

HOW *it's* MADE

AMERICAN
ADVERTISING
AWARDS

A celebration of the processes used to create award-winning work.

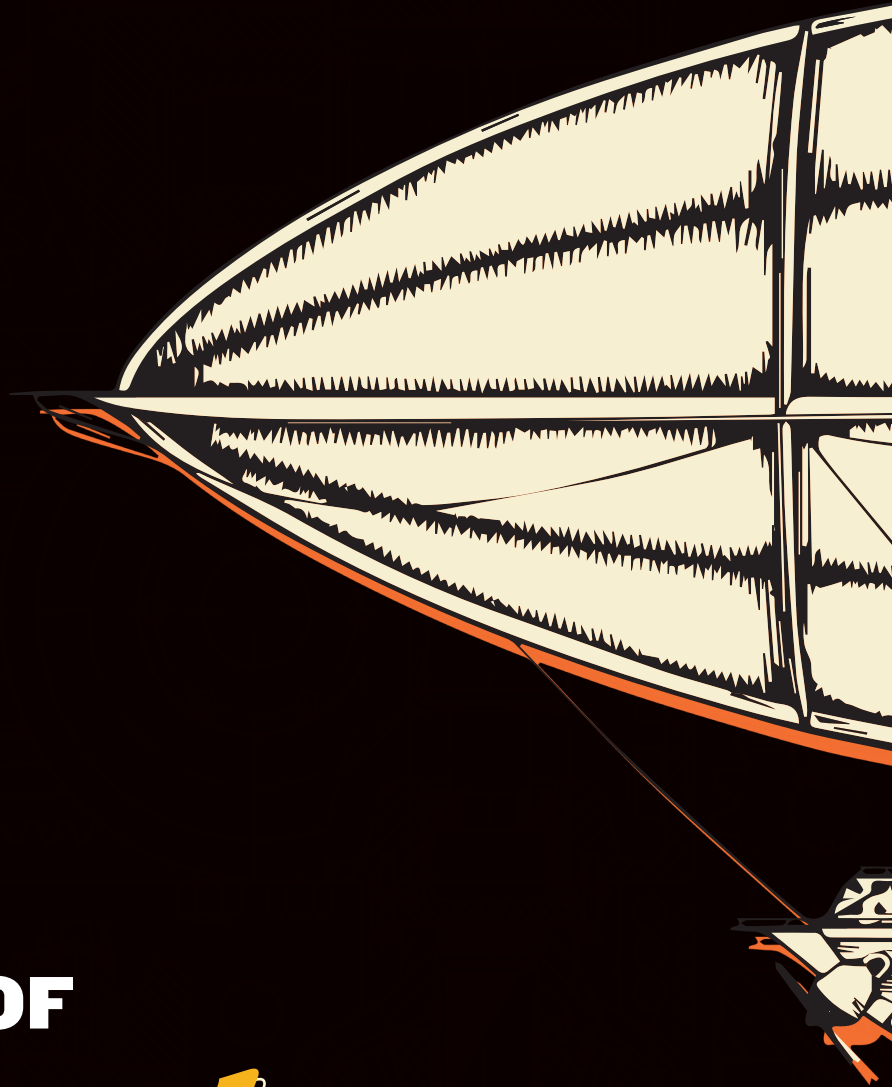
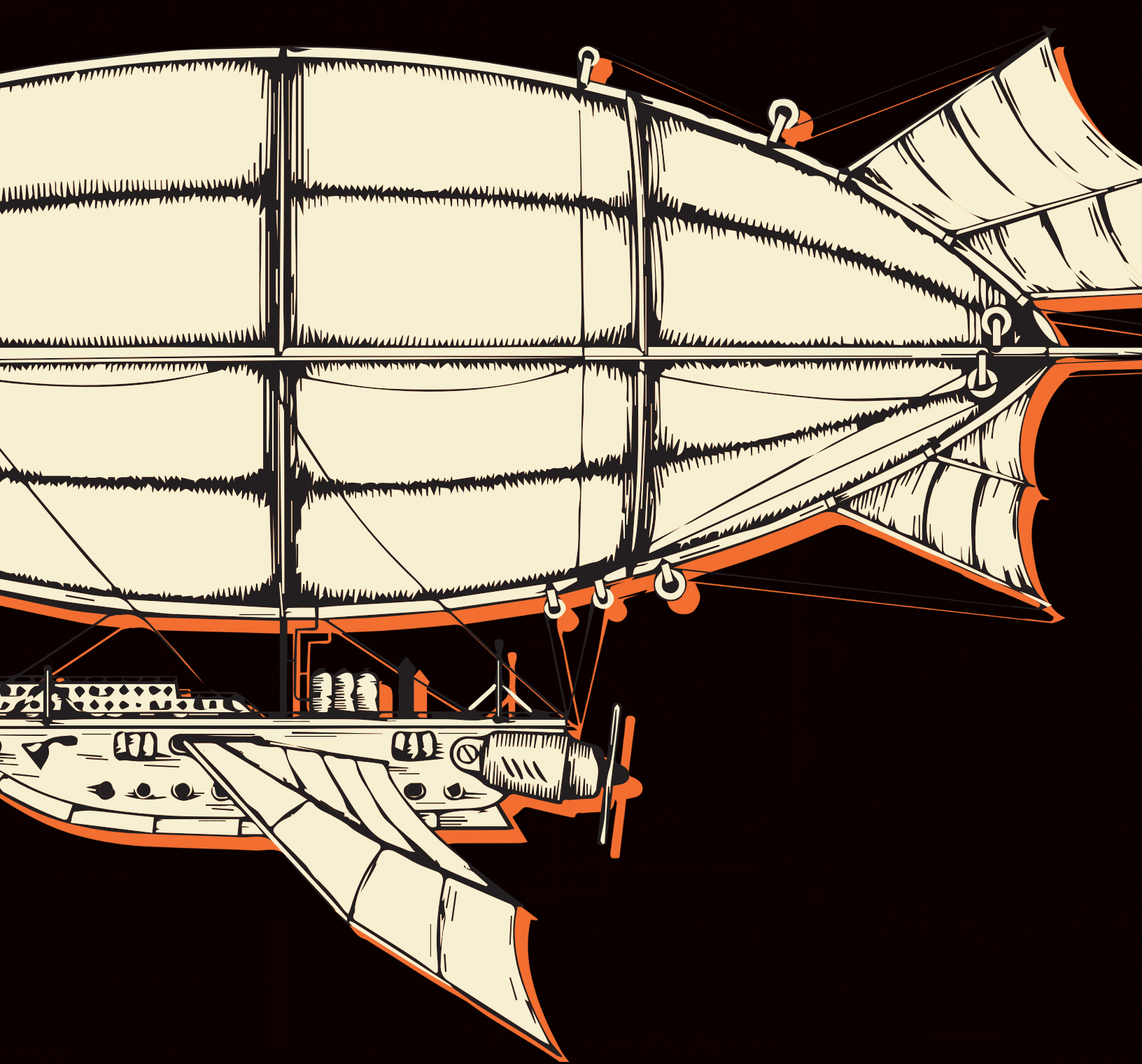


TABLE OF *Contents*

02	A LETTER FROM YOUR AMERICAN ADVERTISING AWARDS CO-CHAIRS	11	COMPANY SERVICE AWARD
06	E. A. PETE GOLDSBY AWARD	12	MEET THE JUDGES
08	MOSAIC CHAMPION AWARD	15	PROFESSIONAL MOSAIC AWARD
09	PRESIDENT'S SERVICE AWARD	16	PROFESSIONAL BESTS OF SHOW AWARDS



18 PROFESSIONAL
GOLD AWARDS

29 PROFESSIONAL
SILVER AWARDS

48 STUDENT BEST
OF SHOW AWARD

49 STUDENT GOLD AWARDS

53 STUDENT SILVER AWARDS

54 2021-22 AAF-BR
BOARD OF DIRECTORS

55 THANK YOU SPONSORS

a letter from your
**AMERICAN
ADVERTISING
AWARDS**
co-chairs



After a much smaller, albeit successful outdoor event in 2021 due to the ongoing issues with COVID-19, we were determined to go big again with our 2022 event.

The advertising industry was and continues to be heavily impacted by the effects of COVID-19. While we're not fully out of the pandemic or the seemingly constant introductions of new variants, we banked on the advances with vaccinations & boosters to keep us safe enough to give you, the advertising community, the celebration & escape from reality that you all deserve.

In addition to moving the event back indoors, we wanted a theme that really celebrated all aspects of the advertising industry. "How It's Made" is a TV show on the Science Channel that takes a look at how everyday products are made. Putting our own spin on this concept and using steampunk as visual inspiration, we brought our version of "How It's Made" to life. We took a look behind the scenes, shining a light on all of the many pieces & processes that come together to create the award-winning work that we see each year.

We simply would not be able to celebrate all that goes into creating award-winning work without entries. To all of the agencies and individuals who submitted an entry this year, we offer our sincere gratitude. We were once again blown away at the talent that is so prevalent in our community. Kudos goes to every individual that had a hand in getting all of this work made. While we're honoring the winners, we'd still like to congratulate you all for a job well done!

To our sponsors, we cannot say thank you enough. We still very much live in a state of uncertainty, and we sincerely appreciate your commitment to AAF-Baton Rouge and the American Advertising Awards. We have always been a community that comes together and rallies, and this year, you once again rose to the challenge.

Lastly, to the many volunteers and friends who helped make this night happen, we are immensely grateful for your time, talent, and expertise. We couldn't celebrate how it was made without you.

