

FUNKY FUNHOUSE

A large, stylized eye graphic with a white sclera, a black pupil containing two white dots, and green, radiating eyelashes. The eye is positioned to the right of the main title.

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A letter from your American Advertising Awards Co-Chairs

RACHEL HARVEY & KRIS BORDELON



THANK YOU

LOGO/BRANDING/SOCIAL GRAPHICS

Jerry Reid, Jason Craig

WINNER'S BOOK

Mark Naquin, Rachel Harvey

SHOW VIDEO PRODUCTION

Ryan Golden/The Golden Goose

SHOW SCRIPT

Barb Braud, Kris Bordelon

EVENT ENTRYWAY

Ryan Golden/The Golden Goose

ENTRYWAY LOGO & TABLE NUMBERS

Jerry Reid, Julia Yarbrough,
Rebel Graphix Production

STAGE PROPS & ANIMATION

Ryan Golden/The Golden Goose

STAGE MANAGER

Barb Braud

JUDGE'S VIDEOS

James Peck/The Pixel House

EVENT PHOTOGRAPHY

Jacklyn Photography

SHOW VOICEOVER

Clay Achee

DJ

KR Productions

DAY OF HELP

Lisa Thibodaux, Ashley Motsinger

What a ride it has been! Serving as a chair for the American Advertising Awards is never anything less than a rollercoaster ride—and they had the gall to ask me to do it two years in a row! At least this time, they gave me a co-chair. Let's be real: Jay Watson was my co-chair last year. Shout out to Jay for being a Grade-A badass.

In all seriousness, I've been reflecting on my experience and can't believe how much s*&# you learn and the number of incredible people you meet. Kris Bordelon and our Board of Directors alone are worth all the hard work to make these awards possible.

I want to start by thanking Ryan Golden with The Golden Goose. This year's show has been his creative brainchild, and he has worked tirelessly for months to bring his vision to life. Ryan has been our Creative Director and HX Consultant. Some of you may not know that this year's theme has evolved from its original conception. We started with clowns, then moved to fairies, and landed on a holographic cyclops host projected in a giant bubble. It has been a whirlwind of crazy that keeps us excited and moving! Kris and I put together a committed and intensely creative committee to bring you the funkiest show you've ever seen: Ryan, the man behind it all; Jerry Reid, who brought life to Ryan's concept with original illustrations from Jason Craig; and Barb Braud, who has all the knowledge and the ideas that kept us organized and on the path to success—and that is just the tip of the iceberg. I have never been prouder to be a part of such an astoundingly creative group of people. What a feeling to be with your people—people who are passionate about the same pursuits, people who think like you, people who think of the wildest things that you could have never imagined, people who bring out the most creative side of you. People who want to see you succeed. The members of AAF-BR are my people.

While we come together and celebrate the creativity that lives and breathes in our local market, we want to make sure recognition is given where it's due. To every agency, individual, and student who worked relentlessly to produce all the work we are celebrating, thank you for your efforts. To the work that did not make it into the show, we are celebrating your efforts as well. To our sponsors, the AAF-BR Board of Directors, every name on the list to the left, and everyone sitting in a seat in the L'Auberge Event Center, thank you so much for caring and believing in this amazing community. You are why we are here. Welcome to your club and I hope you enjoy the show. Let's play that funky music!

Sincerely, Rachel Harvey & Kris Bordelon

E.A. PETE GOLDSBY SILVER MEDAL AWARD

The highest personal award presented by the American Advertising Federation—Baton Rouge is the E. A. Pete Goldsby Silver Medal Award, presented each year to the person who has made the greatest overall contribution to the advertising profession. The Goldsby Silver Medal Award is named for the late E.A. “Pete” Goldsby. Mr. Goldsby was the advertising manager of the State-Times/Morning Advocate and gave most generously of his time and talents to the advertising profession as well as many civic, fraternal and charitable activities. After his death in 1954, the Board of Directors of the Advertising Club of Baton Rouge established the Goldsby Award, to be presented to worthy recipients for outstanding contributions in the interest of advertising.

HONOREES - OF THE - PAST

1955 – Foy Bennett	1973 – Ralph Sims	1990 – J.H. Martin	2008 – Sandra Lane
1956 – Roland Caldwell	1974 – Charles Manship	1991 – Diane Allen	2009 – Francelle Theriot
1957 – Alvin H. Meyer	1975 – Lamar Simmons	1992 – Sonny Cranch	2010 – Elizabeth Perry
1958 – Frank Kean	1976 – Charlie Kantrow	1993 – Gus Wales	2011 – Don Cassano
1959 – Vic Ehr	1977 – Kevin Reilly	1994 – Pat Cheramie	2012 – Julio Melara
1960 – J.B. Myers	1978 – Jerry Turk	1995 – Al McDuff	2013 – Tommy Teepel
1961 – Charles Garvey	1979 – Mervin Rhys	1996 – Charles East, Jr.	2014 – Curtis Vann
1962 – Lee Herzberg	1980 – Art Root	1997 – Gerald Bower	2015 – Jeff Wright
1963 – Tommy McGuire	1981 – Bob Furlow	1998 – Rolfe McCollister, Jr.	2016 – Steve Davison
1964 – Bob Earle	1982 – Don Stewart	1999 – Rod Parker	2017 – Connie McLeod
1965 – Pres Kors	1983 – Jules Mayeux	2000 – Otey White	2018 – John Maginnis
1966 – Allan Brent	1983 – Grace McElveen	2000 – Karen Gaupp-Wozniak	2019 – Stafford Wood
1967 – Tom Gibbens	1984 – Don Berlin	2001 – Jensen Holiday	2020 – Marie Constantin
1968 – Jack Sanders	1985 – Allen McCarty	2003 – David Humphreys	2021 – Taylor Bennett
1969 – Annie-Claire Mote	1986 – Gus Weill	2004 – Angela deGravelles	2022 – Ace Bourgeois
1970 – Roger Davison	1987 – Cyril Vetter	2005 – Gerry Lane	2023 – Nicole Duet Latiolais
1971 – Douglas L. Manship	1988 – Martin Flanagan	2006 – Greg Milneck	
1972 – Orene Muse	1989 – Sandy Deslatte	2007 – Jeff English	



DANIELLE GREMILLION



Danielle Gremillion has been nominated for the E.A. “Pete” Goldsby Silver Medal Award in recognition of her outstanding contributions and exemplary service in advertising and marketing in the Baton Rouge area. The impact of Danielle’s remarkable career on our community is truly inspiring. With a career spanning 30+ years, she has consistently demonstrated dedication, passion, and an unwavering commitment to excellence.

Danielle has tirelessly volunteered her time with AAF-BR. She served many years as a volunteer and board member, serving on nearly every committee and receiving the President’s Service Award. While serving as a board member Danielle was instrumental in aiding the club during a difficult financial recovery period. She took the reins as President in 2000 earning the honor of both the National AAF and District 7 AAF: Div. III Club and President of the Year. She is one of only five Baton Rouge Presidents to receive this honor! She later served as co-chair to AAF’s District 7 Governor’s Gala held in Baton Rouge.

Danielle has run her own design studio, Design Danyell for 34 year and is currently Director of Marketing and Advertising for Wayne Stabler Companies. She most notably worked as Creative Services Manager at Baton Rouge Community College and Art Director at Diane Allen & Associates. While at DAA, she worked with the Louisiana Sweet Potato Commission and culinary expert Holly Clegg developing a passion for art direction of food photography.

