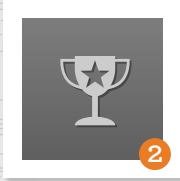


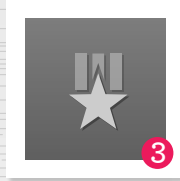
20



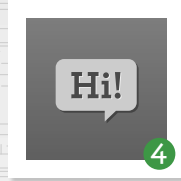
12



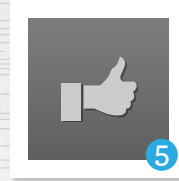
**GOLDSBY SILVER
MEDAL AWARD**



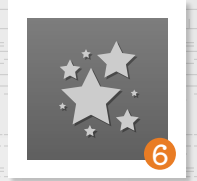
**PRESIDENT'S
SERVICE AWARD**



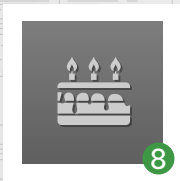
**MEET THE
JUDGES**



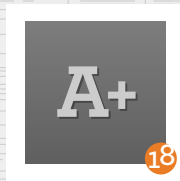
**JUDGES'
AWARDS**



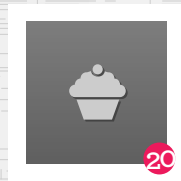
**BEST OF SHOW &
SPECIAL AWARDS**



**PROFESSIONAL
GOLD ADDYS**



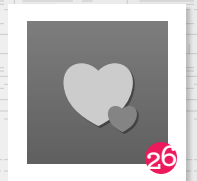
**STUDENT
GOLD ADDYS**



**PROFESSIONAL
SILVER ADDYS**



**STUDENT
SILVER ADDYS**



**THANK YOU
SPONSORS!**

Thanks!

awesome volunteers & sponsors

VOLUNTEERS are the backbone of the ADDY Awards. They are unsung heroes who are willing to share their time, talent, and energy to help make this program a great one. Without this year's incredible group of volunteers, we simply could not have had such an organized, smooth and successful show. Thanks for giving your hours, ideas, creativity and elbow grease to make this all happen tonight!

PROFESSIONAL VOLUNTEERS

David Achee + Trammie Anderson + Brianna Beard +
Jennifer Bonnet + Ace Bourgeois + Barb Braud + Jason Broha
+ Julie Burst + Leslie Cole + Evie David + Steve Davison +
Jason Feirman + Levi Halley + Leon Jang + Alise Johnson +
Roy Johnson + Allie Leung + Robbie McKey + Connie
McLeod + Orhan McMillan + Elizabeth Perry + Tiffanie Pitre
+ Juliet Raffray + Mendi Robinson + Stephanie Sander +
Hunter Territo + Erin Trabeau + Cheryl Zimmermann

STUDENT VOLUNTEERS

Jesse Barnett + Lindsey Beckwith + Grant Casey + Marina
Cutaia + Michael Duke + Claire Estinopinal + Helen Ford +
Kristin Hinton + Shaina Huntsberry + Ashley Lakics + Rima
Massasati + Theresa Nguyen + Eric Olivier + Haley Shales +
Kadie Tardo + Rebecca Tschoepe + Nikki Tulagan



hello.



CHERYL
ZIMMERMANN



HUNTER
TERRITO

The night is finally here. The best of the best are honored, and you're among them. Congratulations to all of the winners, you are the best this city has to offer. You are moving Baton Rouge forward in culture, innovation, and creativity.

Thank you to all of the gracious individuals and companies in our community who continue to support this amazing competition by entering, attending, and volunteering for this great event.

The 2012 ADDY Awards was a beautiful collaboration. Our amazing committee of volunteers, students, and AAF Board Members has been behind the scenes for months creating logos, news articles, websites, press releases, postcards, posters, tickets, trophies, table décor, videos, scripts, voice overs and the list goes on and on. These volunteers helped us organize events such as ADDY 101, Call for Entries night, judging weekend, and tonight's show.

Serving as your ADDY Chairs requires an incredible responsibility to honor and showcase the finest advertising in our area. We hope we've made you proud. You certainly have done so for us.

The ADDY Committee is incredibly appreciative of our families, friends, and significant others who have put up with our long hours, late nights and endless award-related pondering. Thanks to all of you who stood by us and supported us.

A special thank you to Cheryl's husband, Billy Zimmerman and Hunter's fiancée, Ashley Crause. You're incredibly understanding, especially given the fact that the ADDY's were scheduled on Ashley's Birthday (ouch). All of this would mean nothing without you.

addy co-chairs

the 2012 E.A. "PETE" GOLDSBY

silver medal award

Julio Melara



To say that the dynamism inherent in advertising is in Julio Melara's blood is an understatement. From his days as a young advertising sales rep in New Orleans to his current role as publisher of *225* magazine and president of Baton Rouge Business Report, Julio has evolved into one of the top advertising leaders in the state. This role is supported and extended by his nationally recognized work as an author and motivational speaker. Julio attributes his work ethic and his can-do attitude to his mother's example and her constant encouragement.

While working his way through college, he earned minimum wage working as a courier for New Orleans City Business. At the age of 23, he was that publication's top producer. He moved next into radio advertising, and by age 27 had broken every sales record in the 72-year history of WWL-AM, the second-oldest radio station in America. The following year, Julio became the first million-dollar producer in Louisiana radio industry. He was also the first recipient of the University of New Orleans Early Achievement Award for Distinguished Professional and Civic Accomplishments. At 29, he wrote *Time for Action*, the first of his six books.

In 1997, Julio accepted Publisher Rolfe McCollister's invitation to join him as a partner and president of Baton Rouge Business Report. Julio and Rolfe, (himself a previous E.A. Pete Goldsby Silver Medal Award winner), have grown and diversified their publishing company, Louisiana Business Inc., into one that produces over 25 different print publications, eight annual community events and 10 online publications. *Baton Rouge Business Report*, celebrating 30 years in 2012, ranks as one of the nation's top three business-to-business publications.

In 2006, Julio and Rolfe decided to throw their hat into the consumer magazine market in Baton Rouge with the introduction of *225*. As the magazine's publisher, Julio led the efforts that created the hottest consumer publication in the Capital Region. In 2009, the duo expanded their company's presence in the consumer arena with the acquisition of *inRegister* magazine, which has undergone its own transformation.

As if this media and advertising record weren't impressive enough, Julio is an energizing speaker, successful entrepreneur, and top-selling author. *Selling Power* magazine has named him one of America's top motivational speakers. He has shared the platform with such distinguished Americans as Zig Ziglar and former Secretary of State Colin Powell.