Sincerely, Jay Watson & Ashley Motsinger

THANK YOU TO OUR TEAM

LOGO DESIGN/BRANDING - Jay Watson, Leanne Gayle, Mark Naquin

SOCIAL MEDIA GRAPHICS - Ashley Motsinger, Mark Naquin, Joey Blake

WINNER'S BOOK - Jay, Ashley, Brett Burke, Rachel Harvey, Mark Naquin

SHOW INTRO/PROJECTION MAPPING - Ryan Golden/The Golden Goose

SHOW SCRIPT - Jay, Ashley, Jennifer Berthelot, Jeff English/Creative English

3D AIRSHIP - Jay, Randy Wallis, Shamar Milton, Dustin Barrilleaux, Jillian Milton

EVENT ENTRYWAY - Julia Yarbrough, Rebel Graphix Production

FEATURETTES - Lamar Graphics, Echo Tango, Rebel Graphix

FEATURETTE VIDEOS - Ryan Golden, Kody Louviere

JUDGE'S VIDEOS - James Peck/The Pixel House

STUDENT OUTREACH - Emily Burke, Stu Poulton

BLOCKPRINTING DEMO - LSU Print Club

EVENT PHOTOGRAPHY - Jordan Hefler

SHOW VOICEOVER - Merrit Melancon

VOICEOVER DIRECTOR - Barb Braud

DAY OF HELP - Jeanne' Lewis



 ryan@TheGoldenGoose.co

 [@the_goldengoose_](https://www.instagram.com/the_goldengoose_)

 [@goosemotion](https://www.facebook.com/goosemotion)



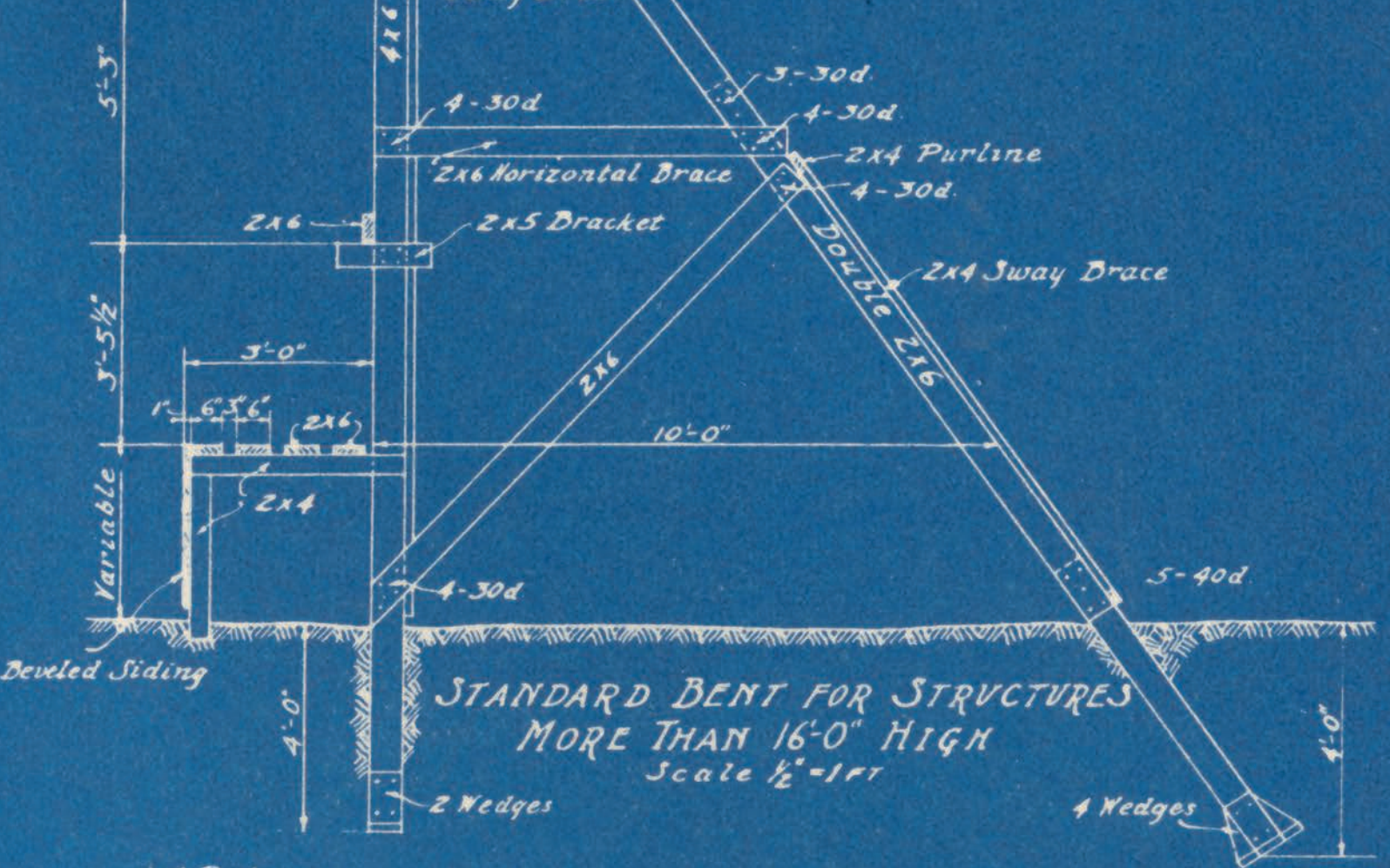
**THE
GOLDEN
GOOSE**

motion graphics - video production - projection mapping

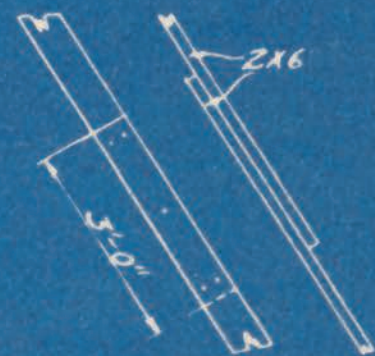


Jay Watson reviewed The Golden Goose

“Once my childhood dream of becoming the Chair for the 2022 American Advertising Awards came true, the very first thing that I said was, “Daddy, I want a golden goose!” This year’s show was crafted from the blood, sweat, and tears of many, but it was the talent of Ryan Golden that really helped to bring this motherfucker to life!”



POST SPLICE



BACK BRACE SPLICE

A timeless canvas
that was built to last.

LAMAR

ESTABLISHED IN 1902

OUTDOOR ADVERTISING ASSOCIATION
OF AMERICA
CITY & SUBURBAN BULLETIN
BUILT WITH PLATFORM

SERIES A
BULLETIN
PLAN No.1
SHEET
②
Jan. 1, 1926

E.A. Pete

Goldsbys 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
2020 - Marie Constantin
2021 - Taylor Bennett





ACE BOURGEOIS

There is a very short list of people in The Capital City who have contributed as much to the American Advertising Federation-Baton Rouge as well as the local advertising profession as Ace Bourgeois. As former president of the club and later governor of the 7th District, he has been as big an influence on the local ad scene as AAF-Baton Rouge legends Gus Wales, Charlie East, Curtis Vann and Elizabeth Perry—all past presidents, former 7th District governors and yes, Goldsby Silver Medal Award Winners. So, let's take a look at Ace's accomplishments and hear from some of those who he has influenced all under the qualification categories for the Goldsby Award: contributions to the profession, to building a better Baton Rouge & to the development of young people entering the profession.

In an advertising, design, sales and communication capacity, Ace has worked for a number of very important organizations that continue to contribute to our industry and the Baton Rouge economic engine. Ace has been a part of AAF-Baton Rouge for 30

years — as a member, then board member, president, and ex-officio. He is one of only eight others from our club to serve as Seventh District Governor. He has provided incredible support to advertising and design students over the years and through his mentorship and encouragement has had a hand in building our club's leadership over the last decade.

Part of Ace's local AAF legacy includes an initiative that was passed when he was president. He spearheaded the change of our Silver Medal, which was awarded to a member for their single-year of work for the club, to be named the President's Award. This allowed the "Pete Goldsby Award" for lifetime achievement to become the "Pete Goldsby Silver Medal Award," which aligns with all of the other clubs in the National AAF who give "Silver Awards" for their lifetime achievement honorees. This last little tidbit is just the cherry on top of a mountain of effort Ace has put forth toward the betterment of our community, our industry and our club.

Mosaic CHAMPION AWARD

CASEY PHILLIPS

The Walls Project, Executive Director

Casey Phillips is the founder of The Force Agency in Los Angeles, California & Co-Founder/Director of The Walls Project in Baton Rouge.

Since 2011, Casey Phillips and his team in the grassroots Walls Project (formerly BR Walls) have installed countless murals in Baton Rouge's urban core, and another in Brittany, France. Phillips, a music industry entrepreneur who returned to the Capital City to be close to his son, founded the Walls Project to advance local public art. "It came out of necessity," Phillips says. "When you see that something isn't there, you either go find it somewhere else or you create it." That meant recruiting like-minded building owners, entrepreneurs, investors, artists and volunteers for the purpose of revealing the city's identity through accessible, large-scale art. "The Walls Project is just an extension of what everyone really wants to see happen in Baton Rouge," Phillips says. "We just give it a physical manifestation."

Casey's used the arts as a vehicle to bring happiness to people's lives primarily through live music promotion. Since moving back to Baton Rouge he's seeing the potential of learning how to work with hundreds of like-minded people all at once to steer this same vehicle but

across multiple disciplines of the arts. He lets the acronyms & politicians play the complicated 1% power game, and focuses his group's energies at the grassroots level. By partnering with other art, business and social justice organizations, The Walls Project has been able to help the creative community express themselves on a large-scale level.

The goal is to move the cultural and social needle forward in a significant manner...and it's working. He believes that as citizens, if we truly start caring about the well-being of one another as much as our own, Baton Rouge can become one of the great cities in this world. We have a long way to go because currently the economic benefit of the few far outweigh the needs of the many of this community. An age-old story that we believe will soon have a new ending.

