



AMERICAN ADVERTISING AWARDS

WINNERS BOOK

AAF

AMERICAN ADVERTISING FEDERATION
BATON ROUGE



IN RECEIVING A TELEPHOTOGRAPH



AUDREY HOFFMAN



POSTMAN

5163-15

MISS MARIE LOHR



E. G. KELLAWAY

5445-11



MARCUS GARVEY

5437-1

5194-7

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LEGENDARY *moments* **AWAIT**

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THANKS -TO OUR- TEAM

CREATIVE TEAM

Dafina Dervishi
 Rachel Harvey
 Hailey Andras
 Abigayle Brewer

PRODUCTION

Ryan Golden
 James Robichaux
 Merrit Melancon
 James Peck

EVENT DECOR

Julia Yarbrough
 Mark Vincent
 Richard Berthelot

HOSPITALITY

Natalie Herndon

CALL FOR ENTRIES & JUDGING

Jonathan Palmisano
 Barb Braud

STUDENT OUTREACH

Katie Rabalais
 Lauren Cheramie
 Courtney Barr

AWARDS

Becky Sadler

VOLUNTEERS

Lauren Cheramie
 Judy Kong
 Sarah Francioni
 Megan Montecino
 Mathile McCowan

A LETTER FROM YOUR ADDY CO-CHAIRS

JENNIFER BERTHELOT & JULIA YARBROUGH



It's time again for the American Advertising Awards of Baton Rouge! The 2020 celebration promises to be the event of the decade as we recognize the truly inspiring work done in the past year. We received hundreds of entries from both professionals and students that represents the most unique, creative, and technically excellent work.

As in the past, Baton Rouge answered the call for top-quality work with entries that impressed our panel of judges brought in from across the country.

It was a difficult scoring and selection process and our judges were impressed again by the quality of the work being done in our area. No matter what you won tonight, be assured that the judges acknowledged all the submitted work was of an outstanding caliber. Each hardworking individual here tonight deserves to take a moment to celebrate themselves, their team and the work they have completed.

Along with the work being recognized tonight, our judges were impressed by the community spirit in AAF-Baton Rouge. From our volunteers and committee members, to our outstanding sponsors, they were inspired and impressed by how the Baton Rouge community as a whole supports the club and these awards.

Sponsors - thank you for your support of the American Advertising Awards. Without you, an event of this caliber would simply not be possible. For this year's celebration we were pleased to welcome back sponsors from previous years, but also welcomed new sponsors to the fold! We hope you all enjoy yourselves tonight and look forward to working with you again in the future. And to our guests, if you happen to meet a representative from any of our sponsor companies (listed in this program), please take a moment and thank them for their contribution and support.

To our volunteers, we cannot express enough the extent to which your assistance makes this event possible. From creative design and production to hosting our judges and call for entries events, our volunteers give their time and effort to ensure that we can celebrate the advertising community in Baton Rouge and give credit to the amazing work all of you do each day. Our volunteers are also listed in this book - please thank them if you meet them here tonight.

We have been honored to serve as your American Advertising Awards co-chairs this year. We hope you all have a great time and leave ready to take on the next decade with creativity and enthusiasm!

GAMBLING PROBLEM? CALL 800.522.4700.

E.A. PETE GOLDSBY AWARD



MARIE CONSTANTIN

Saint Teresa of Calcutta once said, "Not all of us can do great things. But we can do small things with great love." This quote exemplifies the life and work of Marie Constantin.

It's hard to believe that Marie didn't even own a camera until the age of 32. Today she is an award-winning still photographer who has brought her unique vision to Baton Rouge area newspapers, magazines, advertising agencies, design studios, and clients for 30 years. Marie brings ethics and integrity to every aspect of her life. She and her photographic eye never fail to show the deep

humanity in all of her subjects, no matter how powerful or how humble.

Committed to the community, Marie can be seen in a traditional Mardi Gras costume made by her Cajun friends as the Spanish Town parade rolls past her home or taking a portrait of the Louisiana Governor. No matter the task at hand, Marie brings the same joy and passion with her.

While her commercial work takes her to industrial plants, hospitals, and a host of local businesses, it's her

personal work that took her across the world to locations like Calcutta, Haiti, Nicaragua, and Tijuana, where she photographed or worked alongside Catholic nuns working with the poor.

Marie dedicated herself to her volunteer work early in her career, often at the soup kitchen run by Mother Teresa's order, the Missionaries of Charity. Her outreach led to a friendship with the nuns of the order, who invited Marie to join them at the Mother House in Calcutta. Driven by her passion for serving others, Marie went to Calcutta to volunteer. While on the trip, Marie was invited to travel with an entourage to capture images of Mother Teresa and the sisters during the sisters' vows ceremonies. It also allowed her to capture some incredible behind the scenes moments.

Marie became internationally known for her photographic works of the late Mother Teresa when the Vatican chose one of them to hang in St. Peter's Square for Mother Teresa's 2003 Beatification Ceremony. The photo was unveiled in front of over 300,000 people while millions watched on television. Since that time, Marie's images

of Mother Teresa have appeared in numerous venues, including museums.

Marie chronicled her experience as a photographer in *Finding Calcutta: Memoirs of a Photographer*. The book is a love story about the work of remarkable women who dedicated their lives to helping people across the world, sometimes at the cost of their own.

Marie also remains dedicated to volunteerism here at home. From hitching a ride on a river barge after Hurricane Katrina to help while documenting the rescue of stranded people, to supporting local musicians and craftsmen, to opening her home to Louisiana flood victims.

Marie stands as a shining example of dedication, not only to her profession but to her community and to making the world a better place. For this, along with her unique vision and her incredible skill, we are proud to announce Marie Constantin as the 2019 recipient of the E.A. "Pete" Goldsby Award.

HONOREES - OF THE - PAST

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
2018 - John Maginnis
2019 - Stafford Wood

MOSAIC CHAMPION



MAXINE CRUMP

Maxine Crump's work to end the racial divide dates back to early in her life when she was at her father's side while he was active in civil rights in Iberville Parish, Louisiana. She entered Louisiana State University in the fall semester when the results of a lawsuit led to the University open its doors to African American undergraduates for the first time. She was the first African American to live in the University's housing for Women.

Soon after college, she was discovered by a radio disc jockey at WXOK-AM radio who hired her as the first local female DJ. Soon after, she was hired as the first African American female reporter for WAFB-TV, where she worked for 15 years in news. She worked one year for BET News and eight years covering local programming in Ascension Parish for APTV. She also produced a program in the area called "Ascension Parish on the Move."

Maxine joined the YWCA Board of Directors because of its mission: the elimination of racism. She served as board president for three terms. After her service on the board ended, she led the design of the "Dialogue on Race" series and became the trainer of facilitators for the process. Using her combined talents of television news reporter and her work with the Dialogue on Race series, she produced the video for the Baton Rouge Town meeting called "What Color is Community?" More than 600 residents of Baton Rouge attended. She is the president and CEO of the organization Dialogue on Race Louisiana, which dedicates itself to the elimination of racism.