We are honored that he has chosen to make Baton Rouge his home, and proud to recognize him as this year's recipient.



about

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

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

PAST RECIPIENTS ★ PAST RECIPIENTS ★ PAST RECIPIENTS ★ PAST RECIPIENTS ★ 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
- 2001-02 • 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
- 2011 • Don Cassano



the board of directors *presents*

2012 PRESIDENT'S SERVICE AWARD



**BECKY
SADLER**

It's a rare find when you meet someone who is consistently kind, exceedingly generous with her time and always enthusiastic about what she's doing – no matter how small the task. AAF-BR found that in Becky Sadler.

As a board member on the front line, Becky is often the “face” of our club. For most members -- and especially for new members -- Becky is the first person you meet. She takes her position as Membership Chair quite seriously and is there to answer all questions, introduce members, and make everyone feel welcome. And she always does this with a big smile on her face. Her sincerity and concern for each member is a strength that has helped grow our membership to a record 207!

Not only is Becky the greeter at every member luncheon, she is also the hostess and party coordinator for all the AAF-BR socials. This year she successfully coordinated Mugs and Kisses, the New Member Speed Networking event, the 13th Gate Hobnob, and Gutters & Garlands, where we raised more than \$500 for student scholarships.

Beyond her role in chairing a successful committee, she always makes herself available to assist other board members. She was a key player in Mouth of the South (Go Bam) and channeled Elvira at the Marketing Madness Media Auction. According to one board member, “She is the sweetest, kindest person, as well as being the wildest woman in the 7th District.”

Becky Sadler embodies the mission of AAF-BR: Connecting, Serving and Developing Advertising Professionals. Her willingness to go the extra mile with excitement, energy, professionalism and friendliness has earned her high marks from her fellow board members and the honor of the 2012 President's Service Award.



PRESIDENT'S SERVICE AWARD PAST 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-Altenloh
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 • Saundra Lane
2007 • Jason Feirman & Colleen Jackson
2008 • Ace Bourgeois
2009 • Kelley Criscoe

2010 • Mandy Porta
2011 • Connie McLeod

Hi!

meet the judges



★ *Jan Mattix*, CREATIVE DIRECTOR
★ at DVL PUBLIC RELATIONS & ADVERTISING

Jan's creative work has won several ADDY and Telly awards over the years, including the Best of Show ADDY, and has appeared in *Graphis Advertising*. She has worked on a broad range of projects in industries from health care to food, financial to non-profit and tourism to retail. Her print projects have included corporate identity packages, annual reports, direct mail and ad campaigns. She has also served as an adjunct professor of broadcast advertising at Belmont University in Nashville. B.F.A Communication Design, University of Tennessee.



★ *Karl Strauch*, BRAND STRATEGIST & WRITER
★ at COASTAL MARKETING GROUP (CMG)

Karl Strauch leads Coastal Marketing Group (CMG), a marketing firm that focuses on strategic planning, brand development, project management, creative development and implementation for marketing, advertising and interactive programs. A dynamic idea generator, strategist, award-winning creative writer and project manager, Karl works with companies and organizations to develop programs that build brand value for their products and services, positively impact targets, gain market share and increase revenue. He provides creative but pragmatic, thoughtful and actionable marketing solutions to business objectives for mid-sized companies from roughly \$10 to \$50 million or more in sales.



★ *Tom Klein*, CHIEF EXECUTIVE OFFICER
★ at DIGITAL SCIENTISTS

Tom Klein has an unmatched passion for using new technologies to help companies grow. He's also the co-author of *Enterprise Marketing Management: The New Science of Marketing* (Wiley: 2003). Tom is an authority on ecommerce, mobile applications and brand strategy. He has managed or consulted to some of the world's best known brands including Yahoo!, Chanel, Heineken, Intuit, Ocean Spray, Merrill Lynch, Medtronic, HGTV, Rohm&Haas, and Thomson Reuters.



we're literally judging you



Special Judges' Award ★ LOUISIANA SALTWATER SERIES

Entrant + MESH Integrated Marketing and Advertising

Advertiser + Louisiana Department of Wildlife and Fisheries

Title + Louisiana Saltwater "Entire Body of Work"

Credits + MESH, Creative, Art Direction, Strategy & Copy



Special Judges' Award ★ RADIO BAR

Entrant + TILT

Advertiser + The Radio Bar

Title + The Radio Bar "Entire Body of Work"

Credits + TILT, Concept & Design



Special Judges' Award ★ COMMUNITY COFFEE VIDEO

Entrant + Community Coffee Company

Advertiser + Community Coffee Company

Title + Connect With Community

Credits + Encircle Marketing Team, Group Marketing Coordinators | Stanton Brown, Vice President of Marketing | Janie Page, Brand Manager of Coffee Service Division | Richard Rees, Brand Manager of Grocery Sales Division | Blair Broussard, Public Relations & Social Media Manager | Ashley Broussard, Graphic Designer | Patricia Buller, Designer Manager | Meredith Wilbanks, Marketing Coordinator of Grocery Sales Division | Scott Raposo, Brand Manager of E-Commerce | Mark Westguard, President of Westguard Investments, LLC



Special Student Judges' Award ★ THE NUMBER 23

Entrant + Sonnie Lynn Sulak

Advertiser + Louisiana State University

Title + The Number 23

Credits + Sonnie Sulak, Graphic Designer





you're the best *aaaaround*



BEST OF SHOW OVERALL



<i>tilt</i>	SPARKHOUND BODY OF WORK
ADVERTISER ***** Sparkhound	<i>credits</i> ★ TILT, concept & design



BEST OF MIXED MEDIA CAMPAIGN



<i>lamar</i>	ROADNINJA
ADVERTISER ***** RoadNinja	<i>credits</i> ★ Tommy Teepell, Chief Marketing Officer + Trammie Anderson, Director of Marketing Strategy + Jeremy Switzer, Director of Marketing Technology + Allie Leung, Marketing Communications Manager + Leon Jang, RoadNinja's Sensei, Marketing Coordinator + Casey Anderson, Art Director + Alise Johnson, Art Director + Mendi Robinson, Creative Director + Nick Guercio, Copywriter / Social Media + Howard Hall, Prepress / Printing



BEST OF INTERACTIVE



<i>xdesign</i>	LOUISIANA TECH PARK + <i>The Power of 10</i>
ADVERTISER ***** Louisiana Technology Park	<i>credits</i> ★ XDESIGN TEAM



BEST OF PRINT



<i>object 9</i>	BRAC ROCK STAR ANNUAL REPORT
ADVERTISER ***** Baton Rouge Area Chamber	<i>credits</i> ★ OBJECT 9, visual vigilantes





*bcbsla &
digital fx*

Blue Cross Blue Shield's "Faces" Work:
THE FACES OF OUR PEOPLE CAMPAIGN

ADVERTISER

BCBSLA

credits ★ BCBS InHouse, Creative/Art
Direction/Design + Digital FX, Production + Jep Epstein,
Music/Lyrics + Jamie Wax, Creative/Lyrics + Jason
Cohen, Photography

Digital FX: Creative Director: John Maginnis + Agency
Producers : Lisa Froman, Dianne Eysink, Colleen
Jackson + Copy, Concept: Genevieve Procell, Jamie Wax
+ Exec. Producer: Greg Milneck + Director of Photogra-
phy: Troy Dick + Editor: Justin Delong



lsu

PEP SALES PROMO PACKAGING

ADVERTISER

Paige M. Huffine

credits ★ Paige M. Huffine, Graphic Design

2012
COMPANY
SERVICE
AWARD



lamar
ADVERTISING COMPANY

the 2012 company service award is bestowed upon...