Over the past six years, Casey, The Force Agency and The Walls Project have concentrated their efforts on a multi-pillar effort to lift up the under-served and under-earned community of North Baton Rouge. Part of this effort was the launch of The Futures Fund, a non-profit organization that teaches young people to code, so that they can learn valuable skills and will be able to enter the tech workforce. The students of The Futures Fund have been very successful in their pursuit of tech knowledge and jobs. This year, with the complexity of the pandemic, Casey was able to launch a campaign to fund a fully online learning opportunity for these students and expand the program to other cities. Casey hosts weekly town hall meetings with leaders from both the public and private sector to not only advance the efforts of The Futures und, but also some of his other community projects that help stop food insecurity and underemployment.

Casey Phillips fully embodies what it means to be a Mosaic Champion because he understands the power behind the advertising community and he is able to use that strength to lift up the members of society that are full of potential, just lack the basic tools to get them into a position where they can learn the skills that enable them to comfortably support themselves and their families. He understands the full scope of the community ecosystem beyond just charity. By giving people the tools to bring themselves up, we are not only helping that person, but contributing to the betterment of the entire community since the program participants stay and work in our companies and are able to help the local economy and themselves.



President's

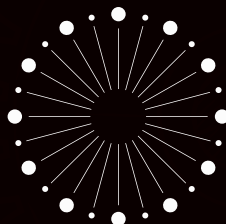
SERVICE AWARD

EMILY BURKE

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, Emily Burke has exhibited the kind of dedication, teamwork and drive that makes AAF a successful club. Hailing from BBR Creative, Emily has used her talent, skills and organization to make huge impacts on our club's achievements. Last year, Emily launched CreateAthon, a 24-hour service effort that pairs a nonprofit with creative marketing professionals to provide the kind of services these organizations can rarely afford. It was a fantastic effort and a huge success. Although Emily has departed the Community Outreach & Multicultural Initiatives Committee, she has continued to lend a hand to ensure that CreateAthon became a permanent program for our club.

At the beginning of the year the AAF-National raised a challenge for local chapters - expand AAF for students by helping to launch new student chapters at universities. When that call came, we knew exactly who to give this daunting task. Emily has been working tirelessly to answer the challenge, working with local universities not currently partnered with AAF. And she's done it while also completing the day-to-day work of the Student Outreach Committee, like finding luncheon sponsors & organizing the upcoming student conference.

Emily Burke is being honored with the President's Service Award as a thank you for being an exemplary member of AAF-Baton Rouge & for inspiring so many.



CreateAthon®

BBR
CREATIVE MARKETING PARTNERS

2022 AMERICAN ADVERTISING AWARDS





BUILDING YOUR BUSINESS TOGETHER

As Louisiana's Top Business Credit Union we're here to help maximize your business success.
We offer a full suite of business products and personal service.

- ✔ Business Loans
- ✔ Business Mastercard® and Lines of Credit
- ✔ Practice, Real Estate and Equipment Loans
- ✔ 24/7 Online & Mobile Banking
- ✔ Campus Clicksm
- ✔ Clover® Business Management Solutions

Local decisions with quick turnaround.

CAMPUS  **FEDERAL**®

CampusFederal.org | 888.769.8841 | Business@CampusFederal.org
Branch locations available in Baton Rouge, New Orleans and Shreveport



Company

SERVICE AWARD

CAMPUS FEDERAL CREDIT UNION

Employees of Louisiana State University established Campus Federal almost 90 years ago. According to their mission, they strive to be a true financial partner to their members. AAF-Baton Rouge certainly knows this to be true. The club has been banking with the credit union for years and their customer service and appreciation have been second to none at every term. As our great club, a nonprofit organization, strives to provide value to our members and the Baton Rouge community, Campus Federal has been behind us.

But they haven't stopped with being a reliable financial institution for the club. Campus Federal has joined us each year at the American Advertising Awards as a sponsor. We can't say it enough - our club & this awards ceremony in particular would not be possible without the support of our sponsors. We are very excited to have Campus Federal counted among that number.

This is all wonderful, but again this amazing partner went another step beyond. When the Student Outreach Committee reached out to Campus Federal with an additional sponsorship opportunity they were again willing to partner with us to sponsor our AAF student conference.

The Campus Federal Difference



SERVING LSU SINCE 1934

We are so very pleased to honor Campus Federal with the AAF-Baton Rouge Company Service Award for all they have done for this club throughout the years. Thank you!

CAMPUS  **FEDERAL**®

2022 AMERICAN ADVERTISING AWARDS

Judge

ANNE GRIGSBY



Anne is President & Creative Director of Grigsby Design, Inc. in Boca Raton, FL. She is a customer-centric, strategic thinker, and brings a diverse skill set with her 25+ years of experience developing brands and integrated marketing campaigns. Having worked on both the client and agency side, her strengths lie in an ability to combine her creative vision and business acumen to create targeted campaigns, accelerate market share, and increase brand equity. Anne has a BFA in Graphic Design from the University of Florida and has worked in major markets including Toronto, Dallas, and South Florida — which include 10 years with JWT. Anne has been the creative catalyst behind numerous global brand and product launches and has been well-recognized with a variety of industry awards and accolades. She is an active participant in both the marketing industry and her local community. She is a Past Governor of AAF's District 4 and a Trustee of the AAF of Fort Lauderdale & the Palm Beaches as well as a sustainer of the Junior League of Boca Raton.

Ann's Judge's Award & Gold Award Winner



TELEVISION ADVERTISING

REGIONAL/NATIONAL - SINGLE - UP TO 2 MIN.

Childhood-Right Card. Right Care.

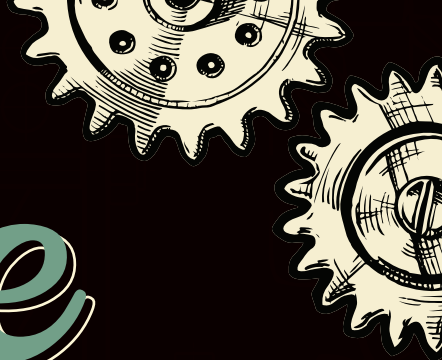
ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen



Judge



TIM WASICKI

Tim Wasicki serves as OUTFRONT's Creative Director for the Northeast division. Conceptualizing, ideating, and executing campaigns for OUTFRONT Studios, the company's in-house creative agency. He has made contributions in the success of major campaigns for several established brands including Swarovski, Coca Cola, Vans, and Mattel. Wasicki was first introduced to the advertising world when he worked at Madison Square Garden Company while also working in conjunction with the event space team on the brand transformation. Additionally, he worked at CBS Sports Network working within the marketing sector for on-air set design on its televised programming. He later landed at OUTFRONT Media in 2014 where he now currently leads a team of designers across the Northeast building relationships for a robust network of clients within the OOH medium. In his free time, Tim enjoys video editing and also considers himself a music enthusiast. Tim currently resides in his hometown of Jersey City with his wife and 7-year old daughter.

Tim's Judge's Award & Gold Award Winner

2021

To reveal the location of our company retreat, we crafted this experience for our team.

GAMES



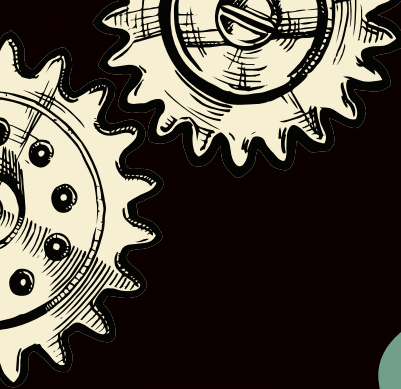
RETREAT



BRANDED CONTENT & ENTERTAINMENT FOR ONLINE/INTERACTIVE

ThreeSixtyEight 2021 Retreat App

ENTRANT: ThreeSixtyEight
ADVERTISER: ThreeSixtyEight
CREDITS: Corey Schneider - Art Director; Timothy Ricks - Designer; Timothy Ricks - Developer; Kenny Nguyen - Writer; Tara Lirette - Writer; Caroline Stoltzfus - Writer; Jeremy Beyt - Creative Director



Judge



KYLE COURTRIGHT

Kyle Courtright is a thought leader, mentor and award-winning designer specializing in branding and identity design. He has worked with global brands and Fortune 500 companies including Toyota, Chipotle, Walmart, NVIDIA, AAA, Lowe's, Entrepreneur, NFL, NBA, USA Olympics, DR Horton, American Cancer Society and National Parkinson Foundation. He founded Logo Wave Awards International, a logo awards competition bringing additional exposure and recognition to creative agencies, studios and freelancers around the world. Kyle has also authored a book on design which has been purchased by designers, marketers and business owners spanning 6 continents and 63 countries. Kyle lives in Albuquerque, NM with his wife and 3 kids.