In early 2016 she learned that she had ancestors enslaved at the Maryland Province whose forced labor built and funded Georgetown University. The sale of her ancestors to Louisiana in 1838 saved Georgetown from closure, enriched Louisiana's economy, and is how she came to be born in Louisiana. Maxine contributed to the LSU Honors Course, "272 Slaves: Discovering Louisiana's (and Georgetown's) Past" that is studying the Georgetown 272 sale of 1838. The honors course is challenging students to confront topics of slavery, racism, and race in America with a particular focus on the descendants of the Georgetown slaves.

Maxine has positively influenced the institution of policing by training the Baton Rouge Police Department cadets and the Ascension Parish Sheriff's Department and local law enforcement officers. This effort addresses issues of institutional racism and community/police relations.

As Maxine continues her work in the community and across the nation as a trusted resource in race relations, she continues to mentor leaders daily. We are proud to honor her with the Mosaic Champion Award in recognition of her fantastic work.

PRESIDENT'S SERVICE AWARD



JENNIFER BERTHELOT

The President's Service Award is given annually to the member who has given the most toward the betterment of AAF-Baton Rouge during the previous calendar year. This year, Jennifer Berthelot has proven to be a true workhorse as she shouldered the enormous task of organizing the 2020 American Advertising Awards while simultaneously transitioning into a new job. Excited and nervous about this huge responsibility, she began early in planning all aspects of the awards and show, including theme, sponsorships, call for entries and more.

Throughout this process, her team has built new relationships throughout the community, bringing new in-kind and paid sponsors to the show. As a result, she has surpassed her goal for sponsorships with a record-breaking total.

Together, Jennifer, her co-chair and committee brought a new event to AAF-BR, increasing awareness of the American Advertising Awards and encouraging enthusiasm among members for entries and attendance.

In addition to her responsibilities as American Advertising Awards chair and member of the AAF-BR executive committee, Jennifer is director of communications for the Louisiana Office of Tourism, managing their website and media outreach. When she's not working for AAF-BR or the state, you'll usually find her playing video games or hanging out with her husband and dogs. While sometimes it may be daunting, she loves new challenges and learning new things.

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COMPANY

SERVICE AWARD

L'AUBERGE CASINO & HOTEL BATON ROUGE



Take a look around you as you celebrate tonight. This amazing venue and all-star part of the Baton Rouge economy, helps each year to make this event possible. Not only does L'Auberge Baton Rouge host the American Advertising Awards, it does so as a sponsor of the show. As a diamond-level in-kind sponsor of the show, L'Auberge works with our awards committee chairs each year to create a world-class event for everyone to celebrate their achievements.

Additionally, L'Auberge graciously hosts our awards judges as they join us from across the country for the important task of reviewing and scoring submissions. This year, our judges were blown away by that hospitality and the commitment of L'Auberge as a partner of AAF-Baton Rouge.

Their excellent service, group room rates and outstanding support helps make this event what it is.

As if that were not enough, this year L'Auberge hosted our membership event at The Edge and allowed one of their event staff to serve on our board of directors, despite their busy work schedules and the time commitment it would require.

We are so pleased this year to award this oft-unsung hero with the AAF-Baton Rouge Company Service Award for all they have done for this club throughout the years. Thank you for all the amazing memories, L'Auberge!

PROFESSIONAL OVERALL BEST OF SHOW



SOCIAL MEDIA - SINGLE EXECUTION

MARCUS STROMAN FOR ADIDAS

ENTRANT: Bullpen Creative

ADVERTISER: Adidas

CREDITS: Anthony Ranaudo - Producer; Xero Skidmore - Poet/Narrator;
Echo Tango - Creative

PROFESSIONAL BEST OF SHOW



BEST OF SHOW: PACKAGING

HAPPY RAPTOR 504 RUM

ENTRANT: TILT

ADVERTISER: Happy Raptor Distillery

CREDITS: TILT - Creative, Design & Illustration



BEST OF SHOW: INTEGRATED CAMPAIGN

EYE ON 2020 CAMPAIGN

ENTRANT: BBR Creative

ADVERTISER: BBR Creative

CREDITS: BBR Creative - Concept, Design,
& Development



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

LDH OPIOID CAMPAIGN "PAIN KILLER"

ENTRANT: Feigley Communications

ADVERTISER: Louisiana Department of Health

CREDITS: Stuart Feigley - Creative Director/
Copywriter; Ben Benton - Art Director/Designer

PROFESSIONAL MOSAIC



INTERNET COMMERCIAL - SINGLE SPOT - ANY LENGTH

THE LINE

ENTRANT: Red Six Media

ADVERTISER: Capital Area United Way

CREDITS: Red Six Media - Creative + Post-Production;
Fred Mince - Director of Photography; Ford Sound Design - Sound Design

Professional GOLD



SALES KIT OR PRODUCT INFORMATION SHEETS

KNOW YOUR ROLL

ENTRANT: Red Six Media

ADVERTISER: Three Roll Estate

CREDITS: Red Six Media Creative



PACKAGING - SINGLE UNIT

WHO DAT VODKA PACKAGING

ENTRANT: TILT

ADVERTISER: Who Dat Spirits

CREDITS: TILT - Creative, Design;
Todd Davidson - Copywriting



PACKAGING - CAMPAIGN

REDMONT PACKAGING (SERIES)

ENTRANT: TILT

ADVERTISER: Redmont Distillery

CREDITS: TILT - Creative, Design;
Todd Davidson - Copywriting

PACKAGING - CAMPAIGN

HAPPY RAPTOR 504 RUM

ENTRANT: TILT

ADVERTISER: Happy Raptor Distillery

CREDITS: TILT - Creative, Design & Illustration



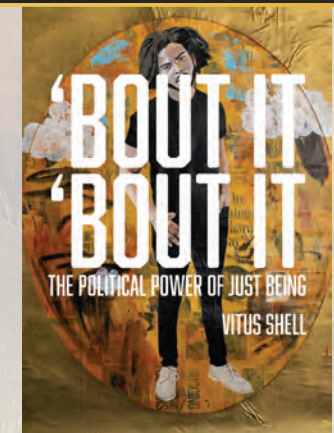
PUBLICATION DESIGN - BOOK DESIGN

VITUS SHELL: 'BOUT IT 'BOUT IT

ENTRANT: University of Louisiana at Lafayette

ADVERTISER: Hilliard Art Museum

CREDITS: Susan Gottardi - Graphic Designer,
Art Director



PUBLICATION DESIGN - COVER

IMAGINING THE FUTURE

ENTRANT: Louisiana Business Inc.

ADVERTISER: 225 Magazine

CREDITS: Melinda Gonzalez - Graphic Designer;
Brad Jensen - Illustrator; Benjamin Leger -
Writer/Editor; Jennifer Tormo - Editor



SPECIAL EVENT MATERIAL - CAMPAIGN

CAMPAIGN LAUNCH INVITATION

ENTRANT: LSU Foundation

ADVERTISER: LSU Foundation

CREDITS: LSU Foundation Communications
& Marketing



PUBLICATION DESIGN - COVER/EDITORIAL SPREAD OR FEATURE - SERIES

IMAGINING THE FUTURE

ENTRANT: Louisiana Business Inc.