Lamar has supported AAF-BR in ways that are simply above and beyond. The company opened its new corporate headquarters to our club last summer and has hosted board luncheons, workshops, and ADDY call for entries, judging and awards ceremony. After a construction conflict last June required us to relocate our strategic planning retreat, Lamar opted to cover the cost of a new location rather than leave us stranded without a meeting site.

This beautiful venue that Lamar has allowed our club to use for the ADDY Awards – at no cost to the club – shows an unparalleled commitment that has saved us thousands of dollars. In addition to offering access to their corporate space, Lamar has also donated hundreds of hours of their employees' time and talents to invest in the club. Lamar's commitment has expanded our club's budget, as well as our manpower, and has allowed AAF-BR to succeed in ways that may not have been possible without their support.

From the more than 200 AAF-BR members we are humbled and deeply grateful for your generosity to our club.

In the words of one board member: LAMAR - they are awesome!!!



piece of cake, no pun intended



tilt

SPARKHOUND SALES KIT

Best of

★
4.9
★★★★★

CREDITS + TILT, Concept and Design + Vulcan Information Packaging, Printing + TriStar Graphics, Printing + McLoone, Printing + Todd Davidson, Copywriting + Brian Baiamonte, Photography

advertiser
★★★★★
SPARKHOUND

mesh

SALTWATER SERIES TRADESHOW BOOTH

CREDITS + MESH Integrated Marketing and Advertising, Creative, Art Direction, Strategy and Copy + Vivid Ink, Printer

advertiser
★★★★★
LOUISIANA DEPARTMENT
of WILDLIFE & FISHERIES

★
4.4
★★★★



Best of



lamar

ROADNINJA MOO CARDS

★
4.7
★★★★★

CREDITS + Alise Johnson, Design and Layout + Casey Anderson, Design + Trammie Anderson, Branding

advertiser
★★★★★
ROADNINJA
LAMAR ADVERTISING

tilt

SPARKHOUND BUSINESS CARD

CREDITS + TILT, Concept and Design + McLoone, Printing

advertiser
★★★★★
SPARKHOUND

★
4.4
★★★★



Best of



object 9

FRANKLIN STATIONERY

★
4.7
★★★★★

CREDITS + Object 9, Visual Vigilantes

advertiser
★★★★★
FRANKLIN DATA
EMPOWERED DIRECT MAIL

*mesh*

FMOL ANNUAL REPORT

CREDITS + MESH Integrated Marketing and Advertising, Creative, Art Direction, Strategy and Copy + Marie Constantin, Photographer + Jeff English, Copywriter + Baton Rouge Printing, Printer

advertiser

FRANCISCAN
MISSIONARIES OF OUR LADY

object 9

THE MAKING OF A REGIONAL ROCK STAR

CREDITS + Object 9, Visual Vigilantes*advertiser*

BATON ROUGE
AREA CHAMBER

*Best of**Best of**tilt*

SPARKHOUND SALES BROCHURE

CREDITS + TILT, Concept/Design + TriStar Graphics, Printing + Todd Davidson, Copywriting + Brian Baiamonte, Photography

advertiser

SPARKHOUND

tilt

SPARKHOUND CLIENT PROMISE BROCHURE

CREDITS + TILT, Concept/Design + TriStar Graphics, Printing + Todd Davidson, Copywriting

advertiser

SPARKHOUND

*Best of**olol rmc*

FMOL 100th ANNIVERSARY BOOK

CREDITS + OUR LADY OF THE LAKE RMC + Elizabeth Badeaux, Graphic Designer + Natalie Herndon, Marketing Specialist + Nicole Hidalgo, Marketing Director + Catherine Harrell, VP Corporate Communications

advertiser

FRANCISCAN
MISSIONARIES OF OUR LADY
NORTH AMERICAN PROVINCE



have your cake *and* eat it too



mesh

SALTWATER SERIES POSTER

CREDITS + MESH Integrated Marketing and Advertising, Creative, Art Direction, Strategy and Copy + Baton Rouge Printing, Printer

advertiser

LOUISIANA DEPARTMENT
of WILDLIFE & FISHERIES

mesh

SALTWATER SERIES POSTER CAMPAIGN

CREDITS + MESH Integrated Marketing and Advertising, Creative, Art Direction, Strategy and Copy + Baton Rouge Printing, Printer

advertiser

LOUISIANA DEPARTMENT
of WILDLIFE & FISHERIES



zehnder

CHRISTMAS CARD - REAL CHICAGO

CREDITS + Michael Rainey, Chief Creative Officer + Henry Chassaignac, Creative Director, Copy Chief + William Gilbert, Art Director, Photographer + Sarah Keiffer, Production + Laura Gould, Account Supervisor + Peter Giuffria, Designer, Illustrator + E3, Photography

advertiser

THE DRAKE CHICAGO

mesh

SALTWATER SERIES CAMPAIGN

CREDITS + MESH Integrated Marketing and Advertising, Creative, Art Direction, Strategy and Copy + Baton Rouge Printing, Printer + Moran Printing, Printer

advertiser

LOUISIANA DEPARTMENT
of WILDLIFE & FISHERIES



tilt

THE RADIO BAR SHIRTS

CREDITS + TILT, Concept and Design + Giraphic Prints, Printing + Brian Boesch, Illustration

advertiser

THE RADIO BAR

*diane allen*

LES MILES FIST BUMP

CREDITS + DIANE ALLEN AND ASSOCIATES
+ Al McDuff, Creative Director + Chris Steiner,
Graphic Design + Jim Overbey, Concept + Tim
Eddington, Photographer

advertiser

RAISING CANE'S
CHICKEN FINGERS

lamar

3-D THROWING STAR ROADNINJA BOARD

CREDITS + Casey Anderson, Art Director
+ Trammie Anderson, Logo and Branding + Howard
Hall, Prepress and Printing + Mendi Robinson,
Production + Nick Guercio, Copy

advertiser

ROADNINJA
LAMAR ADVERTISING

*Best of**zehnder*

SECRETS - REAL CHICAGO (PALM COURT)

