine Palace Productions

Title // Swine Palace Poster: King Lear

Credits // TILT, Concept/Design; TILT, Illustration

TILT // Arts, Poster

Advertiser // Swine Palace Productions

Title // Swine Palace Poster: Our Lady of 121st Street

Credits // TILT, Concept/Design; TILT, Illustration

PUBLIC SERVICE

BLUE CROSS AND BLUE SHIELD OF LOUISIANA //

Public Service, Brochure

Advertiser // BCBSLA Foundation

Title // 2010 Angel Award Program

Credits // BCBSLA, Creative Team; Marie Constantin, Photographer

ROCKIT SCIENCE AGENCY // Public Service, TV

Advertiser // Ascension Parish Sheriff's Office

Title // Meth Sucks TV

Credits // Rockit Science, Creative; River Road Creative, Production & Post-Production; Richie Adams, Director; Tom Lembcke, Director of Photography; Scott Minor, Lucky Dog Studios, Sound Design; Richie Adams, Editor

MAXON MEDIA // Public Service, Interactive

Advertiser // LSU TAF

Title // Preservation of Tiger Stadium

Credits // Tiffany Taunton, Designer/Developer; Michael Lipe, Creative Director

ROCKIT SCIENCE AGENCY // Public Service, Non-Traditional

Advertiser // Louisiana Highway Safety Commission

Title // Louisiana Highway Safety Commission - Click It or Ticket Street Graffiti

Credits // Rockit Science, Creative

BLUE CROSS AND BLUE SHIELD OF LOUISIANA //

Public Service, Mixed Media Campaign

Advertiser // BCBSLA

Title // Flu Shot Campaign

Credits // BCBSLA, Creative Team; Innovative Advertising, Production/Development; DFX, Production

ADVERTISING INDUSTRY SELF-PROMOTION

MESH DESIGN // Self-Promotion, Collateral

Advertiser // Baton Rouge Printing

Title // Baton Rouge Printing poster Elizabeth

Credits // MESH Design, creative/design; Baton Rouge Printing, printing; Brad Jensen, illustration

XDESIGN, INC. // Self-Promotion, Non-Traditional

Advertiser // Xdesign, Inc., Noah Rickun

Title // 200th Twitter Follower Party

Credits // Xdesign, Inc., Noah Rickun

AAF-BATON ROUGE // Ad Club Promotion

Advertiser // AAF-Baton Rouge ADDYs® 2010

Title // 2010 AAF-Baton Rouge ADDY® Promo Video

Credits // Scott Hodgins, Creative Director, Illustrator; Chris Aaron, Editor, Animator; Jennifer Macha, Concept/Copywriter; Jason Feirman, ADDY® Co-Chair; Theresa Overby, ADDY® Co-Chair; Bill Franques, Announcer; Molly Clark, Voice

AAF-BATON ROUGE // Ad Club Promotion
Advertiser // AAF-Baton Rouge ADDYs® 2010
Title // AAF-Baton Rouge ADDY® Awards Winners Book
Credits // Trammie Anderson, Designer; Jason Feirman, ADDY® Co-Chair; Theresa Overby, ADDY® Co-Chair; Scott Hodgins, Creative Director; Jennifer Macha, Concept, Copywriter; Baton Rouge Printing; Elizabeth Dunn, Baton Rouge Printing; TriStar Graphics, Paper; Mac Papers, Paper; Shannon Perry, Copywriter

AAF-BATON ROUGE // Self-Promotion, Mixed Media Campaign
Advertiser // AAF-Baton Rouge ADDYs® 2010
Title // AAF-Baton Rouge ADDY® Awards Campaign
Credits // Scott Hodgins, Creative Director, Designer; Jason Feirman, ADDY® Co-Chair; Theresa Overby, ADDY® Co-Chair; Marie Powell, Designer; Jennifer Macha, Concept, Copywriter; Chris Aaron, Editor, Animator

ELEMENTS OF ADVERTISING

MESH DESIGN // Logo
Advertiser // Louisiana Pepper Exchange
Title // Louisiana Pepper Exchange logo
Credits // MESH Design, creative/design

ROCKIT SCIENCE AGENCY // Logo
Advertiser // Walley's Pop Comics
Title // Walley's Pop Comics Logo
Credits // Rockit Science, Creative; Grant Hurlbert, Design

2121 DESIGN // Logo
Advertiser // GaitWay Therapeutic Horsemanship
Title // GaitWay Therapeutic Horsemanship
Credits // 2121 Design Team, Creative Marketing

ROCKIT SCIENCE AGENCY // Illustration
Advertiser // Louisiana Highway Safety Commission
Title // Louisiana Highway Safety Commission - Click It or Ticket Play It Safe Illustration
Credits // Rockit Science, Creative; Brad Jensen, Illustration