She has donated her time and talents to many non-profit organizations such as: Sizzlin’ for SEALs benefiting The Navy SEAL Foundation and Juvenile Diabetes’ Denim & Diamond Gala.

Danielle serves her community as the Marketing Chair for the Broadmoor Baptist Church (BBC) Youth & Communication, where she has also served as a Deacon. She serves on the Advisory Board for St. Michael the Archangel High School and on multiple committees including their Casino Night fundraiser. She also volunteers her time as a parent leader liaison to the faculty.

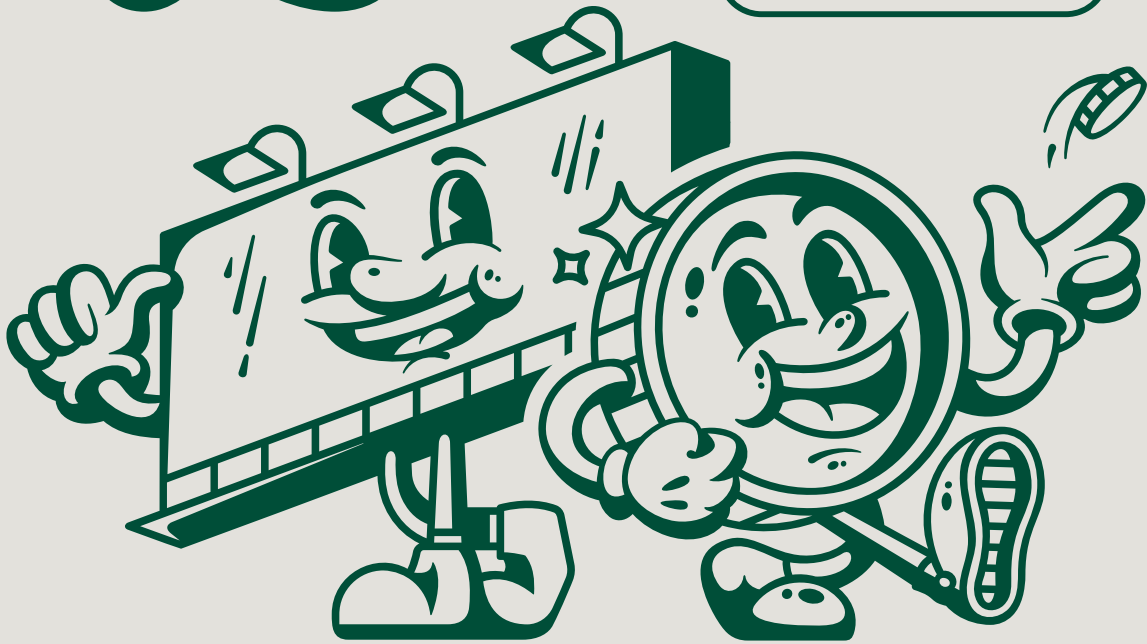
Good friend and business associate Francelle Theriot of 2121 Design contributed the following note of support: *“From the moment I interviewed Danielle in 1987 for the LSU internship at Garrison and Associates, I knew she would be a great fit. She’s a team player, a go-getter and a very hard worker. Danielle has a special gift for helping others and getting things to the finish line which has been demonstrated throughout her career. Serving as a design and marketing professional for well over three decades, Danielle has given her time and talent, and thousands of volunteer hours to the GBR community. Her dedication to moving the advertising industry forward in Baton Rouge is demonstrated by her years of top notch leadership on the AAF. Danielle continues to support the community and lend her expertise and talent to all who ask. She’s been helpful to me in business and personally since the moment we met. No job or task is above or beneath her, and her kindness reigns. I also enthusiastically nominate Danielle Chapman Gremillion for the E.A. “Pete” Goldsby Silver Medal Award.”*

It is evident that Danielle has not only excelled professionally but has also made a lasting impact on this community. Her dedication, leadership, and ability to inspire others make her an exemplary candidate for the E.A. “Pete” Goldsby Silver Medal Award.

Anyone who knows or has worked with Danielle knows she is all heart. She gives freely of her time and without hesitation. She is a dedicated co-worker and fierce friend. Danielle embodies the spirit and values of this prestigious award, and her legacy will continue to inspire others.

Lamar

SINCE 1902



**Lamar is proud to be part of our
local art & design community.**

LAMAR

ADVERTISING COMPANY

PRESIDENT'S SERVICE AWARD

The Board of Directors presents the President's Service Award annually to the member in good standing who has given the most toward the betterment of AAF-Baton Rouge and its activities during the previous calendar year.

COREY SALOMONE

AAF-BR Fundraising

Corey Salomone has jumped into the board with both feet, breathing new life to the media auction. As a new member last year and first time on a committee, he took it as his personal challenge to do whatever it took to revive the fundraiser and bring us closer to our budgeted goal. He not only started his efforts early in his term, he sought council of experienced club and board members, both past and present. He also was able to find new financial and in-kind sponsors for his and other committees' events and he even hosted our board Christmas party in his home. Corey's dedication is what makes him perfect for the President's Service Award.



THE GOLDEN GOOSE ● ANIMATION ALCHEMIST



✉ ryan@TheGoldenGoose.co

📷 @the_goldengoose_

📘 @goosemotion

COMPANY SERVICE AWARD

The Board of Directors presents the Company Service Award annually to the company in good standing who has given the most toward the betterment of AAF-Baton Rouge and its activities during the previous calendar year.

RYAN GOLDEN

THE GOLDEN GOOSE

Ryan Golden and his company The Golden Goose are way overdue for the Company Service Award, and they would've been nominated for it many years ago if it wasn't for the requirement that the recipient be a member in good standing. Not only have the bylaws recently been changed to allow non-member companies to be eligible for this award, but Ryan is also now a paid member of AAF-Baton Rouge. He has now been involved in the show production of the American Advertising Awards for the past 7 years. This includes creating personalized motion graphics and 3D projection mapping to go along with each year's theme, and he also creates all of the winner's pods that are shown throughout the shows to showcase all of the winners. His contributions over the years have helped to bring our annual event to another level. Ryan's talent and imagination has no bounds and he is simply one of those rare people that is a joy to work with and also someone that you'd like to replicate so that there are more of him.



MOSAIC ADDY AWARD & Gold Award Winner

A Mosaic ADDY Award is chosen by the judges and given to one (or more) entries that exemplify a spirit of diversity and inclusion. The Mosaic ADDY Award should demonstrate understanding and sensitivity of targeted multicultural audiences.



PUBLIC SERVICE - ONLINE FILM, VIDEO & SOUND

Girls on the Run - South

ENTRANT: Fireside Films

ADVERTISER: GIRLS ON THE RUN SOUTH LOUISIANA

CREDITS: Kaitlyn Jones - Director/Cinematographer; Daniel Jones - Cinematographer/Editor



2024 AMERICAN ADVERTISING AWARDS

MOSAIC CHAMPION AWARD

This award is inspired by the principles of the National American Advertising Federation's Mosaic Council, the US advertising industry's preeminent think tank on diversity and inclusion.

BATON ROUGE YOUTH COALITION



A Beacon of Diversity and Inclusion in Education

Amidst the rich cultural tapestry of Greater Baton Rouge, the Baton Rouge Youth Coalition (BRYC) emerges as a luminary championing the cause of diversity and inclusion within the realm of education. The nomination of BRYC for the prestigious 2024 AAF-BR Mosaic Champion Award underscores its pivotal role in dismantling barriers and nurturing an environment where equity and opportunity flourish.