CREDITS + Michael Rainey, Chief Creative Officer +
Henry Chassaignac, Creative Director and Copy Chief
+ William Gilbert, Art Director + Sarah Keiffer,
Production + Laura Gould, Account Supervisor
+ E3, Photography

advertiser

THE DRAKE CHICAGO

zehnder

CLASSIC HAUNT - REAL CHICAGO

CREDITS + Michael Rainey, Chief Creative Officer +
Henry Chassaignac, Creative Director and Copy Chief
+ William Gilbert, Art Director + Sarah Keiffer,
Production + Laura Gould, Account Supervisor
+ E3, Photography

advertiser

THE DRAKE CHICAGO

*tilt*

THE RADIO BAR SIGNAGE

CREDITS + TILT, Concept and Design + Jones Signs,
Fabrication

advertiser

THE RADIO BAR



you're the ace of cakes



lamar

ROADNINJA DIGITAL CAMPAIGN



CREDITS + Casey Anderson, Art Direction & Design
+ Trammie Anderson, Logo and Branding + Nick Guercio, Copy + Ian Dallimore, Production + Mendi Robinson, Production

advertiser



ROADNINJA
LAMAR ADVERTISING

tilt

THE RADIO BAR COASTERS

CREDITS + TILT, Concept and Design + Blackbird Letterpress, Printing

advertiser



THE RADIO BAR



bcbsla

THE FACES OF OUR PEOPLE AD



CREDITS + BLUE CROSS BLUE SHIELD of LOUISIANA
+ BCBS InHouse, Creative and Art Direction + Jamie Wax, Writer + Jason Cohen, Photography

advertiser



BLUE CROSS BLUE SHIELD of LOUISIANA

bcbsla

THE FACES OF OUR PEOPLE AD

CREDITS + BLUE CROSS BLUE SHIELD of LOUISIANA
+ BCBS InHouse, Creative and Art Direction + Jamie Wax, Writer + Jason Cohen, Photography

advertiser



BLUE CROSS BLUE SHIELD of LOUISIANA



bcbsla

THE FACES OF OUR PEOPLE AD



CREDITS + BLUE CROSS BLUE SHIELD of LOUISIANA
+ BCBS InHouse, Creative and Art Direction + Jamie Wax, Writer + Jason Cohen, Photography

advertiser



BLUE CROSS BLUE SHIELD of LOUISIANA



bcbsla

THE FACES OF OUR PEOPLE AD CAMPAIGN

CREDITS + BLUE CROSS BLUE SHIELD of LOUISIANA
+ BCBS InHouse, Creative and Art Direction + Jamie
Wax, Writer + Jason Cohen, Photography

advertiser

BLUE CROSS BLUE
SHIELD of LOUISIANA

zehnder

GO >> BR MEETINGS

CREDITS + Michael Rainey, Chief Creative Officer + Henry
Chassaignac, Creative Director, Copy Chief + Rob Hudak, Interactive
Creative Director + Dave Maher, Director of Digital Com. + William
Gilbert, Art Director + Ian Rose, Interactive Designer + Shawn Bailly,
Sr Application Developer + Craig Shultz and Jesse Reilly, Project Manager
+ Lauren Gavrelis, Account Supervisor + Theresa Overby, Director of
Com. + Joel Anderson and Andy Gregg, Design, Illustration

advertiser

BATON ROUGE AREA
CONVENTION & VISITORS BUREAU

object 9

GEORGIA GROWN WEBSITE

CREDITS + Object 9, Visual Vigilantes

advertiser

GEORGIA DEPARTMENT
of AGRICULTURE

xdesign

XDESIGN WEBSITE

CREDITS + Xdesign Team

advertiser

XDESIGN, INC.



lamar

LAMAR HOLIDAY E-CARD

CREDITS + Alise Johnson, Design and Art Direction

advertiser

LAMAR
ADVERTISING COMPANY



sweet stuff to *inflate* your ego



zehnder

GO >> BR LAYAR MOBILE APP

CREDITS + Rob Hudak, Interactive Creative Director + Dave Maher, Director of Digital Com. + Shawn Bailly, Sr Application Developer + Ian Rose, Interactive Designer + Michael Rainey, Chief Creative Officer + Lauren Gavrelis, Account Supervisor + Craig Shultz, Project Manager + Jennifer Boneno, Director of Account Services

advertiser

BATON ROUGE AREA
CONVENTION & VISITORS BUREAU

lamar

ROADNINJA APP

CREDITS + Trammie Anderson, Director of Marketing Strategy + Jeremy Switzer, Director of Marketing Technology + Tommy Teepell, Chief Marketing Officer

advertiser

ROADNINJA
LAMAR ADVERTISING



Best of



xdesign

THE POWER OF 10 iPad APP

CREDITS + Xdesign Team

advertiser

LOUISIANA
TECHNOLOGY PARK

bcbsla

PIN ONLINE CAMPAIGN

CREDITS + BLUE CROSS BLUE SHIELD of LOUISIANA + BCBS InHouse, Creative, Art Direction, Design + Innovative Advertising, Production + Jamie Wax, Creative, Talent

advertiser

BLUE CROSS BLUE
SHIELD of LOUISIANA



bcbsla

THE FACES OF OUR PEOPLE (1) TV SPOT

CREDITS + BLUE CROSS BLUE SHIELD of LOUISIANA + BCBS InHouse, Creative, Art Direction + DigitalFX, Production + Jep Epstein, Music, Lyrics + Jamie Wax, Creative, Lyrics

advertiser

BLUE CROSS BLUE
SHIELD of LOUISIANA



bcbsla

THE FACES OF OUR PEOPLE (2) TV SPOT



CREDITS + BCBS InHouse, Creative, Art Direction +
Digital FX, Production + Jep Epstein, Music, Lyrics
+ Jamie Wax, Creative, Lyrics

advertiser

★★★★★

BLUE CROSS BLUE
SHIELD of LOUISIANA

bcbsla

THE FACES OF OUR PEOPLE (3) TV SPOT

CREDITS + BCBS InHouse, Creative, Art Direction +
Digital FX, Production + Jep Epstein, Music, Lyrics
+ Jamie Wax, Creative, Lyrics

advertiser

★★★★★

BLUE CROSS BLUE
SHIELD of LOUISIANA

Best of



bcbsla

THE FACES OF OUR PEOPLE TV CAMPAIGN



CREDITS + BCBS InHouse, Creative, Art Direction +
Digital FX, Production + Jep Epstein, Music, Lyrics
+ Jamie Wax, Creative, Lyrics