Kyle's Judge's Award & Gold Award Winner

**INTEGRATED
BRAND IDENTITY CAMPAIGN**

SoLou Branding

ENTRANT: Xdesign
ADVERTISER: SoLou Patio Restaurant and Bar
CREDITS: Team Xdesign

PROFESSIONAL
Mosaic
& Gold Award Winner



OUT OF HOME & AMBIENT MEDIA
SINGLE INSTALLATION

Find Your Y

ENTRANT: Red Six Media

ADVERTISER: YMCA of the Capital Area

CREDITS: Red Six Media - Agency/Creative;
Archetype - Video Production; Magic Bus - Producer



PROFESSIONAL OVERALL

Best of Show

& Gold Award Winner



OUT OF HOME & AMBIENT MEDIA - SINGLE INSTALLATION

MSY Airport Mosaic Video Wall

ENTRANT: ThreeSixtyEight

ADVERTISER: Ochsner Health System

CREDITS: Corey Schneider - Art Director/Designer; Nick Defelice - Developer; Kara Pitre - Account Manager/Project Manager; Tara Lirette - Strategist; Phil Roberts - Director; Brian Beyt, Luminary Design Co. - Concept Design, Engineering, Environmental Design; Brian Beyt, Luminary Design Co. - Creative Director



PROFESSIONAL

Bests of Show & Gold Award Winners



BEST OF SHOW: BROADCAST
LOCAL TELEVISION COMMERCIAL :30 SECONDS

Like We Do It

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative Team; Contrast Films; Chase Smith; Sophie Goodgion

BEST OF SHOW: INTERACTIVE
CONSUMER WEBSITE

Consumer Website

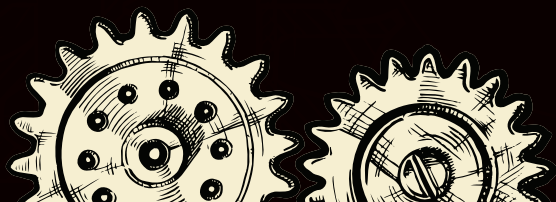
ENTRANT: STUN Design
ADVERTISER: Downtown Business Association
CREDITS: Lauren Tompkins - Project Manager; Chuck Sanchez - Creative/Development Director; Kim Mackey - Art Director

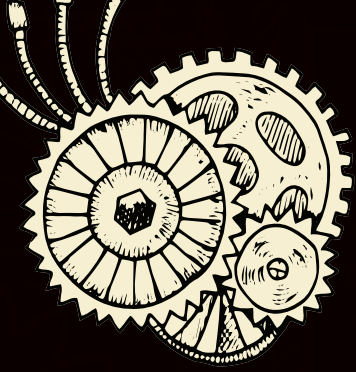



BEST OF SHOW: PRINT
CARD, INVITATION OR ANNOUNCEMENT

Tangram Christmas Card

ENTRANT: Lamar Advertising
ADVERTISER: Lamar Advertising Company
CREDITS: Mendi Robinson - Creative Director; Jordan Menard - Art Director; Melinda Thiessen - Graphic Designer; Ashlynn McCormick - Photographer; Digital Press & Graphics - Printing & Production





2022 HOW it's MADE AMERICAN ADVERTISING AWARDS



INTEGRATED ADVERTISING CAMPAIGN - REGIONAL/NATIONAL - CONSUMER

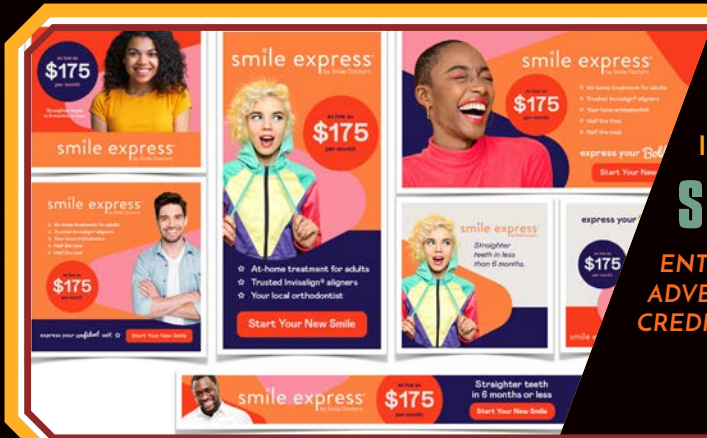
BTR - Break Out

ENTRANT: Covalent Logic
ADVERTISER: Baton Rouge Metropolitan Airport
CREDITS: Fernanda Collins - Creative Director;
 Theresa Stewart - Account Manager;
 Kirk Theriot - Video Production;
 Darren Vincet - Senior Graphic Designer

ONLINE/INTERACTIVE - BUSINESS-TO-BUSINESS WEBSITE

Covalent Logic Website

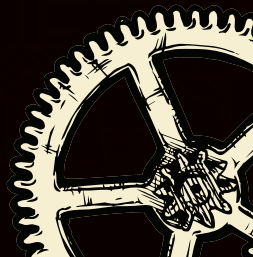
ENTRANT: Covalent Logic
ADVERTISER: Covalent Logic
CREDITS: Stacey Vincent - Interactive Director;
 Micah Theriot - Senior Frontend Developer;
 Poulin Wu - Chief Software Architect



INTEGRATED BRANDED CONTENT CAMPAIGN

Smile Express

ENTRANT: SASSO
ADVERTISER: Smile Express
CREDITS: SASSO Agency



PROFESSIONAL

Gold Awards



ONLINE/INTERACTIVE CAMPAIGN
Chief Destiny Officer

ENTRANT: ThreeSixtyEight **ADVERTISER:** Talend
CREDITS: Corey Schneider - Art Director; Adam Graves - Designer; Nathan Calhoun - Designer; Luke Jones - Writer; Eddie Snyder - Creative Director; Whitney Savoie - Account Manager; Bri Ehle - Project Manager; Brian Kelly - Strategist; Phil Roberts - Producer; Eddie Snyder - Director; Steve Hunter - Director of Photography; Mitchell Cobb - 1st AC; Tanner Short - Key Grip; Jon-David Mahoney - DIT; James Billeaudeau - Photography; Andrew Manne - Editor; Ian Gibson - Color; David Probst Jr. - Animation/Motion; Beni Horning - Set Designer; Ashley Martin, Lindsey Pellette, Britta Leblanc - Wardrobe/Makeup/Hair

CINEMATOGRAPHY-SINGLE

Heart-Right Card. Right Care.



ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen



CINEMATOGRAPHY-SINGLE

Childhood-Right Card. Right Care.

ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen

PROFESSIONAL

Gold Awards



VIDEO EDITING

Childhood-Right Card. Right Care.

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen

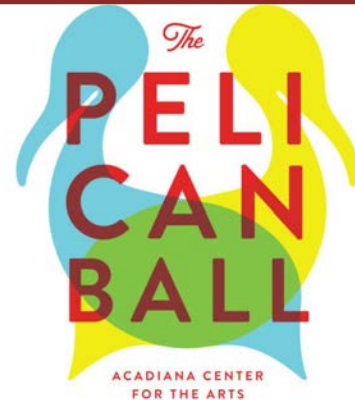
LOGO DESIGN

Aca Pelican Ball Branding

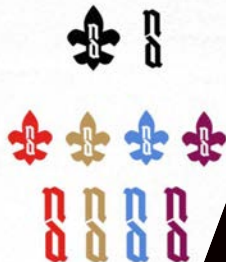
ENTRANT: Pavy Art + Design Studio

ADVERTISER: Acadiana Center for the Arts

CREDITS: Avery Eddy - Art Director;
Cathi Pavy - Creative Director



nola detox
— Art —
RECOVERY CENTER



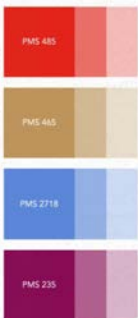
LOGO DESIGN

Nola Detox

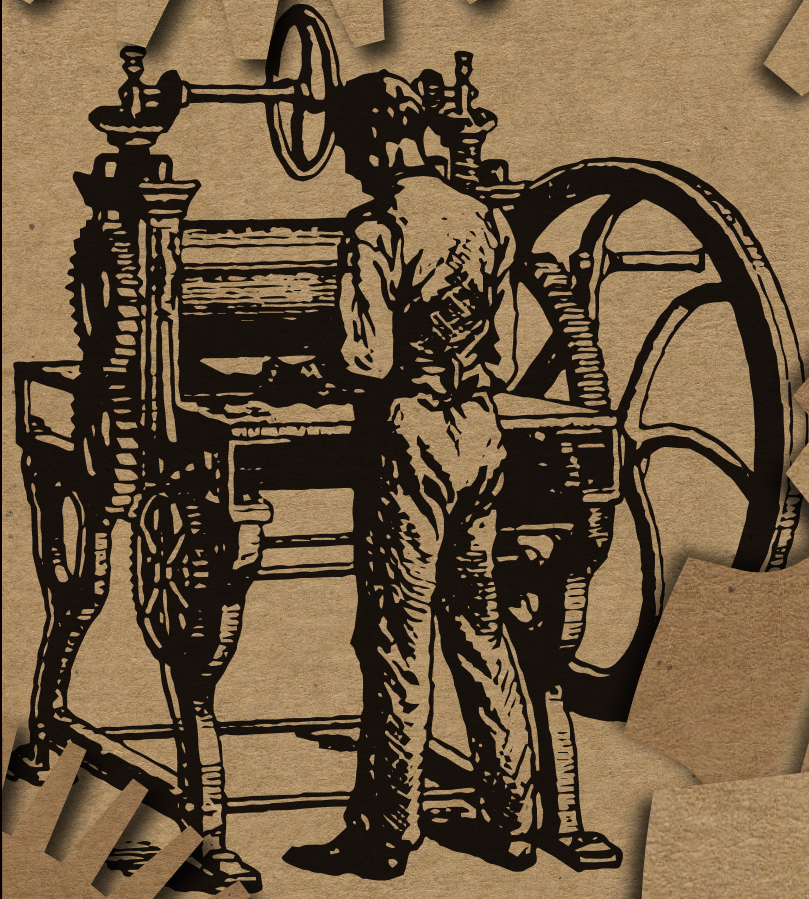
ENTRANT: SASSO

ADVERTISER: Nola Detox

CREDITS: SASSO Agency



WHERE IT'S MADE



ENGRAVING

EVENT SIGNAGE

VEHICLE WRAPS

WALL MURALS

STAMPS



225-387-4634 | www.rebelgraphix.com
307 Choctaw Dr. Baton Rouge, Louisiana



NON HOW it's MADE

AMERICAN
ADVERTISING
AWARDS



INTERNET COMMERCIAL

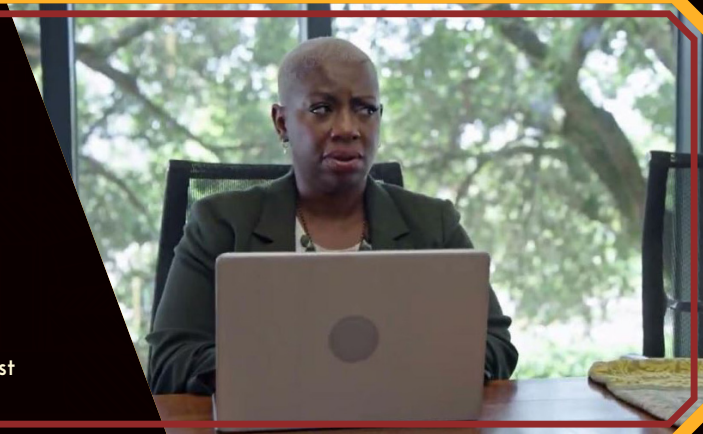
“Easier Registration My Lord”