BRYC's philosophy transcends traditional educational paradigms, advocating for a world where the intrinsic value of youth is not tethered to their academic achievements but rather to their boundless potential to dream and succeed, unfettered by socioeconomic constraints. This ethos is a reflection of the organization's profound commitment to justice, characterized by providing all Baton Rouge youth with the requisite resources to pursue their aspirations.

The critical importance of higher education as a vehicle for economic mobility, as highlighted by Georgetown University's Center on Education and the Workforce, is a cornerstone of BRYC's mission. BRYC astutely acknowledges the disparities faced by asset-limited, income-constrained black youth, who constitute the majority of its fellowship. This recognition fuels BRYC's resolve to construct and sustain alternative support frameworks that empower these young individuals to confidently traverse the educational landscape and actualize their potential.

The stark educational disparities, particularly evident in the 2023 statistics showing a significant underrepresentation of black students in bachelor's degree attainment, underscore the urgency and necessity of BRYC's mission. The organization's remarkable impact is crystallized in the 83 percent persistence rate among its 670 alumni, defying societal expectations and affirming the transformative power of equitable access to educational resources and social capital.

BRYC recently announced the launch of a third site in collaboration with the East Baton Rouge Parish School System. This expansion aims to extend BRYC's transformative programs to an additional 500 8th-12th graders, further amplifying its impact and reinforcing its dedication to nurturing the potential of Baton Rouge's youth.

BRYC's diverse portfolio of programs and initiatives encapsulates a holistic approach to inclusivity, encompassing mentorship, leadership development, and an array of support services tailored to address the multifaceted needs of its Fellows. From personalized tutoring sessions and mental health counseling to career readiness programs and financial assistance, BRYC offers a comprehensive ecosystem of support designed to foster academic excellence, personal growth, and professional development.

The narrative of BRYC's impact is vividly narrated through the heartfelt testimonials of transformation and achievement across various professions underscore the profound and lasting influence of the organization. These personal accounts, coupled with compelling quantitative data, illuminate the efficacy of BRYC's programs and its pivotal role in cultivating the next generation of leaders, innovators, and change-makers in Baton Rouge.

The synergy between BRYC and its community partners epitomizes the power of collaborative endeavor in driving societal progress and inclusion. This collective commitment to the well-being and success of Baton Rouge's youth is a testament to the shared vision that underpins BRYC's endeavors.

In light of BRYC's unwavering dedication to diversity and inclusion, its innovative approaches to education, and its tangible impact on the lives of countless young individuals, the organization stands as a paragon of excellence and an ideal recipient of the 2024 AAF-BR Mosaic Champion Award. As we navigate the complexities of fostering an inclusive and equitable educational landscape, BRYC's pioneering spirit and transformative initiatives shine as a beacon of hope, guiding us towards a brighter, more inclusive future for all Baton Rouge youth.



JUDGE

LAURA HAND



Laura Hand is the CEO and Founder of Laura Loo Experience Design (LLXD). She is an award-winning marketing executive rooted in technology and customer experience design. With 20+ years of leading a digital advertising agency to corporate healthcare marketing teams, Laura offers executive-level fractional marketing expertise to cannabis wellness brands ready to reach their desired audiences and develop a successful brand strategy that builds revenue and customer loyalty. She is a Board Member and Marketing Chair for the Cannabis Travel Association International (CTAI) and a mentor for women-owned businesses. She has served at every level of the American Advertising Federation as local AAF-Cedar Valley President, District 9 Council of Governors, National American Advertising Awards Committee and still serves as an AAF creative competition judge. Her work can be viewed at www.CustomerDelightProcess.com

Laura's Judge's Award & Gold Award Winner

INTEGRATED BRAND IDENTITY CAMPAIGN

The Plantry Café Branding

ENTRANT: Adjunct Creative
ADVERTISER: The Plantry Café
CREDITS: Daniel Duvic - Creative



JUDGE

BRADLEY SHIN



Brad is the Founder, Creative Director and Copywriter of Wasiswas (pronounced Was-is-was), a boutique creative shop in Honolulu, Hawai'i where billboards are outlawed, aloha shirts are proper business attire and putting pineapple on your pizza is just wrong. Over his 30-year career, he has crafted campaigns for everything from anti-smoking and pro-voting to children's hospitals and poke bowls (Hawaiian-style fast food). A lifelong Hawai'i resident, Brad has been recognized as 2003 AAF District 13 Ad Person of the Year and 2021 AAF District 13 Silver Medalist. His creative work can be viewed at www.wasiswas.com.

Brad's Judge's Award & Silver Award Winner

INTEGRATED ADVERTISING CAMPAIGN - CONSUMER

"Life Is..." Campaign

ENTRANT: Blue Cross and Blue Shield of Louisiana
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: BCBSLA Creative Team; Jep Epstein - Music Production; Digital FX - Video Production; Jason Cohen - Photography



JUDGE



ELIZABETH ZUPKOW

Elizabeth “EZ” Zupkow has proudly been a Goodway family member for over eight years, currently serving as a senior director where she is responsible for the post-sale client relationship. Her superpower is being a business partner to agencies and building collaborative relationships that lead to tangible results and profits. Zupkow has a track record for success in the CPG, healthcare, luxury, financial and QSR industries. Her previous experience includes sales and marketing for Gannett; marketing leadership in the finance services industry; and jack-of-all-trades at a full-service agency. EZ is passionate about the American Advertising Federation mission, currently serving as lieutenant governor for district 12. She is currently a digital nomad, working from various US and UK destinations for several weeks at a time. Her dogs, Tank and Fancy, join her in this adventure. In her spare time, Elizabeth is a bibliophile, averaging almost a book a day.

Elizabeth’s Judge’s Award & Silver Award Winner

**BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE/INTERACTIVE**

Here. Now. Louisiana. Spooky Post

ENTRANT: STUN Design

ADVERTISER: Louisiana Economic Development: FastStart

CREDITS: Chuck Sanchez - Creative Director; Kim Mackey - Art Director; Taylor LeBlanc - Digital Communications Director; Taylor LeBlanc - Copywriter; Marci Mallet - Copywriter; Kiley Catalano - Copywriter; Marci Mallet - Social Media Coordinator; Baylor Breeding - Graphic Designer; Sarah Galli - Project Manager



in memoriam

Charlie East, Jr.

(1949-2023)