ADVERTISER: 225 Magazine

CREDITS: Melinda Gonzalez - Graphic Designer;
Brad Jensen - Illustrator; Benjamin Leger -
Writer/Editor; Jennifer Tormo - Editor



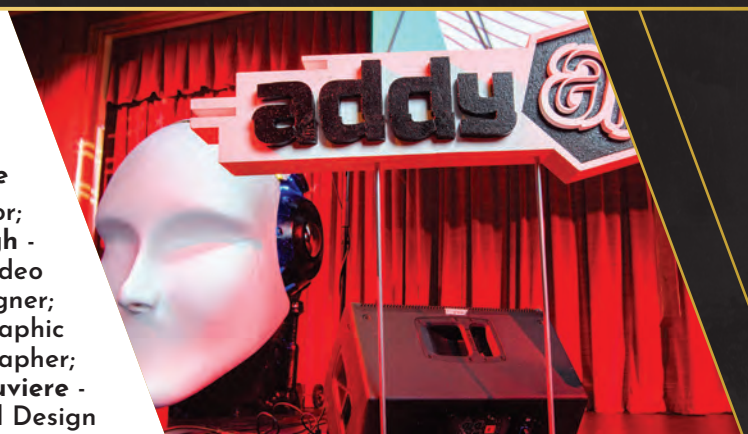
SPECIAL EVENT MATERIAL - CAMPAIGN

ADDY: AI

ENTRANT: AAF-Baton Rouge

ADVERTISER: AAF-Baton Rouge

CREDITS: Barb Braud - Creative Director;
Leanne Gayle - Art Director; Julia Yarbrough -
Graphic Designer; Ryan Golden - Video
Production; Randy Wallis - 3D Designer;
Jay Watson - 3D Designer; Jerry Reid - Graphic
Designer; Aaron Hogan - Photographer;
Aimee Doty - Graphic Designer; Kody Louviere -
Graphic Designer; Jon Richmond - Sound Design





DIRECT MAIL 3D/MIXED - CAMPAIGN

YOUNG GUNS MAILER

ENTRANT: Rockit Science Agency
ADVERTISER: LUBA Workers' Comp
CREDITS: Rockit Science Agency

INSTALLATIONS - SINGLE INSTALLATION

STEP UP

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



ADVERTISING INDUSTRY SELF-PROMOTION
DIRECT MARKETING & SPECIALTY ADVERTISING

MINER HOT SAUCE

ENTRANT: Miner Design Co.
ADVERTISER: Miner Design Co.
CREDITS: Nicholas Miner - Graphic Designer

EVENTS - SINGLE EVENT

COBURN'S 85TH EVENT COLLATERAL

ENTRANT: BBR Creative
ADVERTISER: Coburn Supply Co.
CREDITS: BBR Creative - Art Direction & Design



ADVERTISING INDUSTRY SELF-PROMOTION
SPECIAL EVENT MATERIALS

10 YEARS - YOUR BRAND'S HAPPY PLACE

ENTRANT: Red Six Media
ADVERTISER: Red Six Media
CREDITS: Red Six Media - Creative

OUTDOOR BOARD - FLAT - SINGLE UNIT

IT'S RAINING, WE'RE POURING

ENTRANT: Lamar Advertising Company
ADVERTISER: Petrichor Brewing
CREDITS: Leanne Gayle - Art Director





ADVERTISING INDUSTRY SELF-PROMOTION
OUT-OF-HOME

BRAND VALUES FOOD POSTERS

ENTRANT: BBR Creative

ADVERTISER: BBR Creative

CREDITS: BBR Creative - Art Direction;
Jamie Orillion - Photographer

SOCIAL MEDIA - SINGLE EXECUTION

MARCUS STROMAN FOR ADIDAS

ENTRANT: Bullpen Creative

ADVERTISER: Adidas

CREDITS: Anthony Ranaudo - Producer;
Xero Skidmore - Poet/Narrator;
Echo Tango - Creative



ADVERTISING INDUSTRY SELF-PROMOTION
AMBIENT MEDIA

ADDY AI - 3D

ENTRANT: Lamar Graphics

ADVERTISER: AAF-Baton Rouge

CREDITS: Randy Wallis - Art Director;
Jay Watson - Art Director; Barb Braud -
Sr. Art Director; Roy Johnson - Sr. 3D Technician;
Ryan Golden - Video Editor

SOCIAL MEDIA - CAMPAIGN

POWERADE POWER YOUR SCHOOL CAMPAIGN

ENTRANT: SASSO

ADVERTISER: Coca Cola United & Powerade

CREDITS: SASSO Agency - Agency/Creative
Direction



SOCIAL MEDIA - SINGLE EXECUTION

POWERADE POWER YOUR SCHOOL

ENTRANT: SASSO

ADVERTISER: Coca Cola United & Powerade

CREDITS: SASSO Agency - Agency/Creative
Direction; Fireside Films - On-site Production

ADVERTISING INDUSTRY SELF-PROMOTION
ONLINE/INTERACTIVE

INVASION FROM PLANET BORING

ENTRANT: Red Six Media

ADVERTISER: Red Six Media

CREDITS: Red Six Media - Creative



TELEVISION ADVERTISING - LOCAL CAMPAIGN

FEED EVERYBODY

ENTRANT: Red Six Media

ADVERTISER: Rotolo's Pizzeria

CREDITS: Red Six Media - Creative & Post-Production; Fred Mince - Director of Photography; Ford Sound Design - Sound Design

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

WHEN THE MOMENT COMES

ENTRANT: LSU Athletics

ADVERTISER: LSU Athletics

CREDITS: Derek Ponamsky - Producer; Will Stout - Editor; Cody Worsham - Copywriter; Tim McGraw - Narrator

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

MARCUS STROMAN FOR ADIDAS

ENTRANT: Bullpen Creative

ADVERTISER: Adidas

CREDITS: Anthony Ranaudo - Producer; Xero Skidmore - Poet/Narrator; Echo Tango - Creative

INTEGRATED BRAND IDENTITY CAMPAIGN

BULLPEN CREATIVE, BRAND IDENTITY

ENTRANT: Echo Tango

ADVERTISER: Bullpen Creative

CREDITS: Erick Martin; Tommy Talley; Philip Douzat - Designer/Illustrator; Chantel Hebert - Project Director

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

WELCOME TO THE CLUB JOE

ENTRANT: LSU Athletics

ADVERTISER: LSU Athletics

CREDITS: Derek Ponamsky - Producer; Will Stout - Editor; Cody Worsham - Copywriter; Tyrann Mathieu - Narrator