ENTRANT: MESH
ADVERTISER: Pelican Institute for Public Policy
CREDITS: MESH Creative Team

INTERNET COMMERCIAL CAMPAIGN

Chief Destiny Officer

ENTRANT: ThreeSixtyEight
ADVERTISER: Talend
CREDITS: Corey Schneider - Art Director; Adam Graves - Designer; Nathan Calhoun - Designer; Luke Jones - Writer; Eddie Snyder - Creative Director; Whitney Savoie - Account Manager; Bri Ehle - Project Manager; Brian Kelly - Strategist



LOCAL TELEVISION COMMERCIAL
:15 SECONDS OR LESS

Find Your Y

ENTRANT: Red Six Media
ADVERTISER: YMCA of the Capital Area
CREDITS: Red Six Media - Agency + Creative; Archetype - Video Production; Magic Bus - Producer



PROFESSIONAL

Gold Awards



LOCAL TELEVISION COMMERCIAL
:30 SECONDS

Like We Do It 2

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative Team; Contrast Films; Chase Smith; Sophie Goodgion

VIDEO DIRECTION

Find Your Y

ENTRANT: Red Six Media
ADVERTISER: YMCA of the Capital Area
CREDITS: Red Six Media - Agency + Creative; Archetype - Video Production; Magic Bus - Producer



VIDEO DIRECTION

Heart-Right Card. Right Care.

ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen



Curbside



At Curbside Burgers, we know great burgers. Using a proprietary blend of beef — that goes through the grinder a unique way — combined with signature toppings, buttery brioche buns, fresh cut fries and an ice cold beer, we think we've created the perfect burger experience. We're burger junkies and we take pride in everything we do.

The food is real. Thanks a lot for loving it!



Want to party with us?

Curbside can cater parties, of any size, at our place or yours! Email us at catering@curbsideburgers.com to either reserve the Cabana in our courtyard, or we can bring the burgers to your door with the original Curbside truck!

GOURMET BURGERS AND FRIES

4158 GOVERNMENT ST., BATON ROUGE, LA 70806 225.478.8349



[@curbsideburgers](https://www.instagram.com/curbsideburgers) • curbsideburgers.com

VISIT OUR WEBSITE FOR CURRENT HOURS OF OPERATION



PROFESSIONAL

Gold Awards

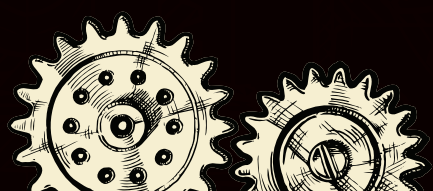


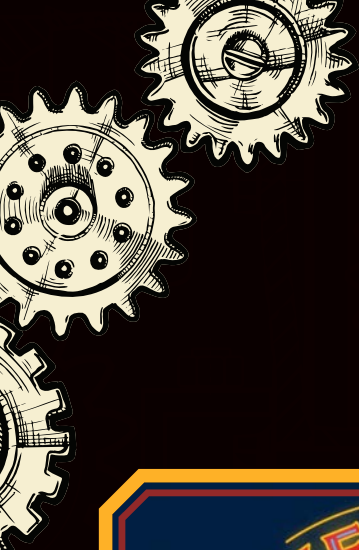

VIDEO DIRECTION
Childhood-Right Card. Right Care.
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen

ONLINE/INTERACTIVE - MICROSITE
Horizons Website
ENTRANT: ThreeSixtyEight
ADVERTISER: Compass Datacenters
CREDITS: Shelby Buquet - Designer; Shelby Buquet - Developer; Hailey Johnson - Content Strategist; Luke Jones - Content Strategist; Kara Pitre - Account Manager; Whitney Savoie - Account Manager; Cody Coumes - UX Strategist; Bri Ehle - Project Manager; Lunden Mouton - Project Manager; Phil Roberts - Executive Producer; Mel Loncich - Producer; Christian Schultz - Director; Phil Roberts - Editor




OUT-OF-HOME SINGLE INSTALLATION
Miami Dolphins Living Mural
ENTRANT: ThreeSixtyEight
ADVERTISER: Miami Dolphins
CREDITS: Nathan Calhoun - Designer; Corey Schneider - Art Director; Nick Defelice - Developer; Maxel Rodrigues - Developer; Jeremy Beyt - Creative Director; Eddie Snyder - Creative Director; Brian Beyt - Creative Director; Luminary Design - Engineering; Brian Beyt - Environmental Design; Luminary Design - Environmental Design; David Probst Jr. - Animation/Motion





NON HOW it's AMERICAN ADVERTISING AWARDS MADE

OUT-OF-HOME CAMPAIGN

Live After Five Design



ENTRANT: STUN Design
ADVERTISER: Downtown Business Association
CREDITS: Lauren Tompkins - Producer; Chuck Sanchez - Creative Director; Kim Mackey - Art Director; Baylor Breeding - Graphic Designer; Lilly Saye - Graphic Designer; Taylor Leblanc - Digital Communications Director; Kyle Catalano - Social Media Coordinator; Marc Stevens - Project Manager; Ashley Trowel - Graphic Designer

PUBLIC SERVICE ONLINE INTERACTIVE - SINGLE

Mid City Merchants Website

ENTRANT: ThreeSixtyEight
ADVERTISER: Mid City Merchants
CREDITS: Shelby Buquet - Designer; Hailey Johnson - Writer; Hailey Johnson - Strategist; Jeremy Beyt - Creative Director; Shelby Buquet - Developer



PACKAGING

Twice Blessed



ENTRANT: Red Six Media
ADVERTISER: Bourbon Society of Baton Rouge in partnership with Sugarfield Spirits
CREDITS: Red Six Media - Agency + Creative; Knot Your Average Wood Shop - Wood Engraving; S & S Printing - Label Printing

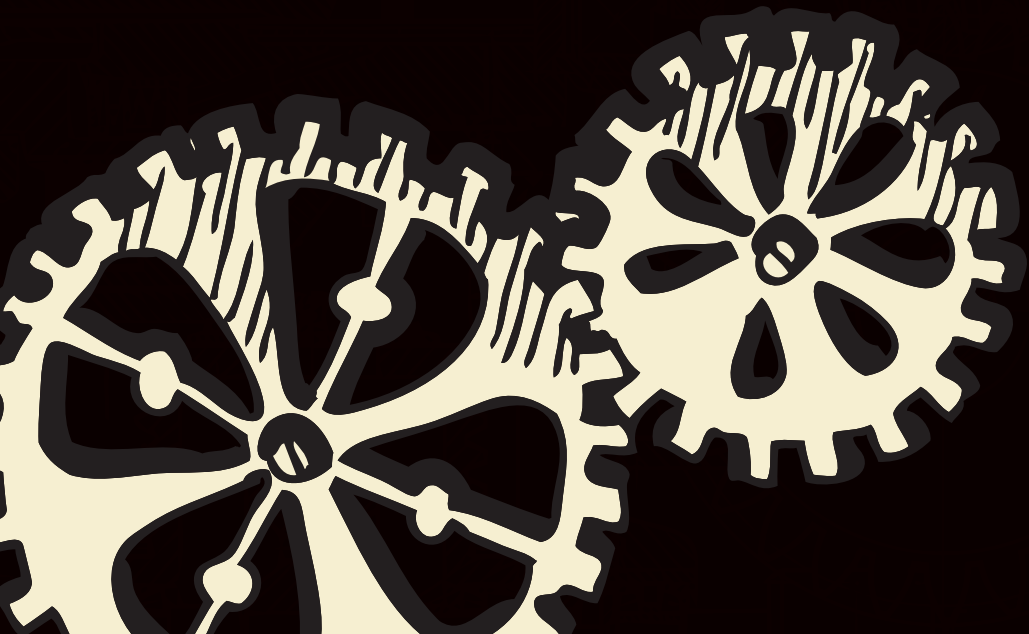

PROFESSIONAL

Gold Awards



PACKAGING
**Parish Brewing -
DDH Attacus Atlas**
ENTRANT: Adjunct Creative
ADVERTISER: Parish Brewing Company
CREDITS: Daniel Duvic - Creative

**POINT OF PURCHASE -
FREE STANDING**
Golden Arches Event Display
ENTRANT: Rebel Graphix
ADVERTISER: Valluzzo Company
CREDITS: Julia Yarbrough - Engineering / Design





WEEKNIGHTS

AT 5:30PM & 9PM



Tarvarious Haywood
Evening Anchor

Ashley Ruiz
Chief Meteorologist

Brian Holland
Sports Director

Kelly Anne Beile
Evening Anchor

PROFESSIONAL

Silvers

ADVERTISING INDUSTRY SELF-PROMOTION -
AD CLUB OR MARKETING CLUB

2021 American Advertising Awards

ENTRANT: Rebel Graphix
ADVERTISER: AAF-Baton Rouge
CREDITS: Fireside Films - Video Production;
Event Signage - Rebel Graphix;
Event Production - Element



ADVERTISING INDUSTRY SELF-PROMOTION -
DIRECT MARKETING & SPECIALTY ADVERTISING
(PRINTED OR DIGITAL)

Evangeline Maid Bread Box Mailer

ENTRANT: BBR Creative
ADVERTISER: BBR Creative
CREDITS: BBR Creative; Pixus Digital Printing



CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

110 Years in the Company of Women

ENTRANT: Pavy Art + Design Studio
ADVERTISER: Our Lady of the Lake Franciscan
Missionaries Health System
CREDITS: Cathi Pavy - Creative Director / Copywriter;
Avery Eddy - Art Director; Makemade -
Photography/Video Editing

110 YEARS IN THE COMPANY OF WOMEN



INTEGRATED ADVERTISING CAMPAIGN

Find Your Y

ENTRANT: Red Six Media
ADVERTISER: YMCA of the Capital Area
CREDITS: Red Six Media - Agency + Creative;
Archetype - Video Production;
Collin Richie Photography - Photography;
Magic Bus - Producer



Relax...
We've Got This!