AAF-BR President 1993-94

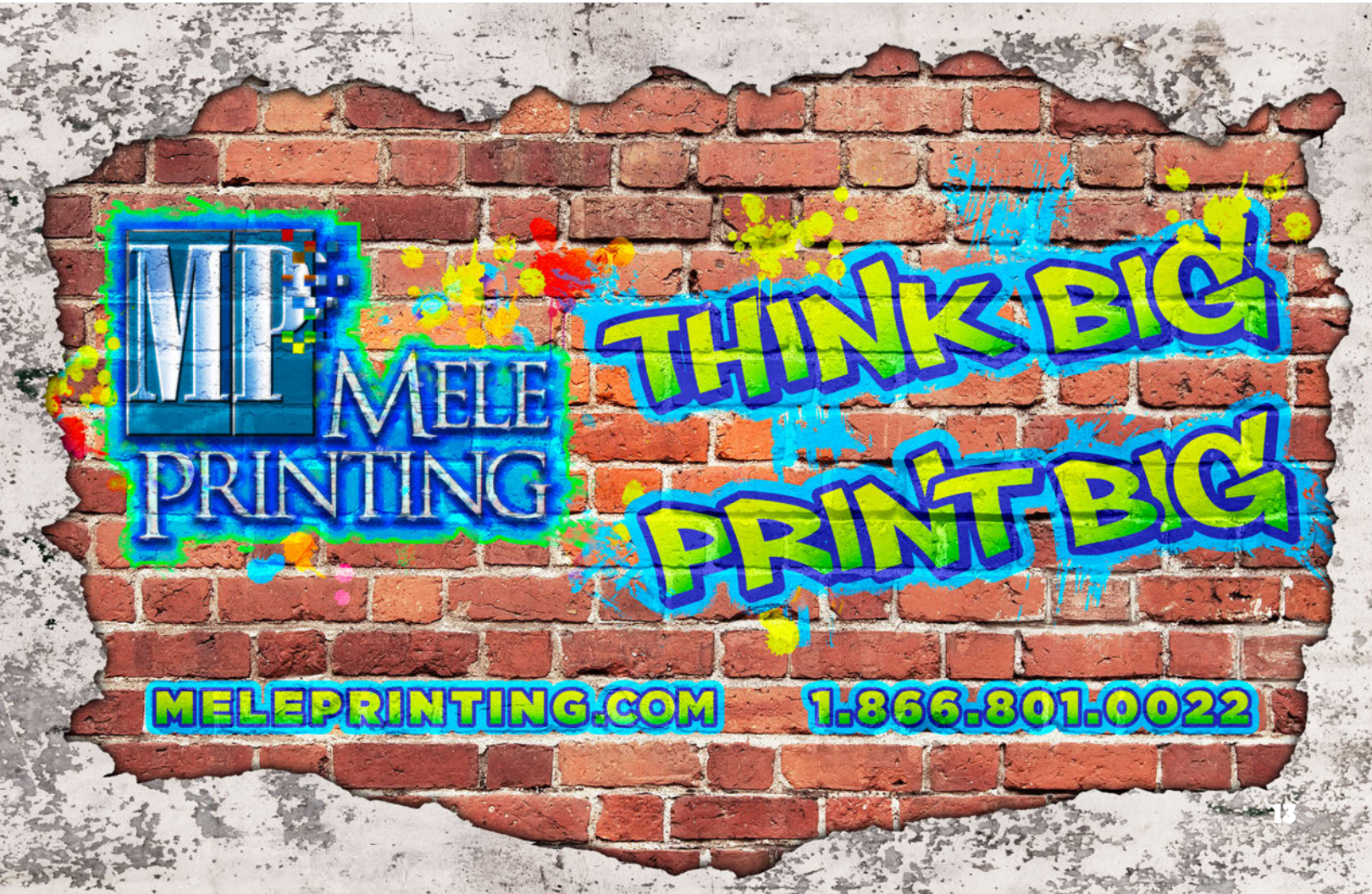
AAF-D7 Governor 2001-02

AAF-BR Goldsby Award Recipient 1996



Charlie graduated with a journalism degree from LSU, then worked as a copy editor and reporter for The Times-Picayune. Afterward he was a founding editor of the publication Gris-Gris in Baton Rouge. He was a respected advertising and public relations professional for 40 years before retiring. He was president of LSU's Manship School of Mass Communication Alumni Association. In addition he received eight national Telly awards for outstanding television commercials and videos. Charlie was also a member of the Baton Rouge Rotary club for many years.

He truly loved to serve Baton Rouge and will be greatly missed. Thank you Charlie.



PROFESSIONAL OVERALL BEST OF SHOW & Gold Award Winner



OVERALL BEST OF SHOW: MAGAZINE COVER SERIES

Phi Kappa Phi Forum Magazine Covers

ENTRANT: STUN Design

ADVERTISER: Phi Kappa Phi

CREDITS: Chuck Sanchez - Creative Director; Kim Mackey - Art Director; Sarah Galli - Project Manager; Jenna Lloyd - Graphic Designer; Danny Heitman - Copywriting

PROFESSIONAL BESTS OF SHOW AWARDS



**BEST OF SHOW: FILM, VIDEO & SOUND
INTERNET COMMERCIAL**

Lee Michaels Red Box Holiday

ENTRANT: Lee Michaels Fine Jewelry & Echo Tango
ADVERTISER: Lee Michaels Fine Jewelry
CREDITS: Lee Michaels Fine Jewelry - In House Marketing Team; Echo Tango - Creative Agency

BEST OF SHOW: LOGO DESIGN

Port of South Louisiana

ENTRANT: Red Six Media
ADVERTISER: Port of South Louisiana
CREDITS: Red Six Media



BEST OF SHOW: PACKAGING

Broken Barrel Packaging

ENTRANT: TILT
ADVERTISER: Infuse Spirits
CREDITS: TILT - Creative, Design & Illustrations



PROFESSIONAL GOLD AWARDS



**INTEGRATED ADVERTISING CAMPAIGN
- REGIONAL/NATIONAL - CONSUMER**

Lee Michaels Red Box Holiday

ENTRANT: Lee Michaels Fine Jewelry & Echo Tango

ADVERTISER: Lee Michaels Fine Jewelry

CREDITS: Lee Michaels Fine Jewelry - In House Marketing Team;
Echo Tango - Creative Agency

SOCIAL MEDIA CAMPAIGN

Lee Michaels Red Box Holiday

ENTRANT: Lee Michaels Fine Jewelry & Echo Tango

ADVERTISER: Lee Michaels Fine Jewelry

CREDITS: Lee Michaels Fine Jewelry - In House Marketing Team;
Echo Tango - Creative Agency



**REGIONAL/NATIONAL TELEVISION
COMMERCIAL**

Lee Michaels Red Box Holiday

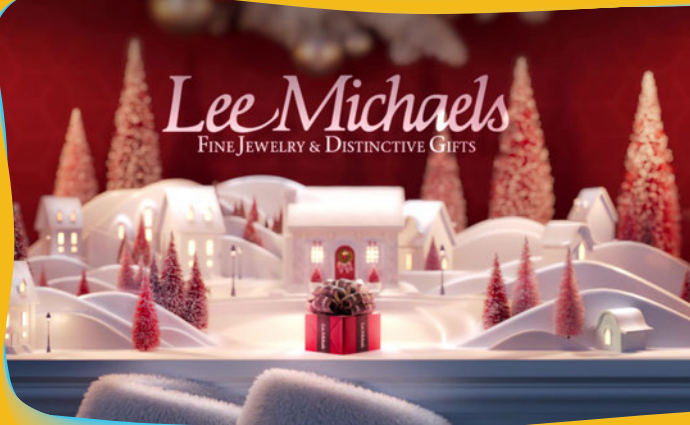
ENTRANT: Lee Michaels Fine Jewelry & Echo Tango

ADVERTISER: Lee Michaels Fine Jewelry

CREDITS: Lee Michaels Fine Jewelry - In House Marketing Team;
Echo Tango - Creative Agency



PROFESSIONAL GOLD AWARDS



FILM, VIDEO, & SOUND - INTERNET
COMMERCIAL

Lee Michaels Red Box Holiday

ENTRANT: Lee Michaels Fine Jewelry & Echo Tango

ADVERTISER: Lee Michaels Fine Jewelry

CREDITS: Lee Michaels Fine Jewelry - In House Marketing Team;
Echo Tango - Creative Agency