INTEGRATED MEDIA PRO BONO CAMPAIGN

2019 TEDxLSU EVENT BRANDING

ENTRANT: BBR Creative

ADVERTISER: Louisiana State University

CREDITS: BBR Creative - Art Direction & Design



ADVERTISING INDUSTRY SELF-PROMOTION
INTEGRATED MEDIA CAMPAIGN

EYE ON 2020 CAMPAIGN

ENTRANT: BBR Creative

ADVERTISER: BBR Creative

CREDITS: BBR Creative - Concept, Design,
& Development

CINEMATOGRAPHY

RED STICK SPICE CO. - WHY WE TEACH

ENTRANT: Fireside Films

ADVERTISER: Red Stick Spice Company

CREDITS: Digital FX - Executive Producer;
Kaitlyn Jones - Producer; Dan Jones - Director/DP;
Michele Dore - Assistant Editor; Kaylee Jo Kiger -
Makeup Artist; Darrell Forest - Gaffer



ILLUSTRATION SERIES

WOMEN IN HISTORY

ENTRANT: Blue Cross and Blue Shield
of Louisiana

ADVERTISER: Blue Cross and Blue Shield
of Louisiana

CREDITS: Blue Cross In-House Creative Team



VOICEOVER TALENT

MARCUS STROMAN FOR ADIDAS

ENTRANT: Bullpen Creative

ADVERTISER: Adidas

CREDITS: Xero Skidmore - Poet/Narrator;
Anthony Ranaudo - Producer;
Echo Tango - Creative

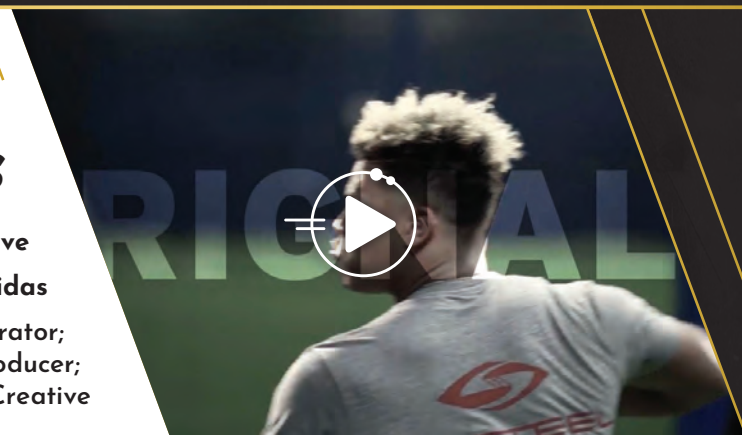


ILLUSTRATION SERIES

HAPPY RAPTOR 504 RUM

ENTRANT: TILT

ADVERTISER: Happy Raptor Distillery

CREDITS: TILT - Creative, Design & Illustration



INNOVATIVE USE OF
INTERACTIVE/TECHNOLOGY

CAMPAIGN LAUNCH LEAVE BEHIND PIECE

ENTRANT: LSU Foundation

ADVERTISER: LSU Foundation

CREDITS: LSU Foundation Communications
& Marketing; Shei Gotico - App Developer



Professional GOLD



CORPORATE SOCIAL RESPONSIBILITY
OUT-OF-HOME

LDH OPIOID CAMPAIGN "PAIN KILLER"

ENTRANT: Feigley Communications

ADVERTISER: Louisiana Department of Health

CREDITS: Stuart Feigley - Creative Director/
Copywriter; Ben Benton - Art Director/Designer

PRO BONO NON-BROADCAST AUDIO/VISUAL

HOLLY HOLLIS STARS SURVIVOR STORY

ENTRANT: SASSO

ADVERTISER: 2019 Baton Rouge Best Dressed
Ball benefitting the American Cancer Society

CREDITS: SASSO Agency - Agency/Creative
Direction; Fireside Films - On-site Production

KNOW YOUR Roll



RUM TO REMEMBER

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SILVER Professional

Professional SILVER

PRODUCT OR SERVICE SALES PROMOTION CAMPAIGN

CRYING EAGLE - THINGS UNSETTLED

ENTRANT: TILT
ADVERTISER: Crying Eagle Distillery
CREDITS: TILT - Creative, Design & Illustration;
elbow/room - Animation



SPECIAL EVENT MATERIAL - SINGLE UNIT

TURNER FISCHER CHRISTMAS CARD

ENTRANT: Rockit Science Agency
ADVERTISER: Turner Fischer
CREDITS: Rockit Science Agency



PACKAGING - SINGLE UNIT

THINGS UNSETTLED PACKAGING

ENTRANT: TILT
ADVERTISER: Crying Eagle Distillery
CREDITS: TILT - Creative, Design & Illustration



SPECIAL EVENT MATERIAL - SINGLE UNIT

TURNER FISCHER CHRISTMAS PARTY

ENTRANT: Rockit Science Agency
ADVERTISER: Turner Fischer
CREDITS: Rockit Science Agency



PACKAGING - CAMPAIGN

CAJUN POP LOUISIANA STYLE POPCORN

ENTRANT: SASSO
ADVERTISER: Cajun Pop Louisiana Style Popcorn
CREDITS: SASSO Agency - Agency/Creative Direction



SPECIAL EVENT MATERIAL - CAMPAIGN

TURNER FISCHER CHRISTMAS CAMPAIGN

ENTRANT: Rockit Science Agency
ADVERTISER: Turner Fischer
CREDITS: Rockit Science Agency



BROCHURE - SINGLE UNIT

THE STORY OF THE WATERMARK HOTEL

ENTRANT: Red Six Media
ADVERTISER: Wampold Companies
CREDITS: Red Six Media - Creative & Art Direction



DIRECT MAIL 3D/MIXED - SINGLE UNIT

SUPERIOR SEAFOOD FROZEN FRENCH 75

ENTRANT: SASSO
ADVERTISER: Superior Seafood
CREDITS: SASSO Agency - Agency/Creative Direction



SILVER Professional

Professional SILVER

SPECIALTY ADVERTISING - APPAREL

CYPRESS POINTE SOCKS

ENTRANT: Rockit Science Agency
ADVERTISER: Cypress Pointe Hospital
CREDITS: Rockit Science Agency



EVENTS - SINGLE EVENT

TEC&NEXT

ENTRANT: Red Six Media
ADVERTISER: ExxonMobil Baton Rouge
CREDITS: Red Six Media - Creative

TEC
NEXT



ADVERTISING INDUSTRY SELF-PROMOTION SPECIAL EVENT MATERIALS

"HOLIDAY MAGIC" CHRISTMAS CARD

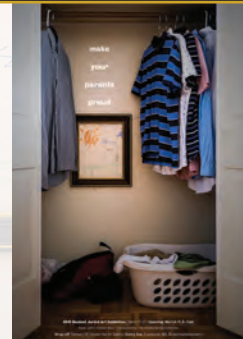
ENTRANT: Lamar Advertising Company
ADVERTISER: Lamar Advertising Company
CREDITS: Nicholas Miner - Illustrator; Lamar Marketing
Design Team; Digital Press & Graphics - Production



POSTER - SINGLE UNIT

MAKE YOUR PARENTS PROUD

ENTRANT: University of Louisiana at Lafayette
ADVERTISER: Department of Visual Arts
CREDITS: Kevin Hagan - Photographer & Designer



MAGAZINE ADVERTISING CAMPAIGN

VISIT BATON ROUGE PRINT CAMPAIGN

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



POSTER - SINGLE UNIT

LITTLE FREDDIE KING GIG POSTER

ENTRANT: Krist Norsworthy
ADVERTISER: Dyson House
CREDITS: Krist Norsworthy - Designer/Illustrator