advertiser

★★★★★

BLUE CROSS BLUE
SHIELD of LOUISIANA

bcbsla

THE FACES OF OUR PEOPLE CAMPAIGN

CREDITS + BCBS InHouse, Creative, Art Direction,
Design + Digital FX, Production + Jep Epstein,
Music, Lyrics + Jamie Wax, Creative, Lyrics
+ Jason Cohen, Photography

advertiser

★★★★★

BLUE CROSS BLUE
SHIELD of LOUISIANA

bcbsla

ANGEL AWARD BROCHURE



CREDITS + BCBS InHouse, Creative, Art Direction,
Design, Print + Jason Cohen, Photography +
Elizabeth Dunn, Baton Rouge Printing

advertiser

★★★★★

BCBSLA FOUNDATION



getting gold... *like a boss*



lamar

ROADNINJA LOGO

CREDITS + Trammie Anderson, Director of Marketing Strategy

advertiser

ROADNINJA
LAMAR ADVERTISING

tilt

THE RADIO BAR BOTTLE CAP ILLUSTRATION

CREDITS + TILT, Concept and Design + Brian Boesch, Illustration

advertiser

THE RADIO BAR



digital fx

LOUISIANA FACES #1

CREDITS + John Maginnis, Creative Director + Lisa Froman and Dianne Eysink, Agency Producers + Colleen Jackson, Copy + Genevieve Procell and Jamie Wax, Concept + Greg Milneck, Exec. Producer + Troy Dick, Director of Photography + Justin Delong, Editor

advertiser

BLUE CROSS BLUE
SHIELD of LOUISIANA

digital fx

LOUISIANA FACES #3

CREDITS + John Maginnis, Creative Director + Lisa Froman and Dianne Eysink, Agency Producers + Colleen Jackson, Copy + Genevieve Procell and Jamie Wax, Concept + Greg Milneck, Exec. Producer + Troy Dick, Director of Photography + Justin Delong, Editor

advertiser

BLUE CROSS BLUE
SHIELD of LOUISIANA



digital fx

LOUISIANA FACES LPB

CREDITS + John Maginnis, Creative Director + Lisa Froman and Dianne Eysink, Agency Producers + Colleen Jackson, Copy + Genevieve Procell and Jamie Wax, Concept + Greg Milneck, Exec. Producer + Troy Dick, Director of Photography + Justin Delong, Editor

advertiser

BLUE CROSS BLUE
SHIELD of LOUISIANA

*digital fx*

LOUISIANA FACES #1 (local category)

CREDITS + John Maginnis, Creative Director + Lisa Froman and Dianne Eysink, Agency Producers + Colleen Jackson, Copy + Genevieve Procell and Jamie Wax, Concept + Greg Milneck, Exec. Producer + Troy Dick, Director of Photography + Justin Delong, Editor

advertiser

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SHIELD of LOUISIANA

digital fx

LOUISIANA FACES #3 (local category)

CREDITS + John Maginnis, Creative Director + Lisa Froman and Dianne Eysink, Agency Producers + Colleen Jackson, Copy + Genevieve Procell and Jamie Wax, Concept + Greg Milneck, Exec. Producer + Troy Dick, Director of Photography + Justin Delong, Editor

advertiser

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SHIELD of LOUISIANA

*digital fx*

LOUISIANA FACES LPB (local category)

CREDITS + John Maginnis, Creative Director + Lisa Froman and Dianne Eysink, Agency Producers + Colleen Jackson, Copy + Genevieve Procell and Jamie Wax, Concept + Greg Milneck, Exec. Producer + Troy Dick, Director of Photography + Justin Delong, Editor

advertiser

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SHIELD of LOUISIANA

bcbsla

THE FACES OF OUR PEOPLE MUSIC VIDEO

CREDITS + BCBS InHouse, Creative, Art Direction, Design + Digital FX, Production + Jep Epstein, Music, Lyrics + Jamie Wax, Creative, Lyrics

advertiser

BLUE CROSS BLUE
SHIELD of LOUISIANA



CONGRATS



winner winner, chicken dinner



lsu

PEP - NEED ENERGY? PUT A 'PEP' IN YOUR STEP!

CREDITS + Paige M. Huffine, Graphic Design

advertiser



PAIGE HUFFINE

lsu

KICKSTAND STATIONERY

CREDITS + Melinda Thiessen, Graphic Designer
+ Peter Cagnolatti, Graphic Designer + Eliza Todorova,
Graphic Designer + Laura Theriot, Graphic Designer
+ Victoria Spivak, Graphic Designer

advertiser



KICKSTAND



lsu

PERSONAL IDENTITY SUITE

CREDITS + Nathan Sitz, Graphic Designer

advertiser



NATHAN SITZ

lsu

LORIN MICHELLE STUMPH PERSONAL IDENTITY

CREDITS + Lorin Michelle Stumph, Graphic Designer

advertiser



LORIN STUMPH



lsu

HERBS BY SARAH IDENTITY SUITE

CREDITS + Lorin Michelle Stumph, Graphic Designer

advertiser



LORIN STUMPH



lsu

ANTHROPOLOGIE SPRING RAIN COLLECTION POSTERS

CREDITS + Courtney Wilburn, Graphic Designer

advertiser

★★★★★

COURTNEY WILBURN

lsu

NORTH GATE HISTORIC DISTRICT AD SERIES

CREDITS + Melinda Thiessen, Graphic Designer
 + Peter Cagnolatti, Graphic Designer + Eliza Todorova,
 Graphic Designer + Laura Theriot, Graphic Designer
 + Victoria Spivak, Graphic Designer

advertiser

★★★★★

KICKSTAND



lsu

CREATIVE SALVAGE WEBSITE

CREDITS + Olivia Brooke Hartzog, Graphic Designer

advertiser

★★★★★

OLIVIA HARTZOG

lsu

NORTH GATE HISTORIC DISTRICT CAMPAIGN

CREDITS + Melinda Thiessen, Graphic Designer
 + Peter Cagnolatti, Graphic Designer + Eliza Todorova,
 Graphic Designer + Laura Theriot, Graphic Designer
 + Victoria Spivak, Graphic Designer

advertiser

★★★★★

KICKSTAND



CONGRATS



second only to gold



SALES PROMOTION

Mesh ★ CATALOG

Advertiser + Belgard Hardscapes

Title + Belgard Catalog 2011

Credits + Mesh, Creative, Art Direction, Strategy and Copy; Chipper Hatter, Photography; Universal Printing, Printer

Mesh ★ CATALOG

Advertiser + Belgard Hardscapes

Title + Belgard Catalog 2012

Credits + Mesh, Creative, Art Direction, Strategy and Copy; Chipper Hatter, Photography; Universal Printing, Printer

Mesh ★ PACKAGING

Advertiser + Heiner Brau

Title + Strawberry Ale

Credits + Mesh, Creative, Art Direction, Strategy and Copy; Keystone Packaging, Packaging Company