ELEMENTS OF ADVERTISING - SOUND DESIGN

Lee Michaels Red Box Holiday

ENTRANT: Lee Michaels Fine Jewelry & Echo Tango

ADVERTISER: Lee Michaels Fine Jewelry

CREDITS: Lee Michaels Fine Jewelry - In House Marketing Team;
Echo Tango - Creative Agency



PUBLIC SERVICE ONLINE FILM,
VIDEO & SOUND

Girls on the Run - South

ENTRANT: Fireside Films

ADVERTISER: GIRLS ON THE RUN SOUTH LOUISIANA

CREDITS: Kaitlyn Jones - Director/Cinematographer;
Daniel Jones - Cinematographer/Editor



FRED
CHILDERS



SHANNON
HECKT

YOUR ★ LOCAL
ELECTION
HEADQUARTERS

THIS WEEK IN
LOUISIANA POLITICS

SUNDAY 10:30AM

PROFESSIONAL GOLD AWARDS



**ELEMENTS OF ADVERTISING -
CINEMATOGRAPHY - SINGLE**

Life Is- Poem

ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana

ELEMENTS OF ADVERTISING - SOUND DESIGN

Life Is- Symphony

ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana



INTEGRATED BRAND IDENTITY CAMPAIGN

The Plantry Café Branding

ENTRANT: Adjunct Creative
ADVERTISER: The Plantry Café
CREDITS: Daniel Duvic - Creative

PROFESSIONAL GOLD AWARDS



INTEGRATED BRAND IDENTITY CAMPAIGN

A Better Way to Cargo

ENTRANT: Red Six Media
ADVERTISER: Port of South Louisiana
CREDITS: Red Six Media

ELEMENTS OF ADVERTISING - LOGO DESIGN

Port of South Louisiana

ENTRANT: Red Six Media
ADVERTISER: Port of South Louisiana
CREDITS: Red Six Media



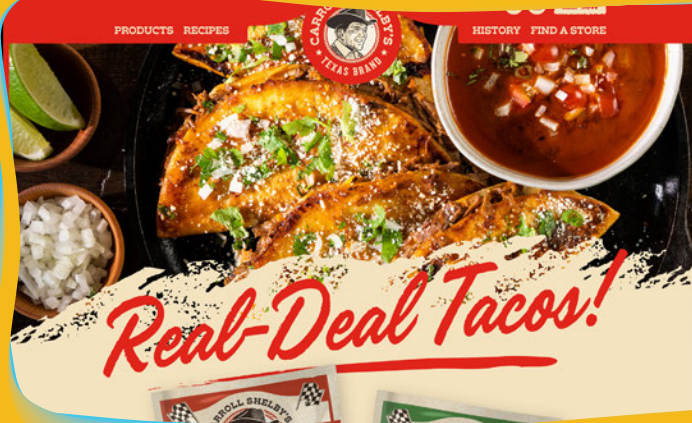
ADVERTISING INDUSTRY SELF-PROMOTION - SPECIAL EVENT MATERIALS

Flip Image Holiday Card

ENTRANT: Lamar Advertising Company
ADVERTISER: Lamar Advertising Company
CREDITS: Mendi Robinson - Creative Director; Sydney Langlois - Art Director & Graphic Designer; Ashlynn McCormick - Photographer; Mele Printing - Production



PROFESSIONAL GOLD AWARDS



CONSUMER WEBSITE

Carroll Shelby's Website

ENTRANT: TILT

ADVERTISER: Reilly Foods Company

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

ELEMENTS OF ADVERTISING - COPYWRITING

Life is a Poem

ENTRANT: Blue Cross and Blue Shield of Louisiana

ADVERTISER: Blue Cross and Blue Shield of Louisiana

CREDITS: BCBSLA Creative Team; Jep Epstein - Music Production



OUT-OF-HOME & AMBIENT MEDIA - SINGLE EVENT

The Greatest Holiday Party on Earth

ENTRANT: Lamar Advertising Company

ADVERTISER: Lamar Advertising Company

CREDITS: Mendi Robinson - Creative Director; Sydney Langlois -
Art Director; Meredith Minor - Graphic Designer; Michel Zambo -
Event Organizer; Red Cake Events - Event Planner

PROFESSIONAL GOLD AWARDS

HILLIARD

HILLIARD

HILLIARD

MORE
THAN A
MUSEUM

MORE
THAN A
MUSEUM

MORE
THAN A
MUSEUM

**PUBLIC SERVICE COLLATERAL
BRAND ELEMENTS**

Hilliard Art Museum

ENTRANT: Pavy Art + Design Studio

ADVERTISER: Hilliard Art Museum

CREDITS: Cathi Pavy - Creative Director;
Annabelle Pavy - Designer

INTEGRATED BRAND IDENTITY CAMPAIGN

Storybook Soiree Branding

ENTRANT: Xdesign

ADVERTISER: Knock Knock Children's Museum

CREDITS: Team Xdesign



PACKAGING CAMPAIGN

Broken Barrel Packaging

ENTRANT: TILT

ADVERTISER: Infuse Spirits

CREDITS: TILT - Creative, Design & Illustrations



PROFESSIONAL GOLD AWARDS

PACKAGING CAMPAIGN

Bayou Gotham Packaging

ENTRANT: TILT
ADVERTISER: Bayou Gotham Packaging
CREDITS: TILT - Creative, Design



PACKAGING - SINGLE UNIT

Parish Brewing - Wabi Sabi

ENTRANT: Adjunct Creative
ADVERTISER: Parish Brewing Co.
CREDITS: Daniel Duvic - Creative



MAGAZINE DESIGN SERIES

Phi Kappa Phi Forum Magazine Covers

ENTRANT: STUN Design
ADVERTISER: Phi Kappa Phi
CREDITS: Chuck Sanchez - Creative Director; Kim Mackey - Art Director; Sarah Galli - Project Manager; Jenna Lloyd - Graphic Designer; Danny Heitman - Copywriting

PROFESSIONAL GOLD AWARDS



OUT-OF-HOME & AMBIENT MEDIA - POSTER CAMPAIGN

AARP CA Summit Illustrated Posters

ENTRANT: STUN Design

ADVERTISER: AARP California

CREDITS: Chuck Sanchez - Creative Director; Kim Mackey - Art Director; Sarah Galli - Project Manager; Baylor Breeding - Graphic Design & Illustration; Kim Mackey - Graphic Design & Illustration; Jenna Lloyd - Graphic Design & Illustration; Alejandra Sanchez - Graphic Design & Illustration

ADVERTISING INDUSTRY SELF-PROMOTION - SPECIAL EVENT MATERIALS

Anntoine Christmas Card

ENTRANT: Anntoine Marketing + Design

ADVERTISER: Anntoine Marketing + Design

CREDITS: Anntoine Marketing + Design; Interactive Holiday Christmas Card



STRONGER IMMUNITIES. STRONGER COMMUNITIES. WEBSITE



INTEGRATED BRAND IDENTITY CAMPAIGN

OPH Immunization Program SISC Brand

ENTRANT: Feigley Communications

ADVERTISER: Louisiana Office of Public Health Immunization Program

THE CELEBRATION'S JUST BEGUN.