INSTALLATIONS - SINGLE INSTALLATION

EASY RIDER MOVIE CAFE INSTALLATION

ENTRANT: Lamar Graphics
ADVERTISER: City of Morganza
CREDITS: Matthew Espinoza - Graphic Designer;
Mark Rankin - Creative Director; Thorne Warner -
Account Executive



POSTER - CAMPAIGN

SUMMER AT THE HILLIARD

ENTRANT: University of Louisiana at Lafayette
ADVERTISER: Hilliard Art Museum
CREDITS: Susan Gottardi - Graphic Designer, Printer;
Jeff Lush - Graphic Designer, Printer



SILVER Professional

Professional SILVER

MASS TRANSIT/AIRLINES - EXTERIOR - SINGLE

WALK-ON'S FOOD TRUCK

ENTRANT: Walk-On's Enterprises

ADVERTISER: Walk-On's Enterprises

CREDITS: Hailey Andras - Creative Services Coordinator



TELEVISION ADVERTISING - LOCAL CAMPAIGN

PATIENT PLUS COMMERCIALS

ENTRANT: TILT

ADVERTISER: Patient Plus

CREDITS: TILT - Creative, Design & Illustration;
Clay Achée - Voice Talent & Puppeteering;
Todd Davidson - Copywriting



SOCIAL MEDIA - SINGLE EXECUTION

FALL IN BATON ROUGE

ENTRANT: MESH LLC.

ADVERTISER: Visit Baton Rouge

CREDITS: MESH Creative; Chase Smith; Teddy Smith



TELEVISION ADVERTISING - REGIONAL/NATIONAL CAMPAIGN

FMOLHS HEALTH ESTEEM CAMPAIGN

ENTRANT: Our Lady of the Lake

ADVERTISER: Our Lady of the Lake

CREDITS: Catherine Harrell - Chief Marketing Officer



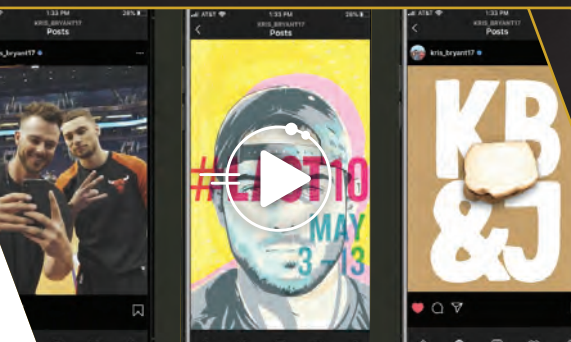
SOCIAL MEDIA - CAMPAIGN

KRIS BRYANT SOCIAL MEDIA HIGHLIGHTS

ENTRANT: Bullpen Creative

ADVERTISER: Kris Bryant

CREDITS: Anthony Ranaudo - Producer;
Echo Tango - Creative



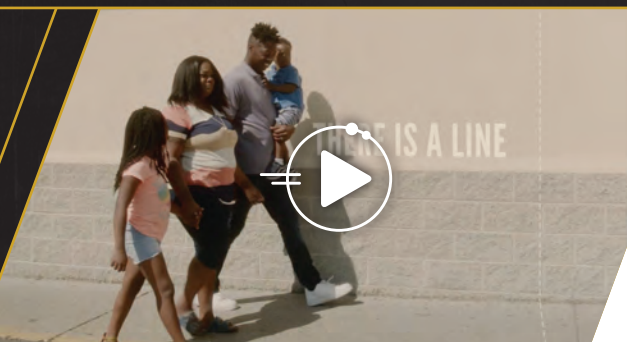
INTERNET COMMERCIAL - SINGLE SPOT ANY LENGTH

THE LINE

ENTRANT: Red Six Media

ADVERTISER: Capital Area United Way

CREDITS: Red Six Media - Creative & Post-Production;
Fred Mince - Director of Photography;
Ford Sound Design - Sound Design



SOCIAL MEDIA - CAMPAIGN

THINGS UNSETTLED - VIDEOS & ANIMATION

ENTRANT: TILT

ADVERTISER: Crying Eagle Distillery

CREDITS: TILT - Creative, Design & Illustration;
elbow/room - Animation



INTERNET COMMERCIAL - SINGLE SPOT ANY LENGTH

LAND OF EAUX COMMERCIAL

ENTRANT: MESH LLC.

ADVERTISER: Visit Baton Rouge

CREDITS: MESH Creative; Chase Smith; Teddy Smith



WEEKDAY MORNINGS
5:00-10:00

THE
BOBBY
BONES
SHOW

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Professional SILVER



INTERNET COMMERCIAL - SINGLE SPOT
ANY LENGTH

DR. PEPPER BECKY FOS STORY

ENTRANT: SASSO
ADVERTISER: Coca Cola United and Dr Pepper
CREDITS: SASSO Agency - Agency/Creative Direction;
Rugged Image - On-site Production



INTERNET COMMERCIAL - SINGLE SPOT
ANY LENGTH

REBEL'S GRAPHIX

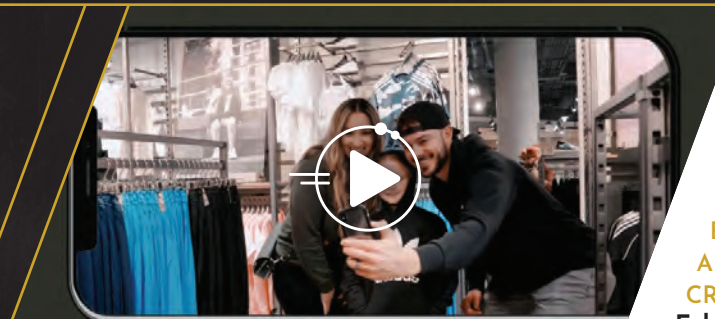
ENTRANT: elbow/room
ADVERTISER: Rebel Graphix
CREDITS: elbow/room - Concept/Creative/Art Direction/
Animation/Editorial; Rebel Graphix - Design/Printing;
Patrick Luke LLC - Director of Photography



INTERNET COMMERCIAL - SINGLE SPOT
ANY LENGTH

HOLLY'S STORY - LONG EDIT

ENTRANT: Digital FX
ADVERTISER: Breast & GYN Cancer Pavilion
CREDITS: Woman's Hospital Marketing - Concept;
Mary Bird Perkins Cancer Center Marketing - Concept;
Digital FX - Production



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

KRIS BRYANT & MARIE MARCUM STORY

ENTRANT: Bullpen Creative
ADVERTISER: Kris Bryant
CREDITS: Anthony Ranaudo - Producer;
Echo Tango - Creative

SILVER Professional

Professional SILVER

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

WHY WE TEACH

ENTRANT: Digital FX
ADVERTISER: Red Stick Spice Company
CREDITS: Greg Milneck - Producer; Digital FX -
Production Company; Dan Jones - Director of
Photography; Fireside Films - Production



