

PHOTO: JORDAN HEFLER

AMERICAN ADVERTISING ADDY ⚡ 2018 AWARDS

WINNERS BOOK

AAF
AMERICAN ADVERTISING FEDERATION
BATON ROUGE

AMERICAN
ADVERTISING
AWARDS



PHOTO: JORDAN HEFLER

let's-ADDY 2018 Celebrate Together

AMERICAN ADVERTISING AWARDS & BATON ROUGE

- | | | | |
|--|--|--|--|
| 03 A Letter from Your ADDYS Co-Chairs | 08 President's Service Award | 13 Mosaic Award Professional | 30 Student Silver Awards |
| 04 E.A. Pete Goldsby Silver Medal Award | 09 Company Service Award | 15 Professional Gold Awards | 32 Meet the Judges (Professional) + Special Judges' Picks |
| 07 Mosaic Champion Award (NEW) | 11 Best of Show Professional Overall | 25 Professional Silver Awards | 35 Meet the Judges (Student) |
| | 12 Best of Show Professional Category | 29 Student Best of Show and Gold Awards | 36 Thank You Sponsors |

#ADDYROCK
#AAFBR

FREEBIRD!

THE BIGGEST ROCKSTARS BATON ROUGE

**FOX
44
NEWS**

CHAD SABADIE LAUREN MCCOY JESSE GUNKEL

NEWS WEATHER SPORTS

**THANKS
TO OUR
TEAM**

CREATIVE TEAM

Justin Barnett
Trent Bland
Meghan Bland
Lance Boudreaux
Blake Breau
Samuel Gasc
Jordan Hefler
Will Heflin
Grant Hurlbert
Grayson Jackson
Kate LeBeau
Gavin Michelli
James Peck
Mark Rankin
Drew Reilley
Marcus Soniet
Thomas Wimberly

PRODUCTION

Nick Copia
Ryan Golden
Merrit Melancon
James Robichaux
Adrian Miceli
James Peck

EVENT DECOR

Mark Vincent
Julia Yarbrough
Randy Wallis
Mark Rankin

HOSPITALITY

Natalie Herndon

CALL FOR ENTRIES AND JUDGING

Patrick Box
Jason Fierman
Theresa Nguyen
Becky Sadler

STUDENT OUTREACH

Amy Blacketter
Tim Samaha

AWARDS

Marie Powell
Kati Mucciacciaro

EVENT STAFF

Mikelyn Matthews
Jonathan Mayers
Ryan Palmisano
William Sharpe
Katie Stapleton

STUDENT VOLUNTEERS

Tiffany Landry
Kathryn Suarez
Harrison Cates
Jeanne Marie Hidalgo
Ellen Herndon

a letter from your ADDY CO-CHAIRS

JONATHAN PALMISANO



BARB BRAUD

Once again we are gathered for an event unlike any other, the 2018 American Advertising Awards of Baton Rouge! This year's entries were truly spectacular, and as we've come to expect, you showed up in force! We received hundreds of high quality pieces representing a full year's worth of blood, sweat and tears by **YOU...** the ROCKSTARS OF ADVERTISING!

We are truly blessed to have such an active group of highly-talented advertisers in this community. Our judges were very impressed by both the quality and quantity of advertising work being created in Baton Rouge, and

regularly pointed out how challenging it was to make their selections. The work you do is among the best in the nation, and you should all be proud of your achievements during this past year!

Tonight we will present a selection of that work, but this event is so much more than just an awards show. You are the rockstars of this industry, and you've battled all year to meet deadlines, win-over clients, and execute beautiful creative work that deserves to be recognized among the best in the country. So grab a drink, let your hair down, and PARTY LIKE A ROCKSTAR!

A special thanks to our sponsors and volunteers who make this event possible. Please take a moment to read through the volunteer list, and recognize the sponsor logos around you. Know that each of these individuals/businesses donated their time and money to make this event happen. They are your biggest fans. They see the value in what you do, and want to celebrate WITH you!

In closing, it has been an honor to serve as your ADDY co-chairs. We hope you leave tonight inspired, and with memories that last you a lifetime! **LET'S ROCK!**

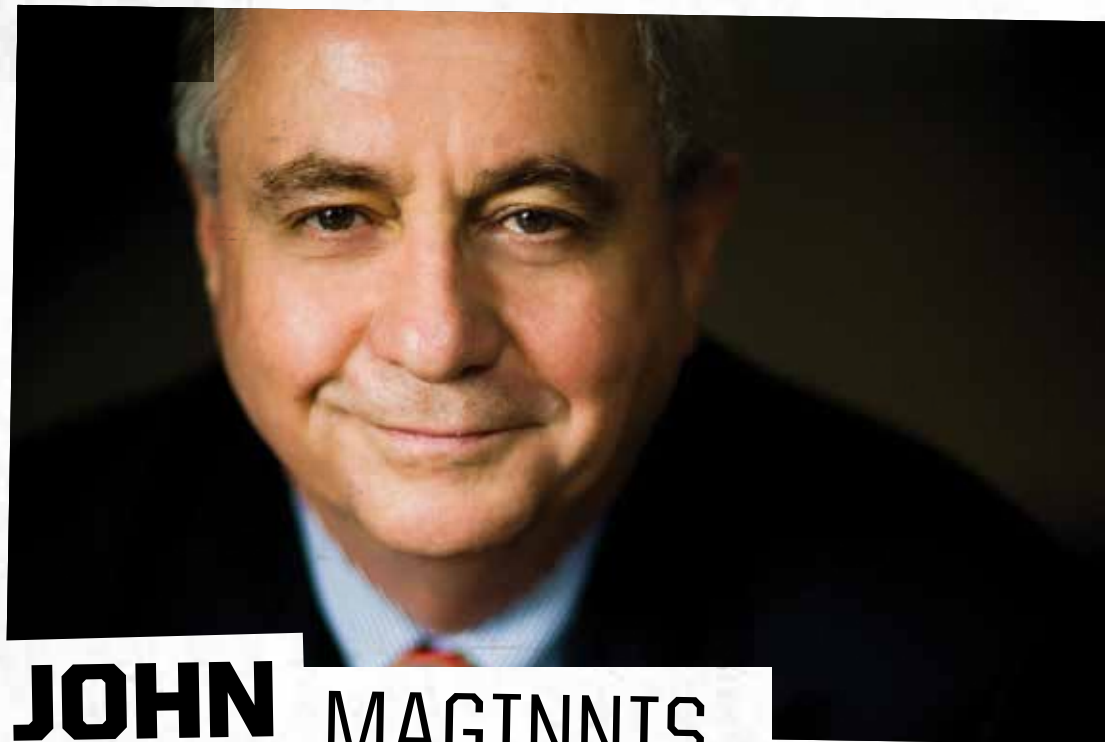
E.A. PETE GOLDSBY AWARD

John Maginnis has been an advertising visionary for more than 40 years. A Louisiana native, John grew up in Covington and graduated from the University of Virginia with Distinction.