3765 Government Street

225.236.4252

MidCityTitle.com

MP MELE
PRINTING

THINK BIG
PRINT BIG

MELEPRINTING.COM

1.866.801.0022



PROFESSIONAL

Silvers

INTEGRATED ADVERTISING CAMPAIGN

You Give, They Geaux

ENTRANT: Red Six Media
ADVERTISER: Tiger Athletic Foundation
CREDITS: Red Six Media - Agency + Creative



INTEGRATED ADVERTISING CAMPAIGN - REGIONAL/NATIONAL

Little Things Campaign

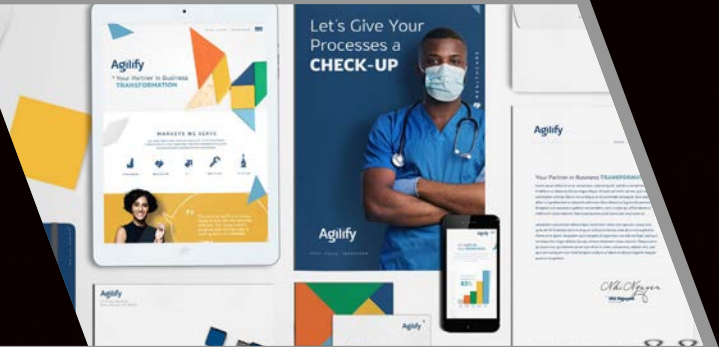
ENTRANT: ThreeSixtyEight **ADVERTISER:** ALFA Insurance
CREDITS: Corey Scheider - Agency Art Director; Emily Kingston - Production Art Director; Corey Schneider, Adam Graves - Designers; Jeremy Beyt, Eddie Snyder - Creative Directors; Rachel Wilson - Writer; Tim Ricks - Developer; Whitney Savoie - Account Manager; Bri Ehle - Project Manager; Brian Kelly, Jeremy Beyt - Strategist; Phil Roberts - Agency Producer/Motion; Shelby Hunter - Executive Producer; Michelle Fauchaux - Line Producer; Steven Weidenbacher - AD; Tracy Keller - Production Supervisor; Eddie Snyder - Director; Andrew Manne - Editor; Carbon - Color & VFX; Steve Hunter - DP; Lisa Lengyl - 1st AC; Jared Mckay - DIT



INTEGRATED BRAND IDENTITY CAMPAIGN

Seek. Solve. Transform.

ENTRANT: Red Six Media
ADVERTISER: Agilify
CREDITS: Red Six Media - Agency + Creative



INTEGRATED BRAND IDENTITY CAMPAIGN

Nola Detox

ENTRANT: SASSO
ADVERTISER: Nola Detox
CREDITS: SASSO Agency





THY WORK
PROVEN
DANDY.

Felicitations, Victors! | **LAMAR**
graphics.

PROFESSIONAL

Silvers

INTEGRATED BRAND IDENTITY CAMPAIGN
Studyville Integrated Branding

ENTRANT: STUN Design
ADVERTISER: Studyville
CREDITS: Chuck Sanchez - Creative Director;
Kim Mackey - Art Director; Ashley Trowel - Graphic
Designer; Lilly Saye - Graphic Designer; Jeff English -
Copywriter; Taylor LeBlanc - Project Manager



CINEMATOGRAPHY-SINGLE

Generations-Right Card. Right Care.

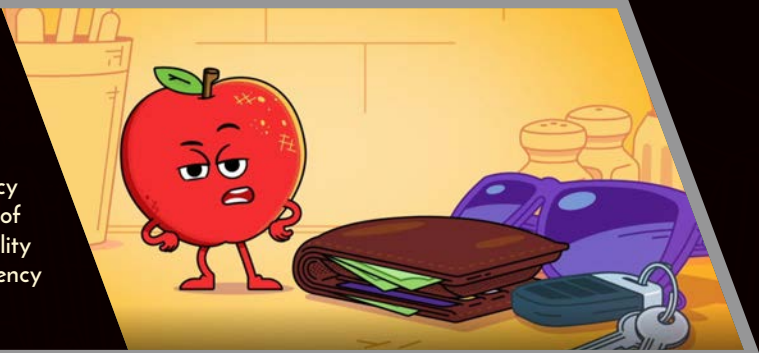
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: BCBSLA Marketing; Agency Producers - Dianne
Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director
- Genevieve Procell; Produced by Digital FX, Inc.; Executive
Producer - Greg Milneck; Director - Joshua McGowan; Editor -
Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects -
Erin Wait; Director of Photography - Nyk Allen



ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

Don't Let Good Food Go Bad

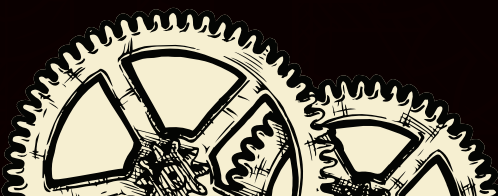
ENTRANT: Rockit Science Agency
ADVERTISER: Oregon Department of
Environmental Quality
CREDITS: Rockit Science Agency - Agency



ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

DoorDash: Every Flavor

ENTRANT: Echo Tango
ADVERTISER: Twitch
CREDITS: Patrick Moses - Twitch Production Lead; Erick
Martin - Director; Tommy Talley - Director; Frederick Mince
- Director of Photography; Andy Lemoine - VFX Supervisor;
Dayna Zrinski - Prop Supervisor; Chantel Hebert - Producer;
Cartuna - 2D Animation; Anthony Kongphan - Talent





PROFESSIONAL

Silvers

VIDEO EDITING

Heart-Right Card. Right Care.

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen



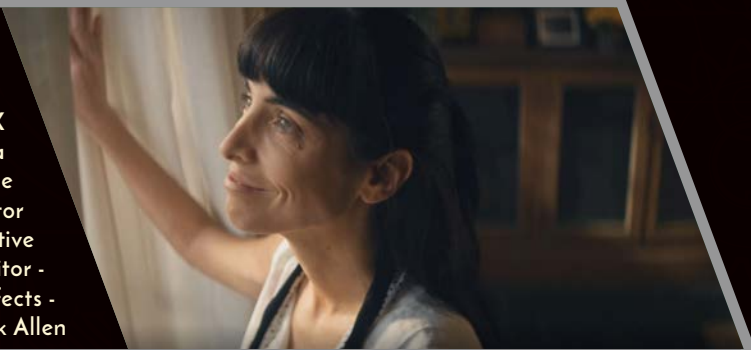
VIDEO EDITING

Generations-Right Card. Right Care.

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen



SOUND DESIGN-SINGLE

When You Suspect, Speak

ENTRANT: Red Six Media

ADVERTISER: Louisiana Office of Motor Vehicles

CREDITS: Red Six Media - Agency + Creative; Archetype - Sound Design



LOGO DESIGN

SoLou Patio Restaurant and Bar Logo

ENTRANT: Xdesign

ADVERTISER: SoLou Patio Restaurant and Bar

CREDITS: Team Xdesign



PROFESSIONAL

Silvers

ILLUSTRATION SERIES
La Capitol Brand Illustrations

ENTRANT: BBR Creative
ADVERTISER: La Capitol Federal Credit Union
CREDITS: BBR Creative



ELEMENTS OF ADVERTISING - BLACK & WHITE/
COLOR/DIGITALLY ENHANCED-CAMPAIGN

Cane River CNO Photoshoot

ENTRANT: BBR Creative
ADVERTISER: Cane River Pecan Company
CREDITS: BBR Creative



ART DIRECTION-SINGLE

Mad Mary

ENTRANT: Echo Tango
ADVERTISER: Walk-On's Sports Bistreaux
CREDITS: Erick Martin - Creative Director;
Tommy Talley - Chief Storyteller;
Dayna Zrinski - Art Director



BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

Stuller "Inside Look" Video Series

ENTRANT: Stuller, Inc.
ADVERTISER: Stuller, Inc.
CREDITS: Brandon Gary - Videographer; Bryce Istre - Videographer; Maria Viator - Art Direction



Congratulations 2022 winners for going the distance.

In our book, everyone's a virtual winner!

History. Integrity. Partnership **So much more than a printer.**

Since 1881, Emprint has been a leader in the printing industry by acquiring the latest technology while maintaining the highest standards of service and product quality. We continue to set the bar high for modern print shops and demonstrate what works in the digital age. No matter what size project you need to complete, **Emprint** will **go the distance** to find the best solution for your printing needs.

Your success is our success.