BRZOOM // Illustration
Advertiser // Pabst Brewing Company
Title // PBR Recipe Program Illustration
Credits // David Worrell, Creative Director; Jordan Bochanis, Executive Concept Director; Brendan Bayard, Illustrator

ROCKIT SCIENCE AGENCY // Photography, Color
Advertiser // Ascension Parish Sheriff's Office
Title // Meth Sucks Toe Tag Photo
Credits // Rockit Science, Creative

MESH DESIGN // Photography, Digitally Enhanced
Advertiser // Oldcastle APG
Title // Make Magic photo composite
Credits // MESH Design, creative/design; Mark Ross, creative imaging/photo manipulation; David Humphreys, photography

ROCKIT SCIENCE AGENCY // Photography, Campaign
Advertiser // Ascension Parish Sheriff's Office
Title // Meth Sucks Photography Campaign
Credits // Rockit Science, Creative

LSU UNIVERSITY RELATIONS // Photography, Campaign
Advertiser // LSU
Title // Cyclists in Motion
Credits // Eddy Perez, Photographer

THE LANE AGENCY // Cinematography
Advertiser // Midnight Productions/Dwayne Sanburn
Title // If You're Scared & You Know It...
Credits // Scott Zachry, Director/Camera/Editor; Dwayne Sanburn, Writer/Producer; Sandra Lane, Producer

DIGITAL FX // Cinematography
Advertiser // Kleinpeter Farms Dairy
Title // Kleinpeter Farms / Cowhugger
Credits // John Stockwell, Cinematographer

LOCAL ONLY CATEGORIES

ROCKIT SCIENCE AGENCY // TV/Video - Editing
Advertiser // Ascension Parish Sheriff's Office
Title // Meth Sucks TV
Credits // Rockit Science, Creative; River Road Creative, Production & Post-Production; Richie Adams, Director

DIGITAL FX // TV/Video - Editing
Advertiser // Blue Cross and Blue Shield of Louisiana
Title // BCBS / Promise 2
Credits // Greg Milneck, Director

DIGITAL FX // TV/Video - Editing
Advertiser // Kleinpeter Farms Dairy
Title // Kleinpeter Farms / Cowhugger
Credits // John Stockwell, Director; Melinda Walsh, Producer

DIGITAL FX // TV/Video - Editing
Advertiser // Blue Cross and Blue Shield of Louisiana
Title // BCBS / Promise 1
Credits // Max Magbee, Editor; Jamie Wax, Director

DIGITAL FX // TV/Video - Editing
Advertiser // Our Lady of the Lake Children's Hospital
Title // LOL / Lexi

DIGITAL FX // TV/Video - Editing
Advertiser // Our Lady of the Lake Children's Hospital
Title // LOL / Ja'Ki

DIGITAL FX // TV/Video - Editing
Advertiser // Our Lady of the Lake Children's Hospital
Title // LOL / Dayton

DIANE ALLEN AND ASSOCIATES // Television
Advertiser // Raising Cane's Chicken Fingers
Title // Cane's "All we do is Chicken" spec TV commercial
Credits // Jim Overbey, Writer/Producer; Jeremy Glassman, Designer/Producer; Mark Johnson, Music lyrics and performance; Chris Steiner, Art Director

STUDENT SILVER //

TEAM GRIND HAUS // Stationery Package

Advertiser // Louisiana State University

Title // Grind Haus Stationary Package

Credits // Uriel A. Echavarria, Graphic Designer; Kyle Baker, Graphic Designer; Nick LeBlanc, Graphic Designer; Noel Guillory, Graphic Designer; Jennifer Ator, Graphic Designer

ELIZA TODOROVA // Stationery Package

Advertiser // Louisiana State University

Title // Shadow Industries

Credits // Eliza Todorova, Graphic Designer

DAVID ACHEE // Poster

Advertiser // Louisiana State University

Title // Face to Face

Credits // David Achee, Graphic Designer

PETER J GIUFFRIA // Poster

Advertiser // Louisiana State University

Title // Brand Yourself

Credits // Peter Giuffria, Graphic Designer

DAVID ACHEE // Single Consumer / Trade Magazine

Advertiser // Louisiana State University

Title // Baton Rouge Zoo Signage Redesign

Credits // David Achee, Graphic Designer

DAVID ACHEE // Interactive, Website

Advertiser // Louisiana State University

Title // Personal Portfolio Website

Credits // David Achee, Graphic Designer

D. ACHEE, G. DIPPEL, M. NORMAND, J. POPE //

Interactive, Online

Advertiser // Louisiana State University

Title // Clever Kitchen iPhone App

Credits // David Achee, Graphic Designer; Ginger Dippel, Graphic Designer; Maggie Normand, Graphic Designer; Jordan Pope, Graphic Designer