INTEGRATED ADVERTISING CAMPAIGNS
CONSUMER CAMPAIGN - LOCAL

FEED EVERYBODY

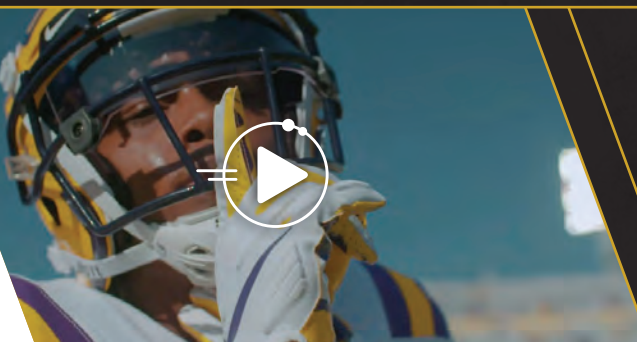
ENTRANT: Red Six Media
ADVERTISER: Rotolo's Pizzeria
CREDITS: Red Six Media - Creative



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

FINISH

ENTRANT: LSU Athletics
ADVERTISER: LSU Athletics
CREDITS: Derek Ponamsky - Producer; Will Stout - Editor;
Cody Worsham - Copywriter; John Goodman - Narrator



INTEGRATED ADVERTISING CAMPAIGNS
CONSUMER CAMPAIGN - LOCAL

HERE FOR GOOD

ENTRANT: Red Six Media
ADVERTISER: ExxonMobil Baytown
CREDITS: Red Six Media - Creative



BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

LSU FOOTBALL HYPE VIDEO SERIES

ENTRANT: LSU Athletics
ADVERTISER: LSU Athletics
CREDITS: Derek Ponamsky - Producer; Will Stout - Editor;
Cody Worsham - Copywriter; John Goodman - Narrator;
Tim McGraw - Narrator; Tyrann Mathieu - Narrator;
Ryen Russillo - Narrator



INTEGRATED ADVERTISING CAMPAIGNS
CONSUMER CAMPAIGN - LOCAL

PATIENT PLUS CAMPAIGN

ENTRANT: TILT
ADVERTISER: Patient Plus
CREDITS: TILT - Creative; Clay Achee - Voice Talent &
Puppeteering; Todd Davidson - Copywriting



AUDIO/VIDEO SALES PRESENTATION

BORAS REEL

ENTRANT: Bullpen Creative
ADVERTISER: Boras Corporation
CREDITS: Anthony Ranaudo - Producer;
Echo Tango - Creative



INTEGRATED BRAND IDENTITY CAMPAIGN

FOOD MARKETING NOW BRAND CAMPAIGN

ENTRANT: BBR Creative
ADVERTISER: BBR Creative
CREDITS: BBR Creative - Concept, Art Direction & Design



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Professional SILVER

INTEGRATED BRANDED CONTENT CAMPAIGN

DON'T JUST MOVE. MOVE FORWARD.

ENTRANT: BBR Creative

ADVERTISER: Lafayette General Orthopaedic Hospital

CREDITS: BBR Creative - Art Direction, Design & Copywriting; Infinite Focus - Videography & Art Direction; Jason Cohen - Photography



AD CLUB OR MARKETING CLUB ADVERTISING

2019 ADDY AI ENTRY INSTALLATION

ENTRANT: Rebel Graphix

ADVERTISER: AAF-Baton Rouge

CREDITS: Rebel Graphix



INTEGRATED BRANDED CONTENT CAMPAIGN

FIERCE FOR THE FUTURE LAUNCH

ENTRANT: LSU Foundation

ADVERTISER: LSU Foundation

CREDITS: LSU Foundation Communications & Marketing; Echo Tango - Creative



COPYWRITING

THE LINE

ENTRANT: Red Six Media

ADVERTISER: Capital Area United Way

CREDITS: Red Six Media - Copywriting



INTEGRATED BRANDED CONTENT CAMPAIGN

FIERCE FOR THE FUTURE

ENTRANT: LSU Foundation

ADVERTISER: LSU Foundation

CREDITS: LSU Foundation Communications & Marketing; BVK; Circle Pictures - Production; Sue Karpfinger - Executive Producer; Stacey Nash - Director; Mike Gillis - Director of Photography; Don Unverrich - Editor; Echo Tango - Creative; TILT - Design & Development; LSU Division of Strategic Communications



COPYWRITING

MARCUS STROMAN FOR ADIDAS

ENTRANT: Bullpen Creative

ADVERTISER: Adidas

CREDITS: Xero Skidmore - Poet/Narrator; Anthony Ranaudo - Producer; Echo Tango - Creative



INTEGRATED MEDIA PRO BONO CAMPAIGN

ANGEL AWARD

ENTRANT: Blue Cross and Blue Shield of Louisiana

ADVERTISER: BCBSLA Foundation

CREDITS: Blue Cross In-House Creative; Tim's Letterpress - Foil & Blind-Emboss; The Pixel House - Photography & Video



COPYWRITING

FIERCE FOR THE FUTURE ANTHEM

ENTRANT: LSU Foundation

ADVERTISER: LSU Foundation

CREDITS: LSU Foundation Communications & Marketing; BVK



SILVER Professional

Professional SILVER

LOGO DESIGN

LA CARRETA LOUISIANA

ENTRANT: Anntoine Marketing + Design

ADVERTISER: Rubio Enterprises

CREDITS: Jessica Smith - Co-Founder; Eddie Laviolette - Co-Founder/Creative Director; Sarah Toma - Creative/Production Director; Sydney Lyon - Graphic Designer; Kara Heck - Graphic Designer; Jeremy Rhodes - Videographer; Liz McCulla - Web Designer; Ariel Landry - Graphic Designer; Devone Paul - Lead Web Developer



CINEMATOGRAPHY - SINGLE

HEALTH ESTEEM - WAKE UP

ENTRANT: Digital FX

ADVERTISER: Our Lady of the Lake Hospital

CREDITS: Revive Health - Concept/Creative Services; OLOL Marketing - Creative Services; Digital FX - Production & Post



ILLUSTRATION- SINGLE

HOLIDAY CARD

ENTRANT: Blue Cross and Blue Shield of Louisiana

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: Blue Cross In-House Creative



CINEMATOGRAPHY - SINGLE

HEALTH ESTEEM - STRONGER

ENTRANT: Digital FX

ADVERTISER: Our Lady of the Lake Hospital

CREDITS: Revive Health - Concept/Creative Services; OLOL Marketing - Creative Services; Digital FX - Production & Post



ILLUSTRATION SERIES

PATIENT PLUS ILLUSTRATIONS

ENTRANT: TILT

ADVERTISER: Patient Plus

CREDITS: TILT - Creative, Design & Illustration



VIDEO EDITING

WHY WE TEACH

ENTRANT: Fireside Films

ADVERTISER: Red Stick Spice Co.