He has worked in communications all of his professional life, excelling in journalism, advertising and public relations. He began his career as a reporter and spent several years with the Associated Press, where his last position was one of three World Desk Editors. Among his most notable assignments as a journalist was at the home of Cassius Clay (aka Muhammed Ali), where John covered the U.S. Supreme Court's decision to overturn the boxer's conviction on draft evasion charges.

After years in journalism, during which time he also worked in New York and Spain, John founded and became president of Maginnis + Associates, a Cincinnati-based PR firm. In 1993, John felt called to return to Louisiana, when he was hired by Blue Cross and Blue Shield of Louisiana to lead the Strategic Communications team. John's first undertaking was a brand campaign that emphasized the company's Louisiana roots. This award-winning campaign, "Louisiana Blue," solidified his role at Blue Cross. Soon after, he launched the memorable "We've Got a Blue for You" ad campaign and set the pace for a highly successful career there. Don Draper be damned!

Starting with a skeleton crew of four people, John quickly grew his team to become a self-sustained, in-house advertising/PR/marketing



JOHN MAGINNIS

agency. Today, his team of writers, designers, media buyers, traffic managers, digital strategists and translators exceeds 30 people and has won numerous awards on local, national and international levels.

Establishing himself as a communications expert in a conservative industry was no easy task—just ask him how he built the first company website for \$2,000 in the mid-90s, despite pushback from C-suite executives who insisted the internet was just a fad! John stayed the course and has held strong through five CEOs.

Always seeking ways to improve the company's bond with the state it serves, John founded the Angel Award in 1995 to honor and reward people who do exceptional volunteer work on behalf of Louisiana children. This program remains as the

cornerstone of the Blue Cross and Blue Shield of Louisiana Foundation, awarding grants to more than 168 outstanding Louisiana Angels to support their charities. This program has won dozens of ADDY Awards, and more importantly, it has improved the lives of thousands of Louisiana children.

The Angel Award is just one example of how John's advertising and PR vision always had purpose beyond generating awareness or selling product. Many of his campaigns were designed to be of service to Louisianians, be it to encourage us to eat right and move more through the Louisiana 2 Step program, or to help provide resources and support after disasters such as Hurricane Katrina, the BP oil spill and the floods of 2016. Other campaigns

were strictly informational, helping educate Louisianians about healthcare reform and ways to address the rising costs of healthcare.

Here are a few award-winning campaigns produced under his leadership:

- We've Got a Blue for You
- Believe in Blue
- Faces of Louisiana
- Blue Seal Meals
- Solutions Campaign
- Healthcare Cost Campaign
- Our Home, Louisiana
- Your Health. Our Commitment.
- Louisiana 2 Step
- Top Doctors
- Gotcha Covered
- Together Strong
- Protect Every Day
- Blue Bikes

Most recently, John worked with the City of New Orleans and Social Bikes to bring the first bike share program to New Orleans. He negotiated for Blue Cross to serve as the title sponsor and oversaw communication efforts to launch Blue Bikes. This program is bringing visibility to the Blue Cross brand, but more importantly, it is making it easier and more affordable for residents to get around in the Big Easy.

John's passion for service makes him a brilliant mentor and student advocate. He has established partnerships with Tulane's MBA program, where he has mentored hundreds of graduate students by giving them real-world projects. He has employed many college interns and has been a long-time supporter of AAF student sponsorships.

It goes without saying that John has inspired his creative team with his passion and work ethic. He has always encouraged them to flex their creative muscles and learn new techniques at communications conferences and through participation in AAF-BR. As a result, his team has been active participants in AAF-BR over the years, many of whom have served leadership roles within the organization.

John is a champion of Louisiana and believer in using Louisiana talent and resources. Working for a Louisiana-owned and operated company has always been a big source of pride for him, and he has ensured his staff promoted Blue Cross and Blue Shield of Louisiana in this light as well.

Not only is John a supporter of Louisiana, he is also a patriot. He served in the U.S. Army from 1966 to 1969, achieving the rank of Captain. He has taken these same leadership skills and passion for service and applied them to his professional memberships where he serves as a member of the Public Relations Society of America, the International Association of Business Communicators, Sales and Marketing Executives International and Public Relations Association of Louisiana. He was named 2000 Executive of the Year by the Baton Rouge Chapter of the International Association of Administrative Professionals (IAAP) in recognition of his professional achievements and contributions to the community.

After 25 years of service to Blue Cross, John has decided to retire and move on to new opportunities – he already has an exciting documentary in the works and big plans to travel abroad with his bride, Rose. John will be dearly missed by his Blue Cross family members who are thrilled to celebrate this much-deserved honor and his many achievements at the 2018 ADDY Awards.

PAST HONOREES

1955 – Foy Bennett
1956 – Roland Caldwell
1957 – Alvin H. Meyer
1958 – Frank Kean
1959 – Vic Ehr
1960 – J.B. Myers
1961 – Charles Garvey
1962 – Lee Herzberg
1963 – Tommy McGuire
1964 – Bob Earle
1965 – Pres Kors
1966 – Allan Brent
1967 – Tom Gibbens

1968 – Jack Sanders
1969 – Annie-Claire Mote
1970 – Roger Davison
1971 – Douglas L. Manship
1972 – Orene Muse
1973 – Ralph Sims
1974 – Charles Manship
1975 – Lamar Simmons
1976 – Charlie Kantrow
1977 – Kevin Reilly
1978 – Jerry Turk
1979 – Mervin Rhys
1980 – Art Root

1981 – Bob Furlow
1982 – Don Stewart
1983 – Jules Mayeux
1983 – Grace McElveen
1984 – Don Berlin
1985 – Allen McCarty
1986 – Gus Weill
1987 – Cyril Vetter
1988 – Martin Flanagan
1989 – Sandy Deslatte
1990 – J.H. Martin
1991 – Diane Allen
1992 – Sonny Cranch

1993 – Gus Wales
1994 – Pat Cheramie
1995 – Al McDuff
1996 – Charles East, Jr.
1997 – Gerald Bower
1998 – Rolfe McCollister, Jr.
1999 – Rod Parker
2000 – Otey White
2000 – Karen Gaupp-Wozniak
2001 – Jensen Holiday
2003 – David Humphreys
2004 – Angela deGravelles
2005 – Gerry Lane

2006 – Greg Milneck
2007 – Jeff English
2008 – Sandra Lane
2009 – Francelle Theriot
2010 – Elizabeth Perry
2011 – Don Cassano
2012 – Julio Melara
2013 – Tommy Teepel
2014 – Curtis Vann
2015 – Jeff Wright
2016 – Steve Davison
2017 – Connie McLeod



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Grow.

MOSAIC *champion*



ORHAN MC MILLAN

Orhan Mc Millan demonstrates his commitment to diversity in all that he does. Not only is Orhan the founder and managing partner of dezinsINTERACTIVE, he is also extraordinarily active in the community, serving as both a participant and advocate for groups who support the understanding that bringing equal access to all citizens uplifts and grows our community as a whole.