225.923.2550  emprint.com

Baton Rouge | Lafayette | Monroe | New Orleans

5425 Florida Blvd. | Baton Rouge, LA 70806 | 800.211.8335 *tf*

Offset Printing | Digital Printing | Software Development | Bindery and Finishing | Direct Mail
Fulfillment and Warehousing | Web To Print | Typesetting and Design | Signs and Graphics
Promotional Items | Project Management | Digital Form Conversion



PROFESSIONAL

Silvers

INTERNET COMMERCIAL

Remember 2001?

ENTRANT: Loupe Theory

ADVERTISER: Lamar Advertising Company

CREDITS: Max Zoghbi - Writer / Director / Editor;
Nick Arnold - Writer / DP; BonnieKate Zoghbi - IAC;
Dan Jones - Senior Animator; Kaitlyn Jones - Animator;
Darrell Forest - Animator; Jordan Peck - Animator;
ChadMichael Snavelly - Sound Mix + Master

2001

INTERNET COMMERCIAL

Louisiana Entertainment Ecosystem

ENTRANT: ThreeSixtyEight

ADVERTISER: Louisiana Economic
Development - Entertainment

CREDITS: Phil Roberts - Producer; Phil Roberts - Director;
Luke Jones - Writer; Eddie Snyder - Creative Director;
Nathan Calhoun - Designer; Kelsey LeBlanc - Account
Manager; Kimberly Cadena - Strategist; Airian Collins -
Project Manager; David Probst Jr. - Animation/Motion



INTERNET COMMERCIAL

Well-Ahead :30

ENTRANT: Digital FX

ADVERTISER: Well-Ahead Louisiana

CREDITS: Digital FX, Feigley Communications



INTERNET COMMERCIAL CAMPAIGN

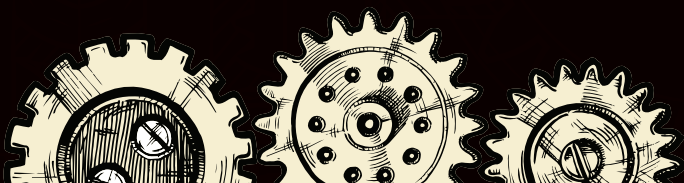
Samsung: Mobile Heroes

ENTRANT: Echo Tango **ADVERTISER:** Twitch

CREDITS: Mackenzie Portfolio - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead;
Erick Martin - Director; Tommy Talley - Director;
Andy Lemoine - Editor/Animator; Dayna Zrinski - Art
Director; Chantel Hebert - Project Director;
Fireside Films - Videography; Alixxa - Talent; Mystic -
Talent; The Black Hokage - Talent; Nicki Taylor - Talent

#MobileHeroes

Powered by Samsung Galaxy





ADVERTISING | ARCHITECTURE | BRAND | CORPORATE | FOOD | PORTRAITURE

YOUR STORY IS OUR FOCUS



COMMERCIAL
PHOTOGRAPHY & VIDEOGRAPHY
THEPIXELHOUSE.COM

PROFESSIONAL

Silvers

REGIONAL/NATIONAL TELEVISION COMMERCIAL

Generations-Right Card. Right Care.

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen



VIDEO DIRECTION

Generations-Right Card. Right Care.

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: BCBSLA Marketing; Agency Producers - Dianne Eysink and Colleen Jackson; Copy - Lisa Froman; Art Director - Genevieve Procell; Produced by Digital FX, Inc.; Executive Producer - Greg Milneck; Director - Joshua McGowan; Editor - Aaron Michel; Color Grading - Mat Dolejsi; Visual Effects - Erin Wait; Director of Photography - Nyk Allen



WEBSITE-BASED APP

ThreeSixtyEight 2021 Retreat App

ENTRANT: ThreeSixtyEight

ADVERTISER: ThreeSixtyEight

CREDITS: Corey Schneider - Art Director; Timothy Ricks - Designer; Timothy Ricks - Developer; Kenny Nguyen - Writer; Tara Lirette - Writer; Caroline Stoltzfus - Writer; Jeremy Beyt - Creative Director



SOCIAL MEDIA CAMPAIGN

Don't Let Good Food Go Bad

ENTRANT: Rockit Science Agency

ADVERTISER: Oregon Department of Environmental Quality

CREDITS: Rockit Science Agency - Agency





PROFESSIONAL

Silvers

SOCIAL MEDIA CAMPAIGN SoLou Grand Opening Graphics

ENTRANT: Xdesign
ADVERTISER: SoLou Patio Restaurant and Bar
CREDITS: Team Xdesign



SOCIAL MEDIA CAMPAIGN Mask Up Snapchat Campaign

ENTRANT: Feigley Communications
ADVERTISER: Louisiana Department of Health
CREDITS: Feigley Communications



CONSUMER WEBSITE Don't Let Good Food Go Bad

ENTRANT: Rockit Science Agency
ADVERTISER: Oregon Department of Environmental Quality
CREDITS: Rockit Science Agency - Agency



CONSUMER WEBSITE SoLou Website

ENTRANT: Xdesign
ADVERTISER: SoLou Patio Restaurant and Bar
CREDITS: Team Xdesign





PROFESSIONAL

Silvers

ONLINE/INTERACTIVE - MICROSITE

FastStart 12 Microsite

ENTRANT: ThreeSixtyEight

ADVERTISER: Louisiana Economic Development

CREDITS: Tim Ricks - Designer; Kimberly Cadena - Writer; John McElwain - Writer; Jeremy Beyt - Creative Director; Tim Ricks - Developer; Shanodra Brown - Account Manager; Kelsey LeBlanc - Project Manager; Kimberly Cadena - Brand Strategist; Cody Coumes - UX Strategis



ONLINE/INTERACTIVE - MICROSITE

Hammond DDD Millage Microsite

ENTRANT: Anntoine Marketing + Design

ADVERTISER: Hammond Downtown Development District

CREDITS: Anntoine Marketing + Design



OUT-OF-HOME MULTIPLE INSTALLATIONS

Healing Place Church Kids District

ENTRANT: Xdesign

ADVERTISER: Healing Place Church

CREDITS: Team Xdesign



OUT-OF-HOME MULTIPLE INSTALLATIONS

SoLou Exterior and Interior Design

ENTRANT: Xdesign

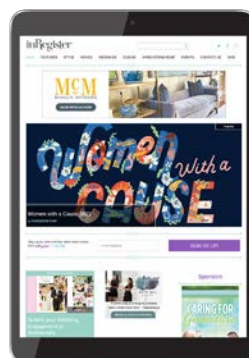
ADVERTISER: SoLou Patio Restaurant and Bar

CREDITS: Team Xdesign



WE'VE GOT THE CAPITAL REGION *Covered*

If you're looking to keep up with the latest news on business, entertainment, lifestyles and social events—we have it covered. Our collection of magazines covers each of these areas of living in and enjoying the Capital City—and Region. In addition, you can stay connected online with one of our many e-newsletters.





PROFESSIONAL

Silvers

OUT-OF-HOME & AMBIENT MEDIA - EVENT

Live After Five

ENTRANT: STUN Design

ADVERTISER: Downtown Business Association

CREDITS: Lauren Tompkins - Producer; Chuck Sanchez - Creative Director; Kim Mackey - Art Director; Baylor Breeding - Graphic Designer; Lilly Saye - Graphic Designer; Marc Stevens - Project Manager; Taylor LeBlanc - Digital Communications Director; Kyley Catalano - Social Media Coordinator; Ashley Trowel - Graphic Designer



OUT-OF-HOME & AMBIENT MEDIA - PUBLIC TRANSIT AD, EXTERIOR

LDH Traveler's Campaign

ENTRANT: ThreeSixtyEight

ADVERTISER: Louisiana Dept of Health

CREDITS: Trevor Navarre - Illustration/Lettering; Corey Schneider - Art Direction; Kaitlyn Hieb - Brand Strategist; Caroline Stoltzfus - Media Strategist; Caroline Stoltzfus - Writer; Shanodra Brown - Account Manager; Bri Ehle - Project Manager



PRINT ADVERTISING - MAGAZINE CAMPAIGN

Tips from the CNO Print Ad Series

ENTRANT: BBR Creative

ADVERTISER: Cane River Pecan Company

CREDITS: BBR Creative



PUBLIC SERVICE NON-BROADCAST AUDIO/VISUAL

When You Suspect, Speak

ENTRANT: Red Six Media

ADVERTISER: Louisiana Office of Motor Vehicles

CREDITS: Red Six Media - Agency + Creative; Archetype - Video Production; Freddy Mince - Cinematography



THE BOBBY BONES SHOW

WEEKDAY MORNINGS 5-10AM



1015
★
WYNK

WYNKCOUNTRY.COM



PROFESSIONAL

Silvers

PRINTED ANNUAL REPORT

LED Annual Report

ENTRANT: ThreeSixtyEight

ADVERTISER: Louisiana Economic Development

CREDITS: Brittany Alford - Lead Designer; Corey Schneider - Brand Design Lead; Kimberly Cadena - Strategist; Ebony Smith - Strategist; Maria Do - Project Manager; Greg Fischer - Content Strategist; Shay Brown - Account Manager; Carolina Munguia - Account Director; Tara Lirette - Director of Strategy; Jeremy Beyt - Chief Creative Officer



PRINTED ANNUAL REPORT

CPEX Annual Report

ENTRANT: STUN Design

ADVERTISER: Center for Planning Excellence

CREDITS: Chuck Sanchez - Creative Director; Kim Mackey - Graphic Designer; Lauren Tompkins - Project Manager; Taylor LeBlanc - Project Manager



CARD, INVITATION OR ANNOUNCEMENT CAMPAIGN

Trees of Light

ENTRANT: Rockit Science Agency

ADVERTISER: The Hospice of Baton Rouge

CREDITS: Rockit Science Agency - Agency



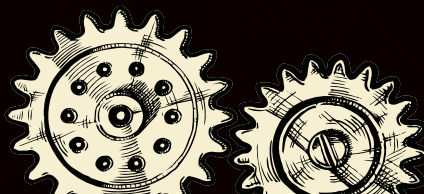
SALES KIT OR PRODUCT INFORMATION SHEETS

SLU Columbia Theatre Season 21/22

ENTRANT: Southeastern Louisiana University

ADVERTISER: SLU Columbia Theatre

CREDITS: Michael Trahan - Art Director/Designer; SLU University Marketing and Communications Office



EXPERIENCE IT.