After the champagne toast, head downstairs
for a craft cocktail.



music · memories · misbehave

edge

L'auberge®

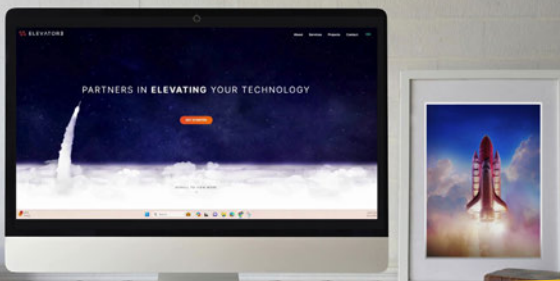
CASINO HOTEL
BATON ROUGE

A PENN Play Destination

MUST BE 21 YEARS OF AGE OR OLDER TO ENTER EDGE AND CASINO.

GAMBLING PROBLEM? PLEASE CALL 800.522.4700.

PROFESSIONAL SILVER AWARDS



BUSINESS-TO-BUSINESS WEBSITE

Elevator3 Website

ENTRANT: Elevator3
ADVERTISER: Elevator3
CREDITS: Aaron Landry - Lead Designer and Developer;
 Nathan Arant - Chief Operating Officer/Project Strategist;
 Melissa Cornett - Project Manager

FILM, VIDEO & SOUND - BRANDED CONTENT & ENTERTAINMENT - NON-BROADCAST

Curate Conference Introduction

ENTRANT: 4TH FLR Creative Agency **ADVERTISER:** Curate for Women who work
CREDITS: Ross Armstrong - Director; Victoria Armstrong - Producer;
 Jessica Joslin - Voice over Actor; Jordan Hefler - Photographer, Talent;
 Lauren Crump, Freddi Curry, Wendy Daniels, Latoria Williams, Saveta Wilson,
 Boo Thomas, Leilani Armstrong, Grace Hermes, Emi Gilbert Henry, Sherreta
 Harrison, Sonia Armstrong, Jane Mitchell, Dynnisha Jones - Talent;
 Lameisa Bonton; Dr. Pamela Lewis



FILM, VIDEO & SOUND - BRANDED CONTENT, MORE THAN :60 SECONDS

National Fried Chicken Fest

ENTRANT: 4TH FLR Creative Agency
ADVERTISER: The Spears Group
CREDITS: Ross Armstrong - Director; Victoria Armstrong - Producer;
 Daniel Jones - Cameraman; Kate Jones - Cameraman;
 Jae Hale - Cameraman

OUT-OF-HOME & AMBIENT MEDIA GUERRILLA MARKETING

8,888 Reasons to Rally

ENTRANT: Gordon McKernan Injury Attorneys
ADVERTISER: Gordon McKernan Injury Attorneys
CREDITS: Gordon McKernan Injury Attorneys Marketing



PROFESSIONAL SILVER AWARDS



ADVERTISING INDUSTRY SELF-PROMOTION
INTEGRATED MEDIA CAMPAIGN

Summer Road Trip Sales Incentive

ENTRANT: Lamar Advertising Company

ADVERTISER: Lamar Advertising Company

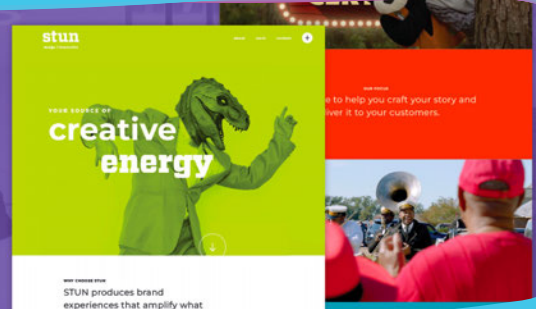
CREDITS: Mendi Robinson - Creative Director; Melinda Thiessen - Art Director & Graphic Designer; Jarrod Paul Beck - Producer & Director; Tyler Ross Hutchins - Cinematographer & Editor; Santiago Rodriguez Orjuela - 3D Artist; Emily McManus - Project Manager; Ashlynn McCormick - Photographer

ADVERTISING INDUSTRY SELF-PROMOTION
ONLINE/INTERACTIVE/ VIRTUAL REALITY

STUN Website Redesign

ENTRANT: STUN Design ADVERTISER: STUN Design

CREDITS: Chuck Sanchez - Creative Director; Kim Mackey - Art Director; Taylor LeBlanc - Digital Communications Director; Baylor Breeding - Graphic Designer; Jenna Lloyd - Graphic Designer; Sajjad Bagwan - Developer; Brad Teston - Developer; Jeff English - Copywriter



BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE/INTERACTIVE

Here. Now. Louisiana. Spooky Post

ENTRANT: STUN Design ADVERTISER: Louisiana Economic Development: FastStart

CREDITS: Chuck Sanchez - Creative Director; Kim Mackey - Art Director; Taylor LeBlanc - Digital Communications Director; Taylor LeBlanc - Copywriter; Marci Mallet - Copywriter; Kiley Catalano - Copywriter; Marci Mallet - Social Media Coordinator; Baylor Breeding - Graphic Designer; Sarah Galli - Project Manager

ELEMENTS OF ADVERTISING -
ILLUSTRATION SERIES

Carroll Shelby's Illustrations

ENTRANT: TILT

ADVERTISER: Reilly Foods Company

CREDITS: TILT - Creative, Design & Illustrations



PROFESSIONAL SILVER AWARDS

**CORPORATE SOCIAL RESPONSIBILITY
NON-BROADCAST AUDIO/VISUAL**

Once Created, Twice Imagined

ENTRANT: Launch Media **ADVERTISER:** Arts Council of Greater Baton Rouge
CREDITS: Taylor Stoma - Director; Chris Jeansonne - Director of Photography; Ari Ross - AC and Drone Operator; Taylor Stoma - Editor and Animator; Ari Ross - Color; Jonathan J. Mayers - Poet and Kouri-Vini Voiceover; Mike Esneault - Musical Composition; Dr. Taylor Scott - English Voiceover; Musicians - The Magnolia Strings; Mike Weary - Painter; Hannah Knoff - Dancer



PACKAGING CAMPAIGN

Infuse Packaging

ENTRANT: TILT
ADVERTISER: Infuse Spirits
CREDITS: TILT - Creative, Design



SUMMER CLASSICS
LIFE'S BEST MOMENTS. FURNISHED.

**ELEMENTS OF ADVERTISING -
CINEMATOGRAPHY - SINGLE**

A True Classic

ENTRANT: MESH
ADVERTISER: Summer Classics
CREDITS: MESH Team; Sophie Goodgion - Director; Chase Smith - Director of Photography



**ELEMENTS OF ADVERTISING -
CINEMATOGRAPHY - SINGLE**

Elevated Everyday Living

ENTRANT: MESH
ADVERTISER: Gabby
CREDITS: MESH Team



PROFESSIONAL SILVER AWARDS



ELEMENTS OF ADVERTISING - CINEMATOGRAPHY - SINGLE

There For it All

ENTRANT: MESH
ADVERTISER: Baton Rouge General
CREDITS: MESH Team; Louis Kobetz - Analog Project

PACKAGING - SINGLE UNIT

Parish Brewing - Actias Luna

ENTRANT: Adjunct Creative
ADVERTISER: Parish Brewing Co.
CREDITS: Daniel Duvic - Creative



 Louisiana



INTEGRATED ADVERTISING CAMPAIGN - CONSUMER

"Life Is..." Campaign

ENTRANT: Blue Cross and Blue Shield of Louisiana
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: BCBSLA Creative Team; Jep Epstein - Music Production; Digital FX - Video Production; Jason Cohen - Photography

FILM, VIDEO & SOUND - TELEVISION COMMERCIAL CAMPAIGN

"Life Is..." Campaign

ENTRANT: Blue Cross and Blue Shield of Louisiana
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: BCBSLA Creative Team; Jep Epstein - Music Production; Digital FX - Video Production