His involvement with AAF-BR began in 2009. He joined the Board of Directors in 2011. With a vision that no one else had before him, he served as Diversity Chair and brought some of the most important multicultural programs and ideas

to AAF-BR, including Dialogue on Race. Orhan solicited participation in Dialogue on Race from many AAF-BR members helping to broaden their understanding and influence their advertising efforts. He has now been a DOR facilitator for over 7 years, contributing countless volunteer hours promoting the organization with marketing and public relations.

Orhan has also been an active supporter of a number of other important community organizations, including The Walls Project, The Futures Fund, and Junior Achievement. For the last 4 years, he has led teams from Scotlandville Magnet High School to victory in a Junior Achievement competition, where he

helped guide a class in producing a new product and to create advertising and marketing for that product. It was his work that inspired AAF-BR to partner with Junior Achievement and form The Big Pitch, where advertising and marketing professionals team up with different local High Schools to lead them in this competition.

Within his own company, Orhan shows that he is deliberate about diversity when choosing both staff and clientele. After nearly two decades in business, dezinsINTERACTIVE continues to have a diverse clientele and to support them in recognizing the benefits of diversity in reaching their customers. Where other companies protect themselves from being so open about diversity for fear of a bottom loss or longevity in the industry, Orhan's model of diversity has proven to be a crucial part of his success.

When speaking with Orhan about any upcoming project or event, he will think up ways to encourage people from all walks of life. It is much more than his spirit and his soul, truly at the very core of his being. It is because of his undeniable strength, force, and honor that we proudly present Orhan Mc Millan with the inaugural Mosaic Champion Award.

THE MOSAIC CHAMPION AWARD

The AAF-Baton Rouge Mosaic Champion Award celebrates an individual or organization that demonstrates a commitment to diversity and inclusion through their involvement in the community, their creative work, and organization-wide initiatives. The recipient of this award embodies the American Advertising Federation's four Mosaic Principles:

- Recruiting a workforce that reflects the diversity of demographics, lifestyle, experience, and mindset of America both today and tomorrow.
- Bringing greater awareness to the hidden storytellers, innovators, and provocateurs in the industry.
- Providing access to development and leadership opportunities.
- Encouraging the industry to portray realistic images of multicultural youth and communities.

PRESIDENT'S SERVICE AWARD

The President's Service Award is given to the member who has given the most toward the betterment of AAF-Baton Rouge and its activities during the previous calendar year. I can tell you this award was created for this year's recipient, Jonathan Palmisano. Everyone knows him and loves him, but what he has given to the ADDYs this past year is why he is truly deserving of this award.

Jonathan started his involvement with AAF-BR in 2012 by joining the Campaign for Community committee. This committee selects a local non-profit organization that needs help with their promotional efforts. A team of volunteer professionals in the advertising field donates their time to create logos, social media marketing, or other specific items the non-profit needs. Jonathan donated his time for two years to this effort.

After being heavily involved in this committee, Jonathan was nominated and elected to join the AAF-BR Board of Directors in 2014 chairing the Programs and Workshops committee. Right away it was obvious he enjoyed his responsibilities as he signed up top names in the industry; including Seven Creative's Kelly Stevens and James Schexnaydre of Jimmy Kimmel Live. He then went on to co-chair the Membership committee where he planned successful and fun social events while also getting to know all of our members personally. In addition, he would always be available to volunteer or donate to other AAF-BR events such



JONATHAN PALMISANO

as a poster for the DesignBR fundraising event and a painting for the silent auction.

After a restructuring of the ADDYs committee due to the size of the event, Jonathan was elected to the Executive Committee where he first served as ADDYs co-chair. This event really challenged him, but he quickly learned his role and responsibilities and helped to plan one of the most successful ADDY awards to date. In his new role this year as the ADDYs chair, it is no question that he has put his entire heart into the planning of this amazing night.

While he's not working full time at Blue Cross and Blue Shield of Louisiana and being an incredible ADDYs chair, he would happily say he is the proud CEO of Lunchbox Doodles, now a creative sensation. In addition, Jonathan is involved with other related industry events

such as CROP, local Drink and Draw gatherings, Big Buddy's Crawfish King Cookoff, and always has time to help with the LSU students at the AAF-BR student conferences or at their LSU AdFed meetings. He never hesitates to volunteer any time he has when he knows someone needs help.

Above all these accolades, Jonathan's first priority and most proud accomplishment has been and will always be his son, Jacob. We see the pride in his face and hear the joy in his voice whenever Jacob is mentioned. And there's no doubt Jacob is equally proud of all his dad has accomplished.

It's because of this inspiring hard work and sacrifice that Jonathan deserves this year's President's Service Award.

COMPANY SERVICE AWARD



EMPRINT MORAN PRINTING

Emprint Moran Printing has served and supported AAF-Baton Rouge for over 20 years. Not only has the company been a proud member of the organization for all those years, but several of its employees have gone on to lead the organization as presidents and even as District Governor. Their commitment to the organization through its employees' time and talents speaks volumes to their generous and supportive spirit.

Beyond being amazing members to the organization, the amount of in-kind printed donations have been insurmountable through the years. These donations have been through membership packets, event materials, stationery, media auction books, and the list goes on. All of these items have had a direct impact on the organization's budget and has been a tremendous help each and every year.

Regarding the ADDYs, you can thank Emprint Moran Printing for the supportive printed pieces such as the postcard mailers, posters, and invitations to get you all excited and here at the event today. As most of you know, this event takes a village to plan and execute. So we are truly

appreciative when companies like Emprint Moran Printing step in to help and rarely denies a request when asked.

Through AAF-Baton Rouge, Emprint Moran Printing has also donated in-kind printing to other organizations such as The Future's Fund, the Baton Rouge Blues Foundation, Junior Achievement and the Louisiana Hospitality Foundation. Their donations include: brochures, printed promotional materials, and/or stationery items. Their generosity goes well beyond our organization they have said that they bring integrity, intelligence, loyalty, and follow through to the market and we have certainly seen that through their continued partnership with AAF-Baton Rouge.