JORDAN CLAIRE POPE // Cover

Advertiser // Louisiana State University

Title // Peter Pan Book Jacket

Credits // Jordan Claire Pope, Graphic Designer

PETER GIUFFRIA // Mixed Media Campaign

Advertiser // Louisiana State University

Title // Creative Salvage

Credits // Peter Giuffria, Graphic Designer

JENNIFER BONNET // Mixed Media Campaign

Advertiser // Louisiana State University

Title // (PRODUCT) RED Campaign

Credits // Jennifer Bonnet, Student

TEAM GRIND HAUS // Mixed Media Campaign

Advertiser // Louisiana State University

Title // Sicily's Finest Gourmet Foods

Credits // Uriel A. Echavarria, Graphic Designer; Kyle Baker, Graphic Designer; Nick LeBlanc, Graphic Designer; Noel Guillory, Graphic Designer; Jennifer Ator, Graphic Designer

PHIL WINFIELD // Mixed Media Campaign

Advertiser // Louisiana State University

Title // LSU Center for Campus Sustainability

Credits // Phil Winfield, Designer

TEAM GRIND HAUS // Logo

Advertiser // Louisiana State University

Title // Grind Haus Logo

Credits // Uriel A. Echavarria, Graphic Designer; Kyle Baker, Graphic Designer; Nick LeBlanc, Graphic Designer; Noel Guillory, Graphic Designer; Jennifer Ator, Graphic Designer

JORDAN CLAIRE POPE // Logo

Advertiser // Louisiana State University

Title // GoGoPop Entertainment Logo

Credits // Jordan Claire Pope, Graphic Designer

JORDAN CLAIRE POPE // Illustration

Advertiser // Louisiana State University

Title // Jimi Hendrix Illustration

Credits // Jordan Claire Pope, Graphic Designer

KOURTNEY MCCLOSKEY // Digitally Enhanced Illustration

Advertiser // Louisiana State University

Title // Bird Trap

Credits // Kourtney McCloskey, Graphic Designer



Modern Web Design & Development • Identity and Branding • iPhone App Development

A LEGACY OF CLASSIC ELEGANCE CONTINUES...



Behind the distinguished facades of the historic Heidelberg Hotel and the old Capitol House, Baton Rouge boasts a new upscale, full-service hotel

- More than \$70 million in renovations
- 2 ballrooms overlooking the Mississippi River
- 290 guest rooms, 20,000 square feet of meeting space
- Kingfish Restaurant – the freshest Louisiana seafood and finest certified angus beef
- Full-service day spa, fitness center, business center, complimentary airport shuttle & wireless Internet, 24-hour room service, and fabulous pool deck & garden overlooking the Mississippi



Hilton

BATON ROUGE CAPITOL CENTER

201 Lafayette St • Baton Rouge, LA 70801
877.862.9800 • 225.3.HILTON
hiltoncapitolcenter.com



WE ARE NOT AN AD AGENCY.



Congratulations to the people that make us look good



IAN DALLIMORE 225.205.2276 ian@smilebooth.com

WWW.SMILEBOOTH.COM

Really.
Creative design **AND**
cutting edge technology.



 dezins**INTERACTIVE**

IDENTITY | INTERNET | EXPOSURE

www.dezinsINTERACTIVE.com

225.615.8358





Congratulations!
You're all winners in our book*



DIGITALFX
Design_Production_Post

www.digitalfx.tv
6010 Perkins Rd (Suite B)
Baton Rouge, LA 70808

Toll Free 888.898.6010
Phone 225.763.6010
Fax 225.763.6059

*Cannot be redeemed for an actual ADDY Award.

GERRY LANE BUICK-GMC
Florida at Foster
225-926-7010



GERRY LANE CHEVROLET
6505 Florida Blvd.
225-926-4600



GMC



SAAB
move your mind™



GERRY LANE SAAB-MITSUBISHI
11025 Reiger Road
225-297-5757

GERRY LANE CADILLAC
10945 Reiger Road
225-297-5377

www.gerrylane.com

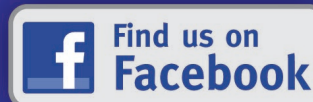
We see it in your work...you will see it in ours.

Excellence.

 **TriStar**
Graphics Group, Inc.
"Printing Excellence"



107 Commission Blvd. ★ Lafayette, Louisiana ★ 337.839.9761
2830 Breard Street ★ Monroe, Louisiana ★ 318.387.1725
www.tristargraphics.com



BATON ROUGE
PRINTING
It's personal!



INK

{ *beyond the ordinary.* }



THE 2011 ADDY® AWARDS OF THE AMERICAN ADVERTISING FEDERATION OF BATON ROUGE

THANK YOU TO OUR SPONSORS

Baker Printing // Baton Rouge Printing // BRZoom
Dezins Interactive // Diane Allen and Associates
Digital FX // Gatorworks // Hilton // Lamar Advertising Company
The Lane Agency // Lee Michaels Fine Jewelry // Mac Consultants
Mele Printing // Shultzilla // Smilebooth // TriStar Printing
Turner Industries // Whole Foods Market