Xdesign ★ PACKAGING

Advertiser + Ruffino's Restaurant

Title + Experience Ruffino's Packaging

Credits + Xdesign Team



COLLATERAL MATERIAL

Tilt ★ STATIONARY

Advertiser + Solomon Group

Title + Solomon Group Stationary

Credits + Tilt, Concept, Design; TriStar Graphics, Printing

Xdesign ★ ANNUAL REPORT, COLOR

Advertiser + Louisiana Technology Park

Title + Louisiana Tech Park - 10 Year Review

Credits + Xdesign Team

Zehnder ★ BROCHURE, COLOR

Advertiser + The Drake Chicago

Title + Real Chicago Mailer

Credits + Michael Rainey, Chief Creative Officer; Henry Chassaignac, Creative Director, Copy Chief; William Gilbert, Art Director, Photographer; Laura Gould, Account Supervisor; Sarah Keiffer, Production; E3, Photography

Object 9 ★ MAGAZINE DESIGN

Advertiser + Baton Rouge Area Chamber

Title + Catalyst

Credits + Object 9, Visual Vigilantes

Louisiana State University ★ BOOK DESIGN

Advertiser + The LSU Foundation

Title + Forever LSU Thank You

Credits + Jewel Hampton, Art Director; Jim Zietz, Senior Photographer; Eddy Perez, Photographer

Zehnder ★ POSTER

Advertiser + Baton Rouge Area Convention & Visitors Bureau

Title + GO>>BR

Credits + Mike Rainey, Chief Creative Officer; Henry Chassaignac, Creative Director, Copy Chief; William Gilbert, Art Director; Joel Anderson, Andy Gregg, Design, Illustration; Jesse Reilly, Project Manager; Sarah Keiffer, Production; Jennifer Boneno, Director of Account Services; Lauren Gavrelis, Account Supervisor

DIRECT MARKETING



Woman's Hospital ★ B-TO-B OR CONSUMER

Advertiser + Woman's Hospital

Title + Have No Fear Mailer

Credits + Lynne Wells, Graphic Designer; Creative English, writer

Zehnder ★ B-TO-B OR CONSUMER

Advertiser + Baton Rouge Area Convention & Visitors Bureau

Title + GO>>BR Meetings Campaign

Credits + Mike Rainey, Chief Creative Officer; Henry Chassaignac, Creative Director, Copy Chief; Rob Hudak, Interactive Creative Director; William Gilbert, Art Director; Ian Rose, Interactive Designer; Shawn Bailly, Senior Developer; Joel Anderson and Andy Gregg, Illustration; Jennifer Boneno, Director of Account Services; Craig Shultz, Project Manager; Jesse Reilly, Project Manager; Lauren Gavrelis, Account Supervisor; Theresa Overby, Director of Communications



Tilt ★ SPECIALTY ADVERTISING

Advertiser + The Radio Bar

Title + The Radio Bar Shirts

Credits + TILT, Concept, Design; Giraphic Prints, Printing;
Brian Boesch, Illustration



OUT-OF-HOME

Mesh ★ OUTDOOR BOARD

Advertiser + Co-Op Bookstore

Title + Old School/E-school

Credits + MESH, Creative, Art Direction, Copy and Strategy;
Lamar, Printing and Production

Mesh ★ OUTDOOR BOARD

Advertiser + Co-Op Bookstore

Title + Digital or Dog-Eared

Credits + MESH, Creative, Art Direction, Copy and Strategy;
Lamar, Printing and Production

Mesh ★ OUTDOOR BOARD

Advertiser + Co-Op Bookstore

Title + Paper or Pixels

Credits + MESH, Creative, Art Direction, Copy and Strategy;
Lamar, Printing and Production

Lamar Graphics ★ MASS TRANSIT, EXTERIOR

Advertiser + Fresno Chaffee Zoo

Title + Fresno Chaffee Zoo - Sea Lion Cove

Credits + Jennifer Holley, Graphic Designer

Mesh ★ OUT-OF-HOME CAMPAIGN

Advertiser + Co-Op Bookstore

Title + Co-Op Outdoor Campaign

Credits + MESH, Creative, Art Direction, Copy and Strategy;
Lamar, Printing and Production

Lamar ★ OUT-OF-HOME CAMPAIGN

Advertiser + RoadNinja

Title + RoadNinja OOH Campaign

Credits + Casey Anderson, Art Director; Trammie Anderson,
Logo/Branding; Nick Guercio, Copy; Mendi Robinson,
Production; Howard Hall, Prepress / Printing

NON-TRADITIONAL ADVERTISING



Jehnder ★ CONSUMER/TRADE, FRACTIONAL PAGE, COLOR

Advertiser + Baton Rouge Area Convention & Visitors Bureau

Title + All is BRight

Credits + Mike Rainey, Chief Creative Officer; Henry
Chassaignac, Creative Director, Copy Chief; William Gilbert,
Art Director; Sarah Keiffer, Production; Lauren Gavrelis,
Account Supervisor; Logan Ledford, Designer; Michael Shirey,
Designer

Mesh ★ CONSUMER/TRADE, FULL PAGE COLOR

Advertiser + Renaissance Hotel

Title + Renaissance Bridal Ad

Credits + MESH, Creative, Art Direction, Copy and Strategy

NEWSPAPER



Mesh ★ NEWSPAPER, FRACTIONAL PAGE, COLOR

Advertiser + Co-Op Bookstore

Title + Digital or Dog-Eared

Credits + MESH, Creative, Art Direction, Copy and Strategy

Mesh ★ NEWSPAPER, FRACTIONAL PAGE, COLOR

Advertiser + Co-Op Bookstore

Title + Baby Got Book

Credits + MESH, Creative, Art Direction, Copy and Strategy

INTERACTIVE MEDIA



Otey White & Assoc. ★ WEBSITE, CONSUMER HTML, PRODUCTS

Advertiser + Jack Legg

Title + Jack Legg Website

Credits + John Gibby, Web Designer, Art Director; Trenton
Bland, Copywriter/Creative Director



Xdesign ★ WEBSITE, CONSUMER HTML, PRODUCTS

Advertiser + Ruffino's Restaurant

Title + Ruffino's Restaurant Web Site

Credits + Xdesign Team

Drift Web Design ★ BANNERS / POP-UPS / SCREENSAVERS

Advertiser + Cupcake Couture

Title + Cupcake Couture

Credits + Virginia Huling, Creative Director

Zehnder ★ MOBILE WEBSITES

Advertiser + Baton Rouge Area Convention & Visitors Bureau

Title + GO>>BR - Mobile

Credits + MESH, Creative, Art Direction, Copy and Strategy; Lamar, Printing and Production