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PROFESSIONAL *overall* BEST OF SHOW



BRANDI AND GAGE

ENTRANT: Red Six Media ADVERTISER: Party Time
CREDITS: Red Six Media > Creative and Post Production,
Lumehouse > Production

PROFESSIONAL BEST OF SHOW

PROFESSIONAL MOSAIC



BEST OF SHOW: OUT-OF-HOME & AMBIENT MEDIA

TOM PETTY TRIBUTE

ENTRANT: Lamar Graphics
ADVERTISER: Lamar Advertising
CREDITS: Mark Rankin › Creative Director/Designer



BEST OF SHOW: FILM, VIDEO, & SOUND

STAY GIANT

ENTRANT: tommysTV
ADVERTISER: Brawny
CREDITS: Tommy Talley › Producer,
Jordan Lewis › Producer, Robbie Wiedie ›
Director, Freddie Mince › Director of Photography,
Jordan P. Anderson › Camera Operator



BEST OF SHOW: INTEGRATED CAMPAIGN

VBR "GET DOWN HERE" CAMPAIGN

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative



BEST OF SHOW: LOGO DESIGN

MIKE VII LOGO

ENTRANT: LSU Athletics Creative Services
ADVERTISER: LSU Athletics
CREDITS: LSU Athletics Creative Services



BEST OF SHOW: ILLUSTRATION

BAYOU TECHE AGED ILLUSTRATIONS

ENTRANT: TILT
ADVERTISER: Bayou Teche Brewery
CREDITS: TILT Creative



WHAT THE JUDGES SAID

"The LSU brand, at its core, represents the best of Baton Rouge - its courage, grace, and dignity. In this spot, LSU chose immigrants, not only to the city but to this nation, to represent the LSU brand, demonstrating with grace the unifying power of dedication and compassion. As these people represent the heart of LSU, who is proud to be recognized by these faces, Baton Rouge is proud to be recognized by the LSU brand and the inclusive supportive community it stands for."



SOCIAL MEDIA - SINGLE EXECUTION

LSU RESEARCH

ENTRANT: tommysTV
ADVERTISER: Louisiana State University
CREDITS: Tommy Talley › Producer,
Freddie Mince › Director of Photography,
Jordan P. Anderson › Camera Operator,
Jordan Lewis › Producer,
Josh Carley › Editor



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PROFESSIONAL GOLD



PACKAGING – SINGLE UNIT
BAYOU TECHE CINCO DE BAYOU PACKAGE

ENTRANT: TILT
ADVERTISER: Bayou Teche Brewery
CREDITS: TILT Creative



PACKAGING CAMPAIGN
BAYOU TECHE BARREL AGED SERIES

ENTRANT: TILT
ADVERTISER: Bayou Teche Brewery
CREDITS: TILT Creative



STATIONERY PACKAGE
SINGLE OR MULTIPLE PIECES
ROUX 61 BUSINESS CARD

ENTRANT: Object 9
ADVERTISER: Roux 61
CREDITS: Object 9 Team,
Mark Waite > Designer



PUBLICATION DESIGN – MAGAZINE DESIGN
LEUR MAGAZINE ISSUE 03

ENTRANT: Leur Magazine
ADVERTISER: Leur Magazine
CREDITS: Charles Champagne >
Founder/Creative Director



PRINTED ANNUAL REPORT
WE'RE DIFFERENT COMMUNITY REPORT

ENTRANT: Mary Bird Perkins Cancer Center
ADVERTISER: Mary Bird Perkins –
Our Lady of the Lake Cancer Center
CREDITS: Elizabeth Badeaux of EGB Creative >
Freelance Graphic Designer



INSTALLATIONS – MULTIPLE INSTALLATIONS
CAPITOL CITY PRODUCE:
KEEP IT FRESH

ENTRANT: MESH
ADVERTISER: Capitol City Produce
CREDITS: MESH Creative

GOLD PROFESSIONAL



OUTDOOR BOARD – FLAT – SINGLE UNIT

MIKE VII BILLBOARD

ENTRANT: LSU Athletics Creative Services

ADVERTISER: LSU Athletics

CREDITS: LSU Athletics Creative Services



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

EVERY LIFE TELLS A STORY

ENTRANT: Lamar Graphics

ADVERTISER: Dimond & Sons Funeral Home

CREDITS: Leanne Gayle › Senior Graphic Designer



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

TOM PETTY TRIBUTE

ENTRANT: Lamar Graphics

ADVERTISER: Lamar Advertising

CREDITS: Mark Rankin › Creative Director/Designer



OUT-OF-HOME CAMPAIGN

“THE AQUARIUM’S COMING” CAMPAIGN

ENTRANT: MESH

ADVERTISER: Mississippi Aquarium

CREDITS: MESH Creative



OUT-OF-HOME CAMPAIGN

EATEL BUSINESS WINDOW DISPLAYS

ENTRANT: Brew Agency

ADVERTISER: Eatel Business

CREDITS: Brew Agency Creative Team



SOCIAL MEDIA – SINGLE EXECUTION

STAY GIANT

ENTRANT: tommysTV / ADVERTISER: Brawny

CREDITS: Tommy Talley › Producer, Jordan Lewis › Producer, Robbie Wiedie › Director, Freddie Mince › Director of Photography, Jordan P. Anderson › Camera Operator

PROFESSIONAL **GOLD**



INTERNET COMMERCIAL: SINGLE SPOT – ANY LENGTH

BRANDI AND GAGE

ENTRANT: Red Six Media

ADVERTISER: Party Time

CREDITS: Red Six Media › Creative and Post Production, Lumehouse › Production



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

STAY GIANT

ENTRANT: tommysTV / ADVERTISER: Brawny

CREDITS: Tommy Talley › Producer, Jordan Lewis › Producer, Robbie Wiedie › Director, Freddie Mince › Director of Photography, Jordan P. Anderson › Camera Operator



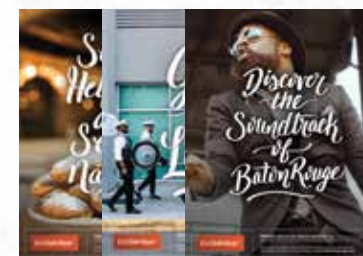
INTEGRATED ADVERTISING CAMPAIGNS – CONSUMER CAMPAIGN – LOCAL

BLUE BIKES CAMPAIGN

ENTRANT: Blue Cross and Blue Shield of Louisiana

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: Blue Cross › In-House Creative Team, Morrison Production/ Twisted Fiction › Production, Jamie Wax › Writer, Jep Epstein › Music



INTEGRATED ADVERTISING CAMPAIGNS – CONSUMER CAMPAIGN – NATIONAL

VBR “GET DOWN HERE” CAMPAIGN

ENTRANT: MESH

ADVERTISER: Visit Baton Rouge

CREDITS: MESH Creative



INTEGRATED BRAND IDENTITY CAMPAIGN – LOCAL OR REGIONAL/NATIONAL

ITINSPIRED BRAND IDENTITY

ENTRANT: Brew Agency

ADVERTISER: ITinspired

CREDITS: Brew Agency Creative Team, Vivid Ink › Printer



INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

BATON ROUGE KINDNESS ROCKS PROJECT

ENTRANT: Franciscan Missionaries of Our Lady

ADVERTISER: Franciscan Missionaries of Our Lady North American Region

CREDITS: Natalie Herndon › Senior Marketing Specialist, Sr. Barbara Arceneaux › Regional Minister FMOL

GOLD PROFESSIONAL



ADVERTISING INDUSTRY SELF-PROMOTION (CROSS PLATFORM)

CIRCUS ADDYS - BERTHA THE BALANCER

ENTRANT: Lamar Graphics

ADVERTISER: American Advertising Federation of Baton Rouge

CREDITS: Jay Watson > Art Director, Randy Wallis > 3D Modeling, Shelli Martin > Costume Designer, Roland Paris > Painter, Lamar Graphics 3D Team > Fabrication