WHAT'S YOUR STORY?



Located in the heart of south Baton Rouge,
only six miles from Tiger Stadium.

For reservations, visit lbatonrouge.com | [f](#) [t](#) [i](#)

Lauberge®

CASINO HOTEL
BATON ROUGE

A my**choice**® destination

GAMBLING PROBLEM? PLEASE CALL 800.522.4700.

Must be 21 or older to enter Casino and Event Center. ©2022 Penn National Gaming, Inc. All rights reserved.



PROFESSIONAL

Silver

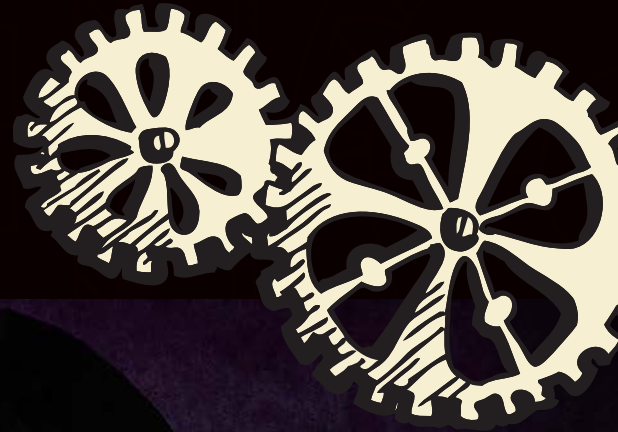
SALES KIT OR PRODUCT INFORMATION SHEETS

RoyOMartin Sample Sales Kit

ENTRANT: STUN Design

ADVERTISER: RoyOMartin

CREDITS: Chuck Sanchez - Creative Director; Kim Mackey - Art Director; Baylor Breeding - Graphic Designer; Jeff English - Copywriter; Taylor Leblanc - Project Manager



YOUR HIRED GUN

FOR KILLER CONTENT.

- WEBSITES
- BLOGS
- CASE STUDIES
- VIDEO SCRIPTS
- SOCIAL MEDIA
- PROOFREADING

WORKS WITH CORPORATIONS, SMALL BUSINESSES, OR NONPROFITS, AND DISCREETLY WITH AD AGENCIES AND DESIGN FIRMS.



CREATIVE ENGLISH COMMUNICATION CONSULTANTS

JEFF@CREATIVEENGLISH.BIZ // 225.931.6964



STUDENT
Best of Show
& Gold Award Winner



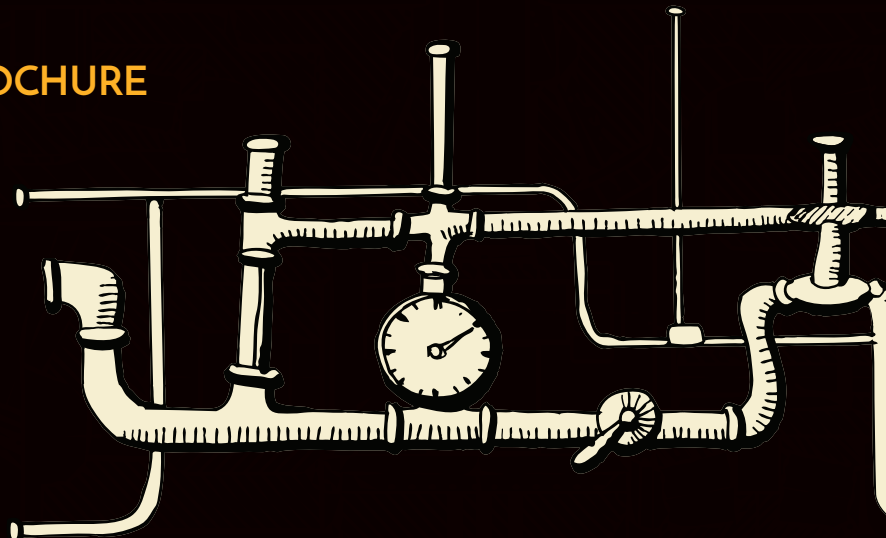
PRINTED ANNUAL REPORT OR BROCHURE

Annual Report 2021

ENTRANT: Katie Lyons

SCHOOL: University of Louisiana at Lafayette

CREDITS: Katie Lyons - Designer



STUDENT

Gold Awards

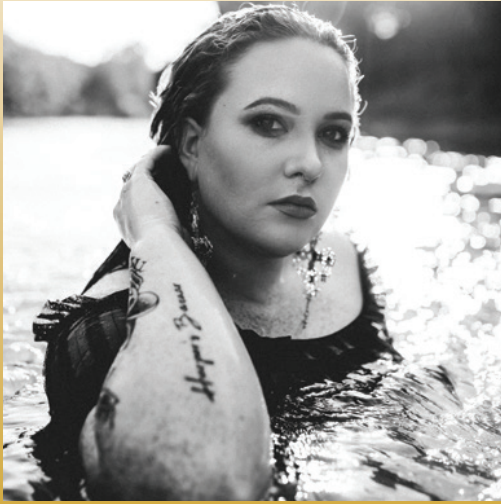
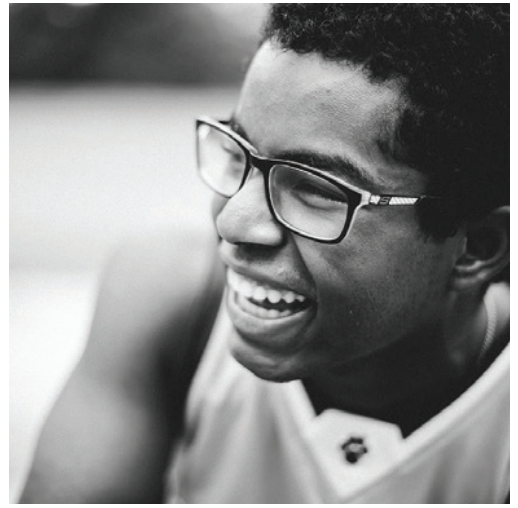


PRODUCT OR SERVICE SALES PROMOTION - PACKAGING
Packaging for Golden Antler Motel
ENTRANT: Kayli Mato
SCHOOL: Nicholls State University
CREDITS: Kayli Mato

COVER/EDITORIAL SPREAD OR FEATURE - SERIES
Hitchhiker's Guide Book Covers
ENTRANT: Katie Lyons
SCHOOL: University of Louisiana at Lafayette
CREDITS: Katie Lyons - Designer



OUTDOOR & TRANSIT ADVERTISING - OUTDOOR BOARD (FLAT OR 3D)
Reason To Celebrate Mural
ENTRANT: Lauren Leonard
SCHOOL: Louisiana State University
CREDITS: Lauren Leonard - Illustrator



**Shooting everything but
weddings since 2015.**

SPECIALIZING IN COMMERCIAL, EDITORIAL,
LIFESTYLE, AND MUSIC PHOTOGRAPHY.

WWW.JORDANHEFLER.COM

DIGITAL PUBLICATIONS
CoAD Annual Report 2020-21

ENTRANT: GDSO
SCHOOL: LSU School of Art | GDSO
CREDITS: Samantha Smitley - Graphic Designer;
 Luisa Restrepo - Creative Director; Courtney Barr - Faculty
 Advisor; Elizabeth Mariotti - Copywriter / Editor



STILL PHOTOGRAPHY
- COLOR, SINGLE
Crawfish Photo

ENTRANT: Nam Nguyen
SCHOOL: Louisiana State University
CREDITS: Nam Nguyen



ILLUSTRATION - CAMPAIGN
College of Science Timeline Series

ENTRANT: GDSO
SCHOOL: LSU School of Art | GDSO
CREDITS: Hernan Andres Gonzalez - Illustrator
 Luisa Restrepo - Creative Director

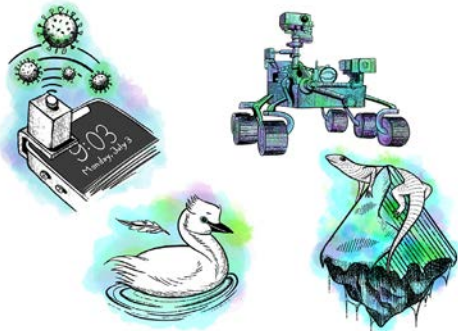


ILLUSTRATION - SINGLE
Louisiana Lottery T-Shirt Design

ENTRANT: Lauren Leonard
SCHOOL: Louisiana State University
CREDITS: Lauren Leonard - Illustrator



2021-22 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Jennifer Berthelot - President, Government Relations

Julia Yarbrough - President-Elect, Communications

Jay Watson - VP, American Advertising Awards

Ashley Motsinger - VP, American Advertising Awards

Barb Braud - Immediate Past President, Membership

Lisa Thibodaux - Executive Director

Claire Estopinal - Treasurer

Ex Officio - Ace Bourgeois

BOARD OF DIRECTORS

Rachel Harvey - Community Outreach & Diversity

Emily Burke - Student Outreach

Stu Poulton - Student Outreach

Chavanne Debetaz - Fundraising

Chad Murray - Communications

Sam Warren - Fundraising

Jeanne Lewis - Programs

Thanks To Our Sponsors

DIAMOND



PLATINUM



GOLD



IN-KIND





AAF american
advertising
federation

baton rouge