Mesh ★ MOBILE APPS

Advertiser + Lee Michaels Fine Jewelry

Title + 5 C's iPad App

Credits + MESH, Creative, Art Direction, Copy and Strategy

Lamar ★ ONLINE CAMPAIGN

Advertiser + RoadNinja

Title + RoadNinja Interactive Campaign

Credits + Tommy Teepell, Chief Marketing Officer; Trammie Anderson, Director of Marketing Strategy; Jeremy Switzer, Director of Marketing Technology; Nick Guercio, Copywriter, Social Media; Alise Johnson, Web Designer/Art Director; Allie Leung, Marketing Communications Manager; Leon Jang, Marketing Coordinator



TELEVISION

Zehnder ★ LOCAL TV

Advertiser + St. Tammany Parish Hospital

Title + Performance

Credits + Michael Rainey, Chief Creative Officer; Henry Chassaignac, Creative Director/Copy Chief; William Gilbert, Art Director/Editor/Sound; Mark Lyon & Shaun Boyte, Director; Samantha Brooks, Producer; Laura Gould, Account Supervisor; Sarah Keiffer, Production

MIXED MEDIA



Zehnder ★ MIXED-MEDIA, NATIONAL B-TO-B

Advertiser + Baton Rouge Area Convention & Visitors Bureau

Title + GO>>BR Meetings

Credits + Rob Hudak, Interactive Creative Director; Henry Chassaignac, Creative Director, Copy Chief; William Gilbert, Art Director; Joel Anderson and Andy Gregg, Design, Illustration; Shawn Bailly, Senior Application Developer; Ian Rose, Interactive Designer; Dave Maher, Director of Digital Communications; Lauren Gavrelis, Account Supervisor; Theresa Overby, Director of Communications; Mike Rainey, Chief Creative Officer; Jesse Reilly, Project Manager; Michael

Mesh ★ MIXED-MEDIA, LOCAL CONSUMER

Advertiser + Co-Op Bookstore

Title + Old School or E-School Campaign

Credits + MESH, Creative, Art Direction, Copy and Strategy; Lamar, Printing and Production

Community Coffee ★ MIXED-MEDIA, NATIONAL CONSUMER

Advertiser + Community Coffee Company

Title + Connect With Community®

Credits + Encircle Marketing Team, Group Marketing Coordinators; Stanton Brown, Vice President of Marketing; Janie Page, Brand Manager of Coffee Service Division; Richard Rees, Brand Manager of Grocery Sales Division; Blair Broussard, Public Relations and Social Media; Ashley Broussard, Graphic Designer; Patricia Buller, Designer Manager; Meredith Wilbanks, Marketing Coordinator of Grocery; Scott Raposo, Brand Manager of E-Commerce; Mark Westguard, President of Westguard Investments

Zehnder ★ MIXED-MEDIA, NATIONAL CONSUMER

Advertiser + The Drake Chicago

Title + Real Chicago

Credits + Michael Rainey, Chief Creative Officer; Henry Chassaignac, Creative Director, Copy Chief; William Gilbert, Art Director, Photographer; Sarah Keiffer, Production; Laura Gould, Account Supervisor; E3, Photography

Lamar ★ MIXED-MEDIA, NATIONAL CONSUMER

Advertiser + RoadNinja

Title + RoadNinja Mixed Campaign

Credits + Trammie Anderson, Director of Marketing Strategy; Jeremy Switzer, Director of Marketing Technology; Casey Anderson, Art Director; Alise Johnson, Art Director; Leon Jang, RoadNinja's Sensei, Marketing Coordinator; Allie Leung, Marketing Communications Manager; Mendi Robinson, Creative Director; Tommy Teepell, Chief Marketing Officer; Nick Guercio, Copywriter, Social Media; Howard Hall, Prepress, Printing



ADVERTISING FOR THE ARTS & SCIENCES

Mesh ★ ARTS, BROCHURE

Advertiser + Fleurish Productions

Title + The Experiment Press Kit

Credits + MESH, Creative, Art Direction, Copy and Strategy; Baton Rouge Printing, Printer

Tilt ★ ARTS, CAMPAIGN

Advertiser + Swine Palace Productions

Title + Swine Palace Season Poster Series

Credits + TILT, Concept, Design, Illustration



PUBLIC SERVICE

Our Lady of the Lake Regional Medical Center ★ PUBLIC SERVICE, BROCHURE

Advertiser + Our Lady of the Lake Foundation

Title + Our Lady of the Lake Children's Hospital Wish Book

Credits + Elizabeth Badeaux, Graphic Designer; Regina Leonard, Marketing Specialist; Nicole Hidalgo, Marketing Director; Melissa Anderson, Director of Community Relations

Blue Cross Blue Shield of Louisiana ★ PUBLIC SERVICE, BROCHURE

Advertiser + Blue Cross Blue Shield of Louisiana

Title + The Heart Knows

Credits + BCBS InHouse, Creative/Art Direction/Design

Wright Feigley Communications ★ PUBLIC SERVICE, OUT-OF-HOME

Advertiser + Keep Louisiana Beautiful

Title + Oh Snap Outdoor

Credits + Danielle Juneau, Art Director; Stuart Feigley, Creative Director, Copywriter; Rachel Rivet, Account Supervisor; Jeff Wright, Account Director

Envoc Creative ★ PUBLIC SERVICE, MIXED MEDIA CAMPAIGN

Advertiser + Volunteer Louisiana

Title + All We Need Is U! Volunteer Louisiana Campaign

Credits + Katie Swetman, Art Director, Designer; Tiffany Taunton, Designer, Developer; Lynsey Gwin, Designer, Developer; Michael Lipe, Creative Director; David Humphreys, Photography; Neil Johnson, Photography; David Day, Media Strategy and Creative Consultation; Karen Gaupp-Wozniak,

ADVERTISING INDUSTRY SELF-PROMOTION



Lamar ★ SELF-PROMOTION, DIRECT

Advertiser + RoadNinja

Title + RoadNinja PR Mailout

Credits + Allie Leung, Marketing Communications Manager

Mesh ★ AD CLUB PROMOTION

Advertiser + American Advertising Federation of Baton Rouge

Title + AdFed of Baton Rouge Mugs and Kisses Logo

Credits + MESH, Creative, Art Direction, Copy and Strategy

ELEMENTS OF ADVERTISING



Jehnder ★ LOGO

Advertiser + Swerve

Title + Swerve All-Natural Sweetener

Credits + Mike Rainey, Chief Creative Officer; Henry Chassignac, Creative Director, Copy Chief; William Gilbert, Art Director; Jeffrey Noel, Designer; Jennifer Boneno, Director of Account Services; Sarah Keiffer, Production