LOGO DESIGN

MIKE VII LOGO

ENTRANT: LSU Athletics Creative Services

ADVERTISER: LSU Athletics

CREDITS: LSU Athletics Creative Services



ILLUSTRATION - SINGLE

BAYOU TECHE CINCO DE BAYOU ILLUSTRATION

ENTRANT: TILT

ADVERTISER: Bayou Teche Brewery

CREDITS: TILT Creative



ILLUSTRATION SERIES

BAYOU TECHE AGED ILLUSTRATIONS

ENTRANT: TILT

ADVERTISER: Bayou Teche Brewery

CREDITS: TILT Creative



ART DIRECTION - SINGLE

XSTREAM WEBSITE

ENTRANT: Red Six Media

ADVERTISER: XSTREAM Urinals

CREDITS: Red Six Media > Copywriting/Art Direction



ART DIRECTION - CAMPAIGN

"GET DOWN HERE" CAMPAIGN

ENTRANT: MESH

ADVERTISER: Visit Baton Rouge

CREDITS: MESH Creative, Contrast Films > On-Site Production

CONGRATS WINNERS,

YOU ROCK!



LAMAR
graphics

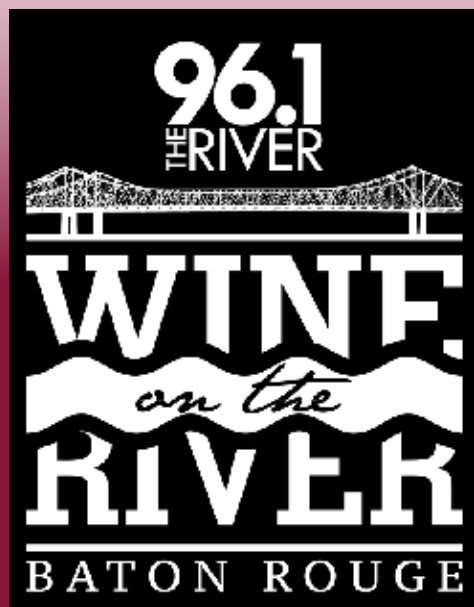
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WAFB

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PROFESSIONAL GOLD



CINEMATOGRAPHY "FOOD CITY" SPOT

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative, Contrast Films



CINEMATOGRAPHY "BACKYARD BLUES" SPOT

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative, Contrast Films



CINEMATOGRAPHY DISPARAÎTRE - DISAPPEARING

ENTRANT: The Bill Rodman Production Shoppe
ADVERTISER: ABLE (Anglers Bettering Louisiana's Estuaries)
CREDITS: Bill Rodman > Executive Producer/Photographer



CINEMATOGRAPHY TRUE TO OUR HOME 303

ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana > Concept/
Creative/Scriptwriting, Digital FX > Production



CINEMATOGRAPHY TRUE TO OUR HOME 304

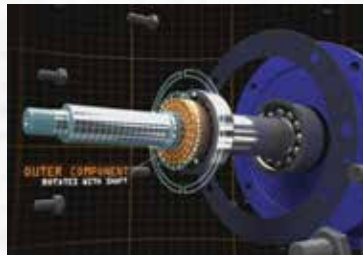
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana > Concept/
Creative/Scriptwriting, Digital FX > Production



ANIMATION, SPECIAL EFFECTS, OR MOTION GRAPHICS POWERED FOR GOOD

ENTRANT: Digital FX
ADVERTISER: Bernhard Energy Solutions
CREDITS: Covalent Logic > Concept/Creative,
Digital FX > Design/Production

GOLD PROFESSIONAL



ANIMATION, SPECIAL EFFECTS,
OR MOTION GRAPHICS

DURABLE BY DESIGN

ENTRANT: Digital FX

ADVERTISER: ISOMAG Corporation

CREDITS: Digital FX › Design/Production/Post



VIDEO EDITING

VBR "FOOD CITY" SPOT

ENTRANT: MESH

ADVERTISER: Visit Baton Rouge

CREDITS: MESH Creative, Contrast Films



VIDEO EDITING

VBR "BACKYARD BLUES" SPOT

ENTRANT: MESH

ADVERTISER: Visit Baton Rouge

CREDITS: MESH Creative, Contrast Films



VIDEO EDITING

VBR "FOOD CITY" 30S SPOT

ENTRANT: MESH

ADVERTISER: Visit Baton Rouge

CREDITS: MESH Creative, Contrast Films



VIDEO EDITING

VBR "BACKYARD BLUES" 30S SPOT

ENTRANT: MESH

ADVERTISER: Visit Baton Rouge

CREDITS: MESH Creative, Contrast Films



VIDEO EDITING

MAVIS FRUGE - LA TABLE FRANÇAISE

ENTRANT: The Bill Rodman Production Shoppe

ADVERTISER: Atchafalaya National Heritage Area

CREDITS: Bill Rodman › Producer/Editor

PROFESSIONAL GOLD



VIDEO EDITING

TRUE TO OUR HOME 303

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: Blue Cross and Blue Shield of Louisiana › Concept/
Creative/Scriptwriting, Digital FX › Production



RESPONSIVE DESIGN

CATS WEBSITE

ENTRANT: Covalent Logic

ADVERTISER: Capital Area Transit System

CREDITS: Stacey Vincent › Designer/Developer, Poulin Wu › Programmer,
Daniel Duvic › Brand Development, Stafford Wood › Strategy



VIDEO DIRECTION

TRUE TO OUR HOME 301

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: Blue Cross and Blue Shield of Louisiana › Concept/
Creative/Scriptwriting, Digital FX › Production



VIDEO DIRECTION

TRUE TO OUR HOME 303

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: Blue Cross and Blue Shield of Louisiana › Concept/
Creative/Scriptwriting, Digital FX › Production



VIDEO ART DIRECTION

TRUE TO OUR HOME 303

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: Blue Cross and Blue Shield of Louisiana › Concept/
Creative/Scriptwriting, Digital FX › Production




VIDEO ART DIRECTION

DURABLE BY DESIGN

ENTRANT: Digital FX

ADVERTISER: ISOMAG Corporation

CREDITS: Digital FX › Design/Production/Post



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PROFESSIONAL **SILVER**

SALES PROMOTION CAMPAIGN

JURASSIC WORLD

ENTRANT: Lamar Advertising Company
ADVERTISER: Universal Studios
CREDITS: Gabrielle Favret › Graphic Designer, Peter Minister › 3D Model Artist

PACKAGING – SINGLE UNIT

DE STEEG BIERE DE GARDE PACKAGING

ENTRANT: TILT
ADVERTISER: De Steeg Brewing
CREDITS: TILT Creative

PACKAGING – SINGLE UNIT

ST. ROCH CUCUMBER VODKA PACKAGING

ENTRANT: TILT
ADVERTISER: Seven Three Distilling Company
CREDITS: TILT Creative

PRINTED ANNUAL REPORT

MOMENTS THAT LAST COMMUNITY REPORT

ENTRANT: Mary Bird Perkins Cancer Center
ADVERTISER: Mary Bird Perkins – Our Lady of the Lake Cancer Center