CREDITS: Digital FX - Executive Producer; Kaitlyn Jones - Producer; Dan Jones - Director & DP; Michele Dore - Assistant Editor; Kaylee Jo Kiger - Makeup Artist; Darrell Forest - Gaffer



ART DIRECTION - CAMPAIGN

THINK AHEAD

ENTRANT: Red Six Media

ADVERTISER: Austin Industrial

CREDITS: Red Six Media - Creative, Art Direction & Post-Production



VOICEOVER TALENT

FIERCE FOR THE FUTURE ANTHEM

ENTRANT: LSU Foundation

ADVERTISER: LSU Foundation

CREDITS: LSU Foundation Communications & Marketing



SILVER Professional

PRO BONO COLLATERAL - BRAND ELEMENTS

ANGEL AWARD INVITATION

ENTRANT: Blue Cross and Blue Shield of Louisiana

ADVERTISER: BCBSLA Foundation

CREDITS: Blue Cross In-House Creative;
Tim's Letterpress - Foil & Blind-Emboss



PRO BONO COLLATERAL - BROCHURE/SALES KIT

ANGEL AWARD PROGRAM

ENTRANT: Blue Cross and Blue Shield of Louisiana

ADVERTISER: BCBSLA Foundation

CREDITS: Blue Cross In-House Creative; The Pixel House -
Photography; Tim's Letterpress - Foil & Blind-Emboss



CORPORATE SOCIAL RESPONSIBILITY OUT-OF-HOME - CAMPAIGN

LDH OPIOID CAMPAIGN

ENTRANT: Feigley Communications

ADVERTISER: Louisiana Department of Health

CREDITS: Ben Benton - Art Director/Designer;
Stuart Feigley - Creative Director/Copywriter



VIDEO DIRECTION

HEALTH ESTEEM - STRONGER

ENTRANT: Digital FX

ADVERTISER: Our Lady of the Lake Hospital

CREDITS: Revive Health - Concept/Creative Services;
LOL Marketing - Creative Services; Digital FX -
Production & Post



WEEKNIGHTS 5:30 & 9PM

FOX 44 NEWS

YOUR LOCAL NEWS LEADER



CHAD
SABADIE

KELLIE
BROWN

BRIAN
HOLLAND

JESSE
GUNKEL

STUDENT BEST OF SHOW



2020 STUDENT BEST OF SHOW & GOLD ADDY WINNER [PACKAGING DESIGN]

HINA SAKE BOTTLES

ENTRANT: Aline Moreaux

SCHOOL: Louisiana State University

CREDITS: Aline Moreaux - Designer

Student GOLD

PRODUCT OR SERVICE SALES PROMOTION -
PACKAGING

HINA SAKE BOTTLES

ENTRANT: Aline Moreaux

SCHOOL: Louisiana State University

CREDITS: Aline Moreaux - Designer



COVER/EDITORIAL SPREAD OR FEATURE -
SERIES

C.S. LEWIS DROP CAP SERIES

ENTRANT: Jessica Harrington

SCHOOL: University of Louisiana at Lafayette

CREDITS: Jessica Harrington



POSTER - SINGLE

EARTH DAY CELEBRATION

ENTRANT: Loryn LeBlanc

SCHOOL: University of Louisiana at Lafayette

CREDITS: Loryn LeBlanc - Graphic Designer



Student GOLD



POSTER - CAMPAIGN

AIRSTREAM CAMPAIGN

ENTRANT: Annie Cormier

SCHOOL: University of Louisiana at Lafayette

CREDITS: Annie Cormier - Designer, Copywriter



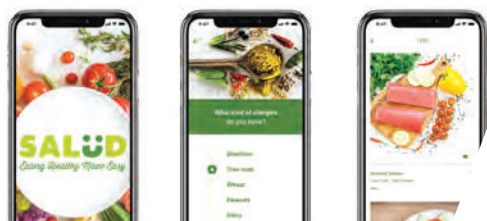
INTEGRATED BRAND IDENTITY CAMPAIGN - SINGLE

SALÜD APP BRAND IDENTITY

ENTRANT: Lauren Leopold

SCHOOL: Louisiana State University

CREDITS: Lauren Leopold



LOGO DESIGN

KOALA TEA LOGO

ENTRANT: Lauren Nguyen

SCHOOL: Louisiana State University

CREDITS: Lauren Nguyen



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To all the Addy winners, we congratulate you and hope you do the same for yourself.



HealthEsteem.org

SILVER Student

Student SILVER

PRINTED ANNUAL REPORT OR BROCHURE

LSU COAD ANNUAL REPORT 2018-2019

ENTRANT: GDSO - LSU School of Art
SCHOOL: LSU School of Art | GDSO

CREDITS: Dakota Banos - Graphic Designer; Luisa Restrepo - Creative Director; Courtney Barr - Faculty Advisor; Kitty Phenev - Project Director; Elizabeth Mariotti - Writer/Editor



INTEGRATED BRAND IDENTITY CAMPAIGN

ACGBR REBRAND

ENTRANT: Sarah Alexander, Brynn Finney, Lindsey Henriques & Sidney Rosso

SCHOOL: Louisiana State University

CREDITS: Brynn Finney - Designer; Sidney Rosso - Designer; Sarah Alexander - Designer; Lindsey Henriques - Designer



COVER/EDITORIAL SPREAD OR FEATURE - SERIES

20 YEARS OF GDSO: QUAD FEATURE

ENTRANT: GDSO - LSU School of Art
SCHOOL: LSU School of Art | GDSO

CREDITS: Nhu Dao - Graphic Designer; Luisa Restrepo - Creative Director; Kitty Phenev - Project Director; Courtney Barr - Faculty Advisor; Elizabeth Matthey - Editor/Writer



INTEGRATED BRAND IDENTITY CAMPAIGN

HINA

ENTRANT: Aline Moreaux

SCHOOL: Louisiana State University

CREDITS: Aline Moreaux - Designer



MAGAZINE DESIGN

QUAD: LSU COAD MAGAZINE SUMMER 2019

ENTRANT: GDSO - LSU School of Art
SCHOOL: LSU School of Art | GDSO

CREDITS: Sarah Alexander - Graphic Designer; Yerin Heo - Graphic Designer; Courtney Barr - Faculty Advisor; Kitty Phenev - Project Director; Elizabeth Mariotti - Writer/Editor; Luisa Restrepo - Creative Director



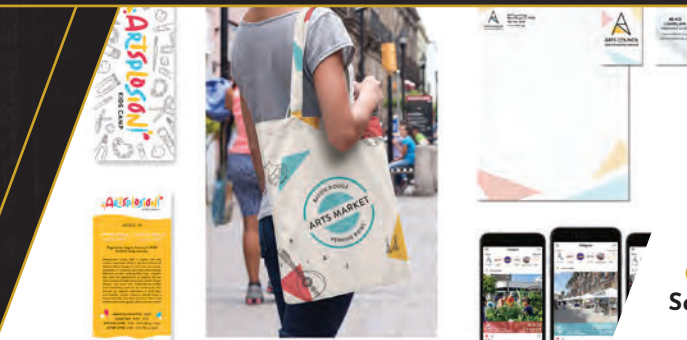
INTEGRATED BRAND IDENTITY CAMPAIGN

ACGBR SUB-BRANDS CAMPAIGN

ENTRANT: Sarah Alexander, Brynn Finney, Lindsey Henriques & Sidney Rosso

SCHOOL: Louisiana State University

CREDITS: Brynn Finney - Designer; Sidney Rosso - Designer; Sarah Alexander - Designer; Lindsey Henriques - Designer