Tilt ★ LOGO

Advertiser + Radio Bar

Title + The Radio Bar Logo

Credits + TILT, Concept, Design

Lamar ★ LOGO

Advertiser + RoadNinja

Title + RoadNinja AdNinja

Credits + Trammie Anderson, Director of Marketing Strategy

Lamar ★ LOGO

Advertiser + RoadNinja

Title + RoadNinja PRNinja

Credits + Trammie Anderson, Director of Marketing Strategy

*Xdesign* ★ LOGO**Advertiser** + Martin Flanagan**Title** + Rusty Tractor Logo**Credits** + Xdesign Team*Jehnder* ★ ILLUSTRATION**Advertiser** + Baton Rouge Area Convention & Visitors Bureau**Title** + GO>>BR Illustration

Credits + Michael Rainey, Chief Creative Officer; Henry Chassaignac, Creative Director, Copy Chief; William Gilbert, Art Director; Joel Anderson and Andy Gregg, Design, Illustration; Jesse Reilly, Project Manager; Sarah Keiffer, Production; Jennifer Boneno, Director of Account Services; Lauren Gavrelis, Account Supervisor; Theresa Overby, Director of Communications

Louisiana State University ★
PHOTOGRAPHY, DIGITALLY ENHANCED**Advertiser** + Louisiana State University**Title** + Living for Gold**Credits** + Eddy Perez, Photographer*Marie Constantin Photography* ★
PHOTOGRAPHY, CAMPAIGN**Advertiser** + Industrial Parts Specialties**Title** + Custom Art for IPS Manufacturing

Credits + Marie Constantin Photography, Owner; Peacock Communications and Ellie Hebert, Owner

Louisiana State University ★

PHOTOGRAPHY, CAMPAIGN

Advertiser + Louisiana State University**Title** + Living for Gold**Credits** + Eddy Perez, Photographer*Digital FX* ★ CINEMATOGRAPHY**Advertiser** + Department of Health and Hospitals**Title** + In Your Hands**Credits** + Digital FX*Digital FX* ★ LOCAL - TV/VIDEO EDITING**Advertiser** + Blue Cross and Blue Shield of Louisiana**Title** + Louisiana Faces #1**Credits** + Digital FX*Digital FX* ★ LOCAL - TV/VIDEO EDITING**Advertiser** + Blue Cross and Blue Shield of Louisiana**Title** + Louisiana Faces #3**Credits** + Digital FX*Digital FX* ★ LOCAL - TV/VIDEO EDITING**Advertiser** + Blue Cross and Blue Shield of Louisiana**Title** + Louisiana Faces LPB**Credits** + Digital FX*Digital FX* ★ LOCAL - TV/VIDEO, DIRECTING**Advertiser** + Blue Cross and Blue Shield of Louisiana**Title** + Appointment with Yourself: 'CEO :30**Credits** + Digital FX*Courtney Wilburn* ★ POINT OF PURCHASE**School** + Louisiana State University

Title + Anthropologie Spring Rain Collection Environmental Signage

Credits + Courtney Wilbur*Claire Estopinal* ★ BROCHURE**School** + Louisiana State University**Title** + Graphic Design Informational Booklet**Credits** + Claire Estopinal, Graphic Designer*gdso* ★ BROCHURE**School** + Louisiana State University**Title** + LSU College of Art and Design Annual Report 2011

Credits + Eric Olivier, Graphic Designer; Natalie Del Pino, Graphic Designer

Kadie Tardo ★ POSTER**School** + Louisiana State University**Title** + IPAC Poster**Credits** + Kadie Tardo, Graphic Designer

*Nathan Sitz* ★ POSTER**School** + Louisiana State University**Title** + Pride and Prejudice Poster**Credits** + Nathan Sitz*new.docs* ★ POSTER CAMPAIGN**School** + Louisiana State University**Title** + Sexual Violence Poster Series**Credits** + Claire Estopinal, Graphic Designer; Kadie Tardo, Graphic Designer; Katie Gernhauser, Graphic Designer; Natasha Walker, Graphic Designer; Melissa Suazo, Graphic Designer*Sonnie Lynn Sulak* ★ EDITORIAL
DESIGN SPREAD OF FEATURE**School** + Louisiana State University**Title** + The Number 23**Credits** + Sonnie Sulak, Graphic Designer*Kickstand* ★ OUT-OF-HOME**School** + Louisiana State University**Title** + North Gate Historic District Information Kiosk**Credits** + Melinda Thiessen, Graphic Designer; Peter Cagnolatti, Graphic Designer; Eliza Todorova, Graphic Designer; Laura Theriot, Graphic Designer; Victoria Spivak, Graphic Designer*new.docs* ★ OUT-OF-HOME**School** + Louisiana State University**Title** + STAR Billboards**Credits** + Claire Estopinal, Graphic Designer; Kadie Tardo, Graphic Designer; Katie Gernhauser, Graphic Designer; Natasha Walker, Graphic Designer; Melissa Suazo, Graphic Designer*gdso* ★ INTERACTIVE, MULTI-MEDIA**School** + Louisiana State University**Title** + Global Vision Promotional CD**Credits** + Garrett Landry, Graphic Designer; Eric Olivier, Graphic Designer; Cole Wiley, Web Programmer; Colin Roberson, Photographer; Kevin Duffy, Photographer*Rima Massasati* ★ MIXED MEDIA CAMPAIGN**School** + Louisiana State University**Title** + Think**Credits** + Rima Massasati, Graphic Design*gdso* ★ MIXED MEDIA CAMPAIGN**School** + Louisiana State University**Title** + Art and Design Into the Abyss**Credits** + Courtney Barr, Art Director; David Achee, Graphic Designer; Cole Wiley, Web Programmer; Peter Giuffria, Graphic Designer; Kyle Baker, Graphic Designer; Eddie Laviolette, Graphic Designer;*Eric Olivier* ★ LOGO**School** + Louisiana State University**Title** + Clown's Snoballs Logo**Credits** + Eric Olivier, Graphic Designer*Kickstand* ★ LOGO**School** + Louisiana State University**Title** + North Gate Historic District Logo**Credits** + Melinda Thiessen, Graphic Designer; Peter Cagnolatti, Graphic Designer; Eliza Todorova, Graphic Designer; Laura Theriot, Graphic Designer; Victoria Spivak, Graphic Designer*Kickstand* ★ LOGO**School** + Louisiana State University**Title** + Kickstand Logo**Credits** + Melinda Thiessen, Graphic Designer; Peter Cagnolatti, Graphic Designer; Eliza Todorova, Graphic Designer; Laura Theriot, Graphic Designer; Victoria Spivak, Graphic Designer*Paige M. Huffine* ★ LOGO**School** + Louisiana State University**Title** + Oodles of Doodles**Credits** + Paige M. Huffine

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