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PROFESSIONAL SILVER AWARDS



OUT-OF-HOME & AMBIENT MEDIA - GUERRILLA MARKETING

LA Mobile Welcome Center

ENTRANT: Louisiana Office of Tourism

ADVERTISER: Louisiana Office of Tourism

CREDITS: Doug Bourgeois - Assistant Secretary of Tourism; Donald Chube - Executive Management Officer; Lauren Verrett - Graphic Designer; Jennifer Berthelot - Director of Communications

SPECIAL EVENT MATERIAL - CARD, INVITATION OR ANNOUNCEMENT

Assembly Required Menu

ENTRANT: Annabelle Pavy & ThreeSixtyEight

ADVERTISER: Assembly Required

CREDITS: Annabelle Pavy - Designer; ThreeSixtyEight; Corey Schneider - Art Director



FESTIVAL INTERNATIONAL



ELEMENTS OF ADVERTISING - ILLUSTRATION

Festival International Illustration

ENTRANT: Annabelle Pavy & Festival International de Louisiane

ADVERTISER: Festival International de Louisiane

CREDITS: Annabelle Pavy - Designer; Festival International de Louisiane

SPECIALTY ADVERTISING CAMPAIGN

Phil's Oyster Bar Apparel

ENTRANT: Xdesign

ADVERTISER: Phil's Oyster Bar

CREDITS: Team Xdesign



PROFESSIONAL SILVER AWARDS

LASM'S 38TH ANNUAL GALA

Out
OF THIS
World

ELEMENTS OF ADVERTISING - LOGO DESIGN

Out of This World Gala Logo

ENTRANT: Xdesign

ADVERTISER: Louisiana Art & Science Museum

CREDITS: Team Xdesign

FILM, VIDEO & SOUND - MUSIC VIDEO

Victories by The August Guns

ENTRANT: Krist Norsworthy

ADVERTISER: The August Guns

CREDITS: Krist Norsworthy - Director and Animator



ELEMENTS OF ADVERTISING - VIDEO EDITING

Life Is- Poem

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

FILM, VIDEO & SOUND - VIDEO DIRECTION

Life Is- Poem

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana



PROFESSIONAL SILVER AWARDS



Louisiana

The Right Card. The Right Care.



ELEMENTS OF ADVERTISING - VIDEO EDITING

Life Is- Symphony

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana

FILM, VIDEO & SOUND - VIDEO DIRECTION

Life Is- Social Media/Step it Up

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana



Louisiana

The Right Card. The Right Care.

ELEMENTS OF ADVERTISING - VIDEO EDITING

Life Is- Social Media/Step it Up

ENTRANT: Digital FX

ADVERTISER: Blue Cross and Blue Shield of Louisiana





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STUDENT JUDGES



BRIDGET DEUTZ

Bridget Deutz is the Founder & Chief Marketing Strategist at Greenline Marketing. She has 10+ years of experience in marketing and communications in both in-house and agency settings. She enjoys working with businesses of all sizes as well as contracting with great agencies. Bridget specializes in marketing strategy, inbound marketing, HubSpot, content creation, user experience, and digital marketing best practices. In her free time, Bridget teaches piano and voice lessons, enjoys photography and hand lettering, digging in antique stores, musical theatre, and playing with her labradoodle Dolly. Above all else, Bridget cherishes time spent with her family and friends.



JENN STATE

Jenn State is an award-winning designer with over 12 years of experience in digital and print design. She is the co-founder of Black Tie Creatives and was previously the Director of Digital Design at Red Dot Advertising. Jenn has worked on campaigns for notable clients such as the Prime Minister of Dubai, Drake University, Kemin Industries, Bud & Mary's, Honeywell, and many more. Her work has been recognized by organizations like AAF, which named her Emerging Advertiser of the Year in 2022. As President of the Art Directors Association of Iowa (ADAI) from 2015-2022, she grew membership exponentially while connecting Iowa design students to professionals within the creative community.



BILL LEMPE

Bill Lempe is partner and creative director at BRAVE Creative Studio based in sunny Fargo, ND. Bill's knack for both design and technology drive his creative problem solving in this rapidly changing industry. Throughout his career, his graphic design and video production has made a mark for clients big and small. Bill chaired the American Advertising Awards committee for AAF ND and served as president. He's 1st Lt Governor for AAF District 8 and chair of the National Student Advertising Competition for D8. Inspired by good stories well-told, Bill hosts and produces a podcast about the FX Television series, Fargo.

Judge's Award & Gold Award Winner

PACKAGING

Froot Loops Rebrand

ENTRANT: Emma Sanderson
SCHOOL: Louisiana State University



STUDENT BEST OF SHOW

& Gold Award Winner



STUDENT BEST OF SHOW: ELEMENTS OF ADVERTISING - ILLUSTRATION CAMPAIGN

Gotcha! Milk Tea Box

ENTRANT: Lucy He
SCHOOL: Louisiana State University
CREDITS: Lucy He - Graphic Designer

STUDENT GOLD AWARDS



PACKAGING

Froot Loops Rebrand

ENTRANT: Emma Sanderson
SCHOOL: Louisiana State University

SPECIAL EVENT MATERIALS

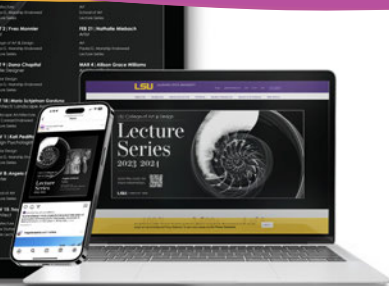
LSU CoAD Tailgate Postcard

ENTRANT: LSU School of Art | GDSO
SCHOOL: Louisiana State University
CREDITS: Hernan Andres Gonzalez - Illustrator;
Luisa Restrepo - Art Director



LSU College of
Art & Design

Lecture Series 2023-2024



INTEGRATED BRAND IDENTITY CAMPAIGN

LSU CoAD 2023-2024 Lecture Series

ENTRANT: LSU School of Art | GDSO
SCHOOL: Louisiana State University
CREDITS: Chase Romero - Poster Designer; Luisa Restrepo -
Art Director; Tommi Bonomo - Social Media Designer

ELEMENTS OF ADVERTISING - ILLUSTRATION CAMPAIGN

Gotcha! Milk Tea Box

ENTRANT: Lucy He
SCHOOL: Louisiana State University
CREDITS: Lucy He - Graphic Designer



STUDENT GOLD AWARDS



PRINTED ANNUAL REPORT OR BROCHURE

LSU CoAD 2022-2023 Annual Report

ENTRANT: LSU School of Art | GDSO

SCHOOL: Louisiana State University

CREDITS: Mia Bings-Gutierrez - Designer; Lucy He - Designer;
Luisa Restrepo - Creative Director

ELEMENTS OF ADVERTISING - LOGO DESIGN

CLINK! Travel Cocktail Kit Logo

ENTRANT: Sara Meyers

SCHOOL: University of Louisiana at Lafayette

CREDITS: Sara Meyers - Graphic Designer



INTEGRATED BRAND IDENTITY CAMPAIGN

CLINK! Brand Campaign

ENTRANT: Sara Meyers

SCHOOL: University of Louisiana at Lafayette

CREDITS: Sara Meyers - Graphic Designer

INTEGRATED BRAND IDENTITY CAMPAIGN

Family and Youth Service Center

ENTRANT: Sophia Simon

SCHOOL: Louisiana State University

CREDITS: Sophia Simon - Graphic Designer, Illustrator; Lucy He - Graphic Designer,
Illustrator; Zoe Ashley - Graphic Designer; Emma Theodore - Graphic Designer