BROCHURE – SINGLE UNIT

CASE FOR GIVING

ENTRANT: Mary Bird Perkins Cancer Center
ADVERTISER: Mary Bird Perkins – Our Lady of the Lake Cancer Center

PUBLICATION DESIGN – EDITORIAL SPREAD OR FEATURE

SUMMER TO SAVOR

ENTRANT: Louisiana Business Inc
ADVERTISER: 225 Magazine
CREDITS: Melinda Gonzalez › Graphic Designer, Hoa Vu › Art Director, Jennifer Tormo › Editor, Kaci Yoder › Writer, Charlene Williams › Photographer, Benjamin Leger › Editor, Collin Richie › Photographer

DIRECT MARKETING – SPECIALTY ADVERTISING

FAIS DO GEAX – PLAYING CARD GAME

ENTRANT: Octagon Media
ADVERTISER: BR200 Committee – City of Baton Rouge
CREDITS: Octagon Media

PUBLIC SERVICE COLLATERAL – BROCHURE/SALES KIT

METANOIA

ENTRANT: Blue Cross and Blue Shield of Louisiana
ADVERTISER: Metanoia
CREDITS: Blue Cross › In-House Creative Team

MAGAZINE ADVERTISING CAMPAIGN

WEIGHT LOSS SURGERY MAGAZINE

ENTRANT: Woman's Hospital
ADVERTISER: Woman's Hospital
CREDITS: Woman's Hospital Creative Services

MASS TRANSIT/AIRLINES – EXTERIOR – SINGLE

TITANOBOA' BUS FULL WRAP

ENTRANT: Lamar Graphics
ADVERTISER: Monte L. Bean Life Science Museum
CREDITS: Claire Estopinal › Graphic Designer, Jay Watson › Art Director, Jonathan Hoopes › Transit Creative & Production Specialist

OUT-OF-HOME CAMPAIGN

HALLOWEEN DONUTS

ENTRANT: Lamar Graphics
ADVERTISER: Krispy Kreme
CREDITS: Leanne Gayle › Senior Graphic Designer

WEBSITES – CONSUMER

CATS WEBSITE

ENTRANT: Covalent Logic
ADVERTISER: Capital Area Transit System
CREDITS: Stacey Vincent › Designer/Developer, Poulin Wu › Programmer, Daniel Duvic › Brand Development, Stafford Wood › Strategy

WEBSITES – MICROSITES

EQ Q3 2017: THE RACE FOR AEROSPACE

ENTRANT: BBR Creative
ADVERTISER: Louisiana Economic Development
CREDITS: Julie Calzone › LED Executive Director, Jennifer Berthelot › LED Marketing Director, Gary Perriloux › LED Communications Director, Matthew Welsh › BBR Lead Account Executive, Laura Hebert › BBR Account Executive, Daniel Keding › BBR Digital Marketing Director, Kellie Viola Gott › BBR Art Director, Terez Molitor › BBR Designer, Hunter Miller › BBR Front-End Developer, Eddie Talbot › BBR Production Manager, Brittanny Walker › BBR Project Manager, Andrea Pillaro › BBR Content Specialist

SOCIAL MEDIA – SINGLE EXECUTION

VBR "GET IN LINE" CAROUSEL AD

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative

SOCIAL MEDIA – SINGLE EXECUTION

LSU RESEARCH

ENTRANT: tommyTV
ADVERTISER: Louisiana State University
CREDITS: Tommy Talley › Producer, Jordan Lewis › Producer, Robbie Wiedie › Director, Freddie Mince › Director of Photography, Jordan P. Anderson › Camera Operator, Josh Carley › Editor

SOCIAL MEDIA CAMPAIGN

CANCER AWARENESS MONTHS

ENTRANT: Mary Bird Perkins Cancer Center
ADVERTISER: Mary Bird Perkins – Our Lady of the Lake Cancer Center

SOCIAL MEDIA CAMPAIGN

RED STICK SPICE CO. INSTAGRAM CAMPAIGN

ENTRANT: Digital FX
ADVERTISER: Red Stick Spice Company
CREDITS: Digital FX › Concept/Production, Jessica Le › Animator

DIGITAL PUBLICATIONS

EQ Q4 2016: YEAR IN REVIEW

ENTRANT: BBR Creative
ADVERTISER: Louisiana Economic Development
CREDITS: Julie Calzone › LED Executive Director, Jennifer Berthelot › LED Marketing Director, Gary Perriloux › LED Communications Director, Matthew Welsh › BBR Lead Account Executive, Laura Hebert › BBR Account Executive, Daniel Kedingner › BBR Digital Marketing Director, Kellie Viola Gott › BBR Art Director, Hunter Miller › BBR Front-End Developer, Eddie Talbot › BBR Production Manager, Andrea Pillaro › BBR Content Specialist

TELEVISION ADVERTISING – SINGLE SPOT 15 SECONDS OR LESS

BENNY'S MOM COMMERCIAL

ENTRANT: Brew Agency
ADVERTISER: Benny's Car Wash & Oil Change
CREDITS: Brew Agency Creative Team

TELEVISION ADVERTISING – SINGLE SPOT 30 SECONDS

“BACKYARD BLUES” 30S TV SPOT

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative, Contrast Films › On-Site Production

TELEVISION ADVERTISING – LOCAL CAMPAIGN

BLUE BIKES TV CAMPAIGN

ENTRANT: Blue Cross and Blue Shield of Louisiana
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross › In-House Creative Team, Morrison Production/ Twisted Fiction › Production, Jamie Wax › Writer, Jep Epstein › Music

INTERNET COMMERCIAL – ONLINE FILM, VIDEO, & SOUND CAMPAIGN

ONE SOLUTION SERIES

ENTRANT: Red Six Media
ADVERTISER: Turner Industries
CREDITS: Red Six Media › Creative and Post Production, Lumehouse › Production, Ford SoundDesign › Sound Design

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

LOUISIANA KEY ACADEMY “LETTER” SPOT

ENTRANT: MESH
ADVERTISER: Louisiana Key Academy
CREDITS: MESH Creative, Lumehouse › Cinematography and Post Production

FILM, VIDEO, & SOUND – PUBLIC SERVICE NON-BROADCAST AUDIO/VISUAL

REAGAN'S STORY BEST DRESSED BALL

ENTRANT: SASSO
ADVERTISER: Baton Rouge Best Dressed Ball benefiting the American Cancer Society
CREDITS: SASSO › Agency/Creative Direction, Lumehouse › Cinematography

FILM, VIDEO, & SOUND – PUBLIC SERVICE CAMPAIGN

LDH MOSQUITO ABATEMENT TV

ENTRANT: Feigley Communications
ADVERTISER: Louisiana Department of Health
CREDITS: Stuart Feigley › Creative Director/Copywriter/Broadcast Producer, Ben Benton › Art Director, Molly Malloy Trahan › Account Executive, Digital FX › Production Company