POSTER - SINGLE

COAD LECTURE SERIES POSTER 2019-20

ENTRANT: GDSO - LSU School of Art
SCHOOL: LSU School of Art | GDSO

CREDITS: Luisa Restrepo - Creative Director; Kitty Phenev - Project Director; Courtney Barr - Faculty Advisor; Yerin Heo - Graphic Designer



LOGO DESIGN

CROWN CRANE GIFTS & GOODS

ENTRANT: Loryn LeBlanc

SCHOOL: University of Louisiana at Lafayette

CREDITS: Loryn LeBlanc - Graphic Designer



SILVER Student

ILLUSTRATION CAMPAIGN

ARTIST PROFILES BOOKLET

ENTRANT: Jessie Quantrille

ADVERTISER: University of Louisiana at Lafayette

CREDITS: Jessie Quantrille - Graphic Designer



STILL PHOTOGRAPHY - COLOR, SINGLE

WHITE RAIN

ENTRANT: Isabelle Zoch

ADVERTISER: Louisiana State University

CREDITS: Isabelle Zoch - Photographer



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JUDGES



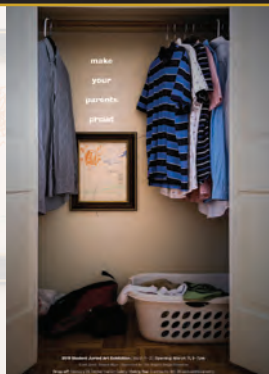
VINICIUS FERNANDES

Vinicius is a Brazilian-born associate creative director and copywriter who has been working in advertising for 13 years. Currently at Arnold Worldwide in Boston, he was previously with Ogilvy as a senior copywriter in Sao Paulo, Brazil. He has worked throughout his career for brands such as Santander, Progressive, Jack Daniel's, Kimberly-Clark, Pfizer, Coca-Cola, Burger King and Motorola.

In 2014, Vinicius won 13 Cannes Lions with cases like "Speaking Exchange" - the most awarded Brazilian campaign at the festival - and "The HIV Positive Poster" that played a role in making Ogilvy Brazil the third most

awarded agency and the network of the year at the Cannes Lions Festival in 2015. In 2017, he won the first Glass Lion for Brazil at the Cannes Lions Festival with the "Strong Girls" campaign for Nestle.

Vinicius' pick



POSTER - SINGLE UNIT

MAKE YOUR PARENTS PROUD

ENTRANT: University of Louisiana at Lafayette

ADVERTISER: Department of Visual Arts

CREDITS: Kevin Hagan - Photographer & Designer

KRISTINA PRUSNEK

Specializing in technology and digital strategy for more than a decade, Kristina has worked with some of the largest brands in the world, including Disney, IBM, 7-Eleven, Staples and Hilton. Currently she is with Disney Parks, Experience & Product Technology and Digital team serving as a Project Manager focusing on the digital guest experience. Prior to her time with Disney, Kristina was a Global Digital Strategist for IBM and has worked on the agency side in both the Austin and Orlando markets. She is also a Past-President of Ad 2 Orlando, as well as current Communications Chair for AAF 4th District. Her work and contributions to the industry have been recognized in the form of multiple ADDY Award wins, Best of Show awards, AAF Club Achievement recognition and Orlando Business Journal's "40 Under 40."



When she's able to disconnect, Kristina enjoys playing tennis, Olympic weightlifting, seeing live music and spending time with her husband and french bulldog, Elmer.

Kristina's pick



CINEMATOGRAPHY

WHY WE TEACH

ENTRANT: Fireside Films

ADVERTISER: Red Stick Spice Company

CREDITS: Digital FX - Executive Producer; Kaitlyn Jones - Producer; Dan Jones - Director/DP; Michele Dore - Assistant Editor; Kaylee Jo Kiger - Makeup Artist; Darrell Forest - Gaffer

KATIE ELENBERGER

All in. Go-getter. Laughs the loudest. Katie is client-focused and results driven. As the Founder + Creative Brand Strategist at Spark27 Creative she is committed to strategic thinking, user experiences, and the implementation of creative campaigns. Critical design thinking and a dedication to developing high-quality concepts have earned her numerous ADDY awards for design. Katie's enthusiasm is contagious and she will naturally coach you through any process.

Katie has served as President of her local American Advertising Federation in North Dakota and was Executive Director of AAF District 8 for two years.



Katie's pick



INTEGRATED MEDIA PRO BONO CAMPAIGN

2019 TEDxLSU EVENT BRANDING

ENTRANT: BBR Creative

ADVERTISER: Louisiana State University

CREDITS: BBR Creative - Art Direction & Design

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HONORING A LEGACY J.H. MARTIN

Long-time Advertising Federation of Greater Baton Rouge member, J.H. Martin passed away January 6, 2020, at age 82. During his long career in the printing business he was active in the advertising, public relations and marketing arenas of the Baton Rouge business community. J.H. started in the printing business at Martin Printing, which he had owned with his brother Earl. In 1966, the brothers went to work for Franklin Press. J.H. was subsequently employed by Louisiana Paper Company for five years, but he then returned to Franklin. He continued to work at what is now known as Franklin Data-Empowered Direct Mail until his death.

J.H. was an active AAF member for over four decades. He served as president of the AAF-BR in 1987 and in 1990 received the E.A. "Pete" Goldsby Silver Medal Award. In addition to serving in the vital, but unsung roles as club treasurer for an estimated fifteen years, members recall that J.H. was always up for whatever hijinks was asked of him, whether it was crazy roles in district lip synch competitions or numerous silly American Advertising Awards skits.

As much as he supported AAF-BR, Martin gave to many, many other community organizations. J.H. was president of the Baton Rouge Press Club in 1986 and the Public Relations Association of Louisiana in 1978, later receiving the association's Practitioner of the Year award in 1997. In 1971, 1976 and 2019, he was honored for excellence in sales by the Sales & Marketing Executive Club. J.H. made his greatest long-term impact on the Greater Baton Rouge State Fair, which he served as chairman for 25 years. For 30 years, he was also president of the State Fair Foundation, the financial and charitable arm of the fair, responsible for donating almost \$5 million in scholarships and grants to local causes and organizations dating to its inception in 1986.

J.H. served as the charter president of the Sunrise Rotary Club in 1988 and was a member for 27 years. He was president of the Baton Rouge Jaycees in 1971 and chairman of the Baton Rouge Bicentennial Commission in 1975-76. He served on the FestForAll Committee of the Baton Rouge Convention and Visitors Bureau/Arts Council of Greater Baton Rouge for 24 years. And he received the Volunteer Activist Award from the Baton Rouge Speech and Hearing Foundation in 1991.

J.H. Martin spent his professional life working to make the Baton Rouge community a better place. AAF-BR is lucky and blessed to be a direct recipient of his efforts. He will be missed, but his legacy lives on through our organization's success to this day.



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