STUDENT GOLD AWARDS



PUBLICATION DESIGN SERIES

BONBON Magazine

ENTRANT: Lucy He
SCHOOL: Louisiana State University
CREDITS: Lucy He - Graphic Designer

PACKAGING

Momma Vit

ENTRANT: Tiffany Luong
SCHOOL: University of Louisiana at Lafayette
CREDITS: Tiffany Luong - Graphic Designer



INTEGRATED BRAND IDENTITY CAMPAIGN

NewBees Brand Identity

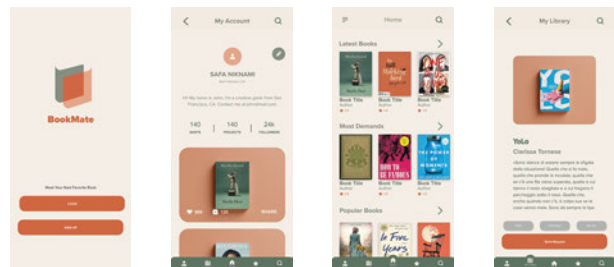
ENTRANT: Drake Boutte
SCHOOL: University of Louisiana, Lafayette
CREDITS: Drake Boutte - Graphic Designer



ONLINE/INTERACTIVE - APP DESIGN

BookMate

ENTRANT: Safiyeh Niknami
SCHOOL: Louisiana State University
CREDITS: Safiyeh Niknami - Graphic Designer





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STUDENT SILVER AWARDS



PUBLICATION DESIGN SERIES

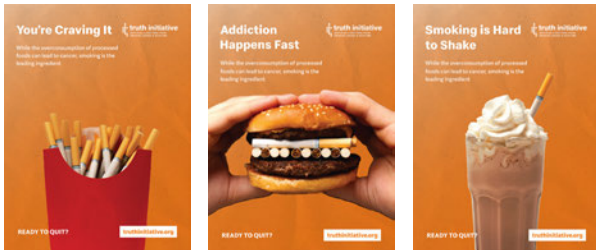
Graphic Response Cover and Spreads

ENTRANT: Olivia Leonard
 SCHOOL: Louisiana State University
 CREDITS: Olivia Leonard - Graphic Designer

ELEMENTS OF ADVERTISING - ILLUSTRATION CAMPAIGN

London Bridge Postcards

ENTRANT: Chloe LeBlanc
 SCHOOL: Nicholls State University
 CREDITS: Chloe LeBlanc - Designer



OUT-OF-HOME POSTER - CAMPAIGN

Truth Initiative Campaign

ENTRANT: Sara Meyers
 SCHOOL: University of Louisiana at Lafayette
 CREDITS: Sara Meyers - Graphic Designer

PACKAGING

Boring! Apparel Packaging

ENTRANT: Raeligh Boyd
 SCHOOL: University of Louisiana at Lafayette
 CREDITS: Raeligh Boyd - Graphic Designer



STUDENT SILVER AWARDS



PACKAGING

Un Chaoui Wine

ENTRANT: Raeleigh Boyd
SCHOOL: University of Louisiana at Lafayette
CREDITS: Raeleigh Boyd - Graphic Designer

STATIONERY PACKAGE - SINGLE OR MULTIPLE PIECES

Innsert Coin Stationery

ENTRANT: Gianna Caffery
SCHOOL: University of Louisiana at Lafayette
CREDITS: Gianna Caffery



PUBLICATION DESIGN - COVER

Legal Guide for the Visual Artist

ENTRANT: Gabrielle Cade
SCHOOL: University of Louisiana at Lafayette
CREDITS: Gabby Cade - Designer

INTEGRATED BRAND IDENTITY CAMPAIGN

Savor the Flavor Literacy Campaign

ENTRANT: Emily Menard
SCHOOL: University of Louisiana at Lafayette
CREDITS: Emily Menard - Graphic Designer



STUDENT SILVER AWARDS



Recut. Restitch. Repurpose.
Your Journey Begins at Lola's



Recut. Restitch. Repurpose.
Your Journey Begins at Lola's

OUT-OF-HOME - OUTDOOR BOARD (FLAT OR 3D)

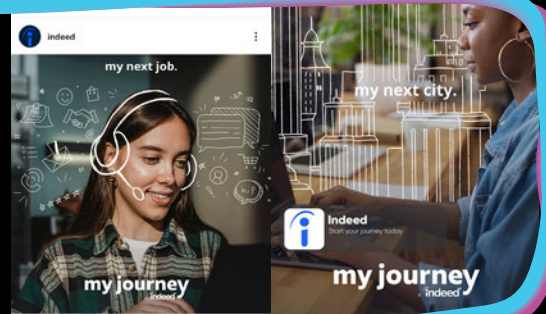
Lola's Advertisement

ENTRANT: Emily Menard
SCHOOL: University of Louisiana at Lafayette
CREDITS: Emily Menard - Graphic Designer

SOCIAL MEDIA CAMPAIGN

Indeed Advertising Campaign

ENTRANT: Sarah Galli **SCHOOL:** Louisiana State University
CREDITS: Sarah Galli - Art Director, Project Manager, Graphic Designer; Mike Schiazza - Graphic Designer; Aydin Jabari-Martinez Holmes - Graphic Designer; Haley Butler - Graphic Designer; Hailey Darnielle - Copywriter, Videographer; Ann Marie Frisby - Videographer; Jacob LeBlanc - Videographer, Copywriter, Account Manager; Ashley Krummel - Copywriter, Media Manager



INTEGRATED CONSUMER CAMPAIGN

Indeed Advertising Campaign

ENTRANT: Sarah Galli **SCHOOL:** Louisiana State University
CREDITS: Sarah Galli - Art Director, Project Manager, Graphic Designer; Mike Schiazza - Graphic Designer; Aydin Jabari-Martinez Holmes - Graphic Designer; Haley Butler - Graphic Designer; Hailey Darnielle - Copywriter, Videographer; Ann Marie Frisby - Videographer; Jacob LeBlanc - Videographer, Copywriter, Account Manager; Ashley Krummel - Copywriter, Media Manager

OUT-OF-HOME POSTER - SINGLE

Maine Lobster Festival Poster

ENTRANT: Lily Meade
SCHOOL: University of Louisiana at Lafayette
CREDITS: Lily Meade



STUDENT SILVER AWARDS



ELEMENTS OF ADVERTISING - LOGO DESIGN

Daily Dose Logo

ENTRANT: Lily Meade
 SCHOOL: University of Louisiana at Lafayette
 CREDITS: Lily Meade

PACKAGING

Sweet Grim Mead

ENTRANT: Tiffany Luong
 SCHOOL: University of Louisiana at Lafayette
 CREDITS: Tiffany Luong - Graphic Designer



STATIONERY PACKAGE

Sodality Brewing Stationery

ENTRANT: Arrington Holmes
 SCHOOL: University of Louisiana at Lafayette
 CREDITS: Arrington Holmes - Graphic Designer, Illustrator



PACKAGING

Pop Dat Hard Lemonade

ENTRANT: Jasmine Richard
 SCHOOL: University of Louisiana at Lafayette
 CREDITS: Jasmine Richard



2023-2024 BOARD OF DIRECTORS

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