FILM, VIDEO, & SOUND – PUBLIC SERVICE CAMPAIGN

STAND UP

ENTRANT: Octagon Media
ADVERTISER: Capital City Alliance
CREDITS: Octagon Media

ADVERTISING INDUSTRY SELF-PROMOTION FILM, VIDEO, & SOUND

THE TRUST FUND

ENTRANT: tommysTV
ADVERTISER: tommysTV
CREDITS: Jordan Lewis › Producer, Sam Claitor › Producer, Josh Carley › Director, Matt S. Bell › Director of Photography, Kolby Kember › VFX

INTEGRATED ADVERTISING CAMPAIGNS – B-TO-B CAMPAIGN – LOCAL

“KING OF CHA-CHING” CAMPAIGN

ENTRANT: MESH
ADVERTISER: Investar Bank
CREDITS: MESH Creative

INTEGRATED BRANDED CONTENT CAMPAIGN – LOCAL OR REGIONAL/ NATIONAL

LAMARATHON

ENTRANT: Lamar Advertising Company
ADVERTISER: Lamar Advertising Company
CREDITS: Lamar Advertising Company

ONLINE/INTERACTIVE CAMPAIGN

VBR “GET DOWN HERE” CAMPAIGN

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative

ADVERTISING INDUSTRY SELF-PROMOTION (CROSS PLATFORM)

CAJUN REEBOKS & COLOSSAL CRAWFISH

ENTRANT: Lamar Graphics
ADVERTISER: AAF District 7
ADDY Awards
CREDITS: Lamar Graphics 3D Team › Fabrication, Randy Wallis › 3D Modeling, Mendi Robinson › Creative Director

INFOGRAPHICS

LETTERFORM ANATOMY POSTER

ENTRANT: Bzquare Editions
ADVERTISER: LSU Libraries
Special Collections
CREDITS: Lynne Baggett › Graphic Design/Photography

ILLUSTRATION – SINGLE

BAYOU TECHE COCODRIE ILLUSTRATIONS

ENTRANT: TILT
ADVERTISER: Bayou Teche Brewery
CREDITS: TILT Creative

ILLUSTRATION SERIES

NOBLE RAY ILLUSTRATION SERIES

ENTRANT: TILT
ADVERTISER: Noble Rey Brewing Company
CREDITS: TILT Creative

CINEMATOGRAPHY

MAVIS FRUGE – LA TABLE FRANÇAISE

ENTRANT: The Bill Rodman Production Shoppe
ADVERTISER: Atchafalaya National Heritage Area
CREDITS: Bill Rodman › Producer/Photographer

CINEMATOGRAPHY

TRUE TO OUR HOME 301

ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana › Concept/Creative/Scriptwriting, Digital FX › Production

ANIMATION, SPECIAL EFFECTS, OR MOTION GRAPHICS

“BUSINESS OF YOUR DREAMS” SPOT

ENTRANT: MESH
ADVERTISER: Community Bank of Louisiana
CREDITS: MESH Creative

ANIMATION, SPECIAL EFFECTS, OR MOTION GRAPHICS

“CRANK IT UP, KAREN” SPOT

ENTRANT: MESH
ADVERTISER: Community Bank of Louisiana
CREDITS: MESH Creative

ANIMATION, SPECIAL EFFECTS, OR MOTION GRAPHICS

STRAIGHT TALK: HOLY GRAIL

ENTRANT: tommysTV
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Staff from Blue Cross and Blue Shield of Louisiana's Strategic Communications Department, tommysTV, elbow/room

ANIMATION, SPECIAL EFFECTS, OR MOTION GRAPHICS

STRAIGHT TALK: TITLE SEQUENCE

ENTRANT: tommysTV
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Staff from Blue Cross and Blue Shield of Louisiana's Strategic Communications Department, tommysTV, elbow/room

VIDEO EDITING

DISPARAÎTRE – DISAPPEARING

ENTRANT: The Bill Rodman Production Shoppe
ADVERTISER: ABLE (Anglers Bettering Louisiana's Estuaries)
CREDITS: Bill Rodman › Executive Producer/Editor

VIDEO EDITING

TRUE TO OUR HOME 301

ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana › Concept/Creative/Scriptwriting, Digital FX › Production

VIDEO EDITING

TRUE TO OUR HOME 304

ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana › Concept/Creative/Scriptwriting, Digital FX › Production

VIDEO ART DIRECTION

TRUE TO OUR HOME 304

ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana › Concept/Creative/Scriptwriting, Digital FX › Production



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STUDENT **BEST OF SHOW**



2018 STUDENT BEST OF SHOW
AND GOLD ADDY WINNER
INTEGRATED BRAND IDENTITY CAMPAIGN

KITSCH*

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

STUDENT **GOLD**



PUBLICATION DESIGN – MAGAZINE

QUAD: LSU COAD MAGAZINE FALL 2017

ENTRANT: GDSO

SCHOOL: LSU School of Art | GDSO

CREDITS: Lynne Baggett › Faculty Advisor, Luisa Restrepo › Creative Director,
Kitty Pheney › Project Director, Angela Harwood › Editor/Writer,
Tory Cunningham › Illustrator/Graphic Designer, Justin Bryant › Cover Illustration



PUBLICATION DESIGN – MAGAZINE

SAHAR RAHIMI PORTFOLIO 2017

ENTRANT: Sahar Rahimi

SCHOOL: Louisiana State University

CREDITS: Sahar Rahimi



PUBLICATION DESIGN – MAGAZINE

ANAHID, GODDESS OF WATER

ENTRANT: Sahar Rahimi

SCHOOL: Louisiana State University

CREDITS: Sahar Rahimi

SILVER STUDENT

DIRECT MARKETING

DOCTOR OF DESIGN CAMPAIGN

ENTRANT: **GDSO** / SCHOOL: **LSU School of Art | GDSO**
CREDITS: **Hayden Nagin** › Graphic Designer, **Luisa Restrepo** › Creative Director, **Kitty Phene** › Project Director, **Courtney Barr** › Faculty Advisor, **Tory Cunningham** › Graphic Designer, **Rod Parker** › Faculty Advisor

INTEGRATED BRAND IDENTITY CAMPAIGN

MARGZ MARGARITA FESTIVAL

ENTRANT: **Celeste Bourgeois**
SCHOOL: **Nicholls State University**
CREDITS: **Celeste Bourgeois**

INTEGRATED BRAND IDENTITY CAMPAIGN

DOREMI

ENTRANT: **Grace Choi Lee**
SCHOOL: **Louisiana State University**
CREDITS: **Grace Choi Lee**

PRINTED ANNUAL REPORT OR BROCHURE

LSU SCHOOL OF ART MA/MFA BROCHURE

ENTRANT: **GDSO** / SCHOOL: **LSU School of Art | GDSO**
CREDITS: **Hayden Nagin** › Graphic Designer, **Luisa Restrepo** › Creative Director, **Kitty Phene** › Project Director, **Rod Parker** › Faculty Advisor, **Courtney Barr** › Faculty Advisor

PUBLICATION DESIGN – COVER

QUAD: LSU COAD MAGAZINE SPRING 2017

ENTRANT: **GDSO** / SCHOOL: **LSU School of Art | GDSO**
CREDITS: **Tory Cunningham** › Illustrator, **Luisa Restrepo** › Creative Director, **Kitty Phene** › Project Director, **Angela Harwood** › Editor/Writer, **Courtney Barr** › Faculty Advisor

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JD MICHAELS

EVP Director of Creative Engineering
BBDO NEW YORK

Jd Michaels serves a dual role at BBDO New York. As EVP Director of Creative Engineering, he extends BBDO's creative ideas with new technologies, traditional craft, and partnerships with innovators in science, art, and theatre. As EVP Director of Diversity, Jd works with his partner Karla Mayers to embolden agency identity, engage in community outreach, and service client priorities regarding culture and inclusion. Having focused BBDO's definition of diversity toward the dignity of each individual, Jd has created classes and events for the agency which reflect the wide range of passions, choices, and experiences BBDO New York represents. After hours, Jd is learning to play the banjo, to the (let's just call it) delight of his wife and daughter.

~~~~~ **HIS PICK** ~~~~~



**PUBLIC SERVICE COLLATERAL – BROCHURE/SALES KIT**

### ANGEL AWARD PROGRAM

ENTRANT: **Blue Cross and Blue Shield of Louisiana**

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

CREDITS: **Blue Cross** › In-House Creative Team, **Jason Cohen** › Photography



## LAURA LYNCH

**Owner, Chief Creative Strategist**  
**LYNCHPIN IDEAS, LLC**

At an early age, Laura realized she was good at making stuff up. Eventually, she learned that people would pay her to do just that. So she did — first as a copywriter, then writer/producer, then director/writer/producer, then associate creative director, and finally as vice president/creative director of a good-sized firm in Kansas City. And then, poof! she left all that to start her own communications and branding firm in 2010. Along the way, Laura learned that if she drilled down to the WHY and HOW of every project, the stuff she made up would be really effective — and really good. And soon she became known around town as a Creative Strategist, a.k.a. the Big Idea Girl. Today, Laura develops big ideas for municipalities, organizations and companies, big and small, all across the country.

Laura currently serves on the marketing advisory committee of the KC Streetcar and the Inspiration Grants Committee of the Arts KC Regional Arts Council. Her professional awards include national and local ADDY awards, and several trade-specific awards in accounting, agriculture healthcare, financial and city government. When she isn't at work making stuff up for a living, she is singing with her band or playing guitar somewhere for loose change.

~~~~~ **HER PICK** ~~~~~



INTEGRATED BRANDED CONTENT CAMPAIGN –
LOCAL OR REGIONAL/NATIONAL

PICK-UP GAME

ENTRANT: **Covalent Logic**

ADVERTISER: **Shell – Tiger AO4 Expansion Project**

CREDITS: **Daniel Duvic** › Creative Direction/Design, **Jim Overbey** › Copywriting, **Julie Donald** › Account Management, **tommysTV** › Video Production, **Stafford Wood** › Strategy

PROFESSIONAL JUDGES



HELEN LAVELLE

President and Chief Creative Strategist
LAVELLE STRATEGY GROUP

Helen Lavelle is CEO and Chief Creative Strategist at Lavelle Strategy Group. She began her career in Philadelphia as an art director, television producer and promotion artist for John Wanamaker where she used her artistic talent to support the young Ralph Lauren and established Halston brands. Ms. Lavelle then opened a full-service advertising agency and has been running a successful business for the last 32 years. She has been featured on PBS' Business Journal and most recently her advertising agency was named 2016 Small Business of the Year.

Committed to strengthening the advertising industry, she served as President of the Northeast Pennsylvania Chapter of the American Advertising Federation and served two consecutive terms as Governor of District Two, encompassing NY, NJ, PA, DE, MD and Washington DC. She co-chaired her district's National Student Advertising Competition, The New York ADDY Awards, District Two ADDY Awards and was unanimously elected to Chair the AAF's Council of Governors, navigating the federation's 40,000 members through government relations, academic, diversity and economic challenges. Instrumental in developing the Diversity Achievement Awards, an integral component of Advertising Week New York, she also created Legacy of a Lifetime, a celebration of Diversity, Leadership, Education and Creativity in the advertising industry. Her pro bono public service work focuses primarily on helping individuals and families overcome alcoholism and chemical dependency. She and her team created Heroin Hits Home, a multi-media multi-platform public service campaign, which was honored with several industry awards for television, outdoor, web development, social media and collateral.

~~~~~ **HER PICK** ~~~~~



**INTERNET COMMERCIAL –**  
**ONLINE FILM, VIDEO, & SOUND CAMPAIGN**

### ONE SOLUTION SERIES

ENTRANT: **Red Six Media** / ADVERTISER: **Turner Industries**

CREDITS: **Red Six Media** › Creative and Post Production, **Lumehouse** › Production, **Ford SoundDesign** › Sound Design



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CASINO HOTEL  
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PLAY LEGENDARY

# STUDENT JUDGES



**BRAD BONGIOVANNI**  
President/Chief Creative Officer › Rockit Science Agency

In 2002, Brad moved back to his hometown of Baton Rouge and formed Rockit Science Agency, a boutique ad agency disrupting the advertising space with innovative digital strategies coupled with tried and true traditional branding. With this model Rockit Science has been afforded the opportunity to work with regional, national and global brands such as MovieTickets.com, SHOP Retail Association, H&E Equipment, The Miss Universe Organization, NASA and many others. Brad graduated from the Louisiana Tech University School of Design with a BFA in Graphic Design. He lives in Baton Rouge with his wife and two children.



**MARIE POWELL**  
President/Creative Director › Brew Agency

Marie has more than 18 years of branding, design and advertising experience that ranges from developing multi-media advertising campaigns to creating high-powered designs for national brands. Her background extends 2500 miles across the country from Baton Rouge, LA all the way to Portland, OR. Over the course of her career, Marie has worked her way up the creative ladder from graphic designer to art director, creative director to brand strategist and now agency owner—and most importantly wife and mom. She has received dozens of awards for her creativity from the American Advertising Federation over her career. BREW was founded in 2010 by Marie to provide clients with strategic and creative communication materials that help to identify their brands and grow their businesses. Marie is on a mission to build an inspiring work environment for family-centric people that supports flexibility, encourages mobility and ignites creativity.



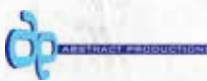
**DAVID CATOIRE**  
Creative Director › MESH

As Creative Director at Mesh, David calls upon his 20 years of experience in the industry to oversee the design and creative positioning of all brands and projects that come through the agency. Additionally, he has his own slate of design and video work, composes original scores and leads the audio production team. He is also a husband, father/stepfather of six and a songwriter, guitarist and singer in his band, The Mythicals.

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