

2014 THE WINNER'S BOOK

AMERICAN ADVERTISING AWARDS

..... *of*

BATON ROUGE





"CAN I SHOOT?"
DANIEL SMALL / CAMERA



"GUESS I'LL TAKE AUDIO."
ERIC HUTCHISON / SOUND



"IS MY WIG GOING TO CATCH ON FIRE?"
THERESA NGUYEN / PRODUCER



"JEFF ENGLISH SAID I HAD A GREAT VOICE."
WES KENNISON / NARRATOR



"...I JUST LIKE PIE."
ABE FELIX / DIRECTOR



"CONGRATULATIONS, WINNERS!
WE HAD A BLAST PRODUCING THE
SHOW. CHECK OUT THE FULL MOVIE!"

www.launchmedia.tv/addyclue

clue ADVERTISING edition



LAUNCH
MEDIA

video production | studio & gear rental | live webcast

Special Thanks To:

The 2014 Addy Creative Team: Creative English – Jeff English; 2KO Creative- Marie Powell; Trenton Bland; Mesh Design – Jason Fierman, Katie Ramirez & J. Chase Freeman;
Launch Media – John Jackson, Theresa Nguyen & the amazing crew: Abe Felix, Eric Hutchinson, Daniel Small, Wes Kennison
Support Video: Greenview Designs – Steve Davidson & Connie McLeod
Call for Entries, storage & Judging location – LAMAR Corporate
Our CLUE Characters: Al McDuff, Theresa Nguyen, Trenton Bland, Patrick Box, J.Chase Freeman, Barb Braud, Chris Steiner, Jeff English
MC and Intern – John Worrel
Celtic Media Centre – CLUE shooting location
Lisa Abrams – Awards Chair
Nathan Carley – Student Addy Chair
Jonathan Palmisano – All around Graphics guru
Molly Holmgren – Sponsorship Chair
Jay Watson – Venue Decor Chair
Cheryl Zimmerman – Marketing Manager; Dana Statton – PR Princess;
Stephanie Sanders – Social Media Madame
Kittu Pannu – PR Extraordinaire
Ben Mahoney – Communications & extra love notes in the email blasts
James Sypsa – did magic on our character images
Nancy Steiner – Sponsorship help
Special Thanks for CFE & Judging hard workers:
Barb Braud, Nathan Carley, Lisa Abrams, Elizabeth Perry
Help with CFE & Judging– Elizabeth Perry, Colleen Jackson, Brian Rodriguez, Jason Broha, Hunter Territo, Ace Bourgeois, Elizabeth Dunn, Danielle Chapman Gremillon, Curtis Vann, Chris Lewis, Rebecca Milazzo, Andrea Rivera, Rachel Weaver, Taylor McConnell
Mark Vincent / Rebel Graphix - Clue Game Board, Step & Repeat backdrop & the Trophies
Randy Wallis - 3D Modeling of Weapon Sculpture & Lamar Graphics for construction;
Shannon Ford - Step & Repeat graphics
Lisa Thibodaux – our Executive Director, we are so lucky to have you!
Thank you for filling in all of the blanks!



BECKY SADLER
*Solutionist,
TriStar Graphics Group*



NATALIE HERNDON
*Senior Marketing Specialist,
Our Lady of the Lake*

A Letter From OUR 2014 CO-CHAIRS

We would like to take this opportunity to express our deepest gratitude to the many people who have helped us plan the 2014 American Advertising Awards of Baton Rouge –Advertising Addition of Clue. The amount of work it takes to put on a production like this is quite intimidating at first, exhausting during the process and incredible rewarding toward the end. It would not have been possible without the help, support and guidance of those who have done this before and the countless others who submitted entries and bought tickets to this most prestigious awards show ever!

We began the 2013-14 club year determined to start early and to improve the American Advertising Awards event. It was a beautiful collaboration. Our amazing committees of volunteers, students and AAF Board Members have been behind the scenes for months creating logos, videos, scripts, voice overs, website graphics, press releases, postcards, posters, invitations, tickets, trophies, event decorations and the list goes on. These volunteers helped us with the

electronic Call for Entries, judging weekend and tonight's "Clue" show.

A special thank you goes out to our prestigious judges for taking time out from their busy schedules to travel to Baton Rouge. Our judges were selected from across the country: Baltimore, Minneapolis and Albuquerque with a wide range of professional experience and work that has earned recognition both regionally and internationally.

The AAABR is our club's major fundraiser. Thanks to all of the individuals and companies that supported this amazing competition by donating services and purchasing sponsorships. Never before in the history of the AAABR, have so many sponsorships been purchased to support our event!

Congratulations to our winners and the entire advertising community. You are the most talented and hardest-working professionals that make Baton Rouge a great place to live and work. We hope that you enjoyed Baton Rouge's 2014 American Advertising Awards.

2014 E.A. "PETE" GOLDSBY *Silver Medal Award*



CURTIS VANN
*Sales Executive,
Moran Printing, Inc.*

When Curtis Vann arrived in Baton Rouge in the early 2000s, he took the advertising industry by storm.

A gifted illustrator, Vann's career began as a fashion illustrator and later as a sales rep for a pre-press firm in Jackson, MS. It was here that his love of art intersected with the world of advertising and graphic design. Now a sales executive for Moran Printing, Vann brings perspective to the industry from many angles: from the customer's point of view, from the artist within, and from the business side. His infectious energy and enthusiasm make him more than a sales rep – he's part of your creative team. A rarity in the business.

Vann heard the AAF call in the mid-1990s and became active in six different clubs, including Jackson, Mississippi Gulf Coast, Monroe, Hattiesburg, Mobile and Pensacola. It wasn't unusual for him to attend up to five ADDYs in one year. He later served on the Jackson Ad Fed board and was President of North Mississippi (Tupelo) Ad Fed.

In 2000, Vann began his stint in AAF-Baton Rouge, serving on the board in a variety of positions. He won the President's Service Award in 2003 and later that year served as club president. Soon after, Vann was recruited by AAF District 7 where he served on the board for seven years before becoming District 7 Governor in 2009-10. As an ex-officio board member Vann continues to mentor and guide younger board members and federation leadership.

Vann has mentored young advertising and graphic design students for over 17 years. He is a strong advocate for the design community and has worked with students across the south -- especially LSU -- to inspire and support their interest in the field. He has introduced students to the wonders of printing processes by offering tours of the Moran plant. He is also the "go-to guy" for the LSU National Student Advertising Competition team, donating all of their printing needs for the last eight years.

Vann's philanthropy work dates back to his Mississippi days, where he co-founded the Invitational Golf Tournament benefitting Make-A-Wish of Mississippi, raising more than \$150,000 to date. Since arriving in our city, he has unselfishly donated his time and talents to building a better Baton Rouge. He regularly donates artwork to fundraising auctions and is very active with Junior Achievement Baton Rouge. Perhaps his most visible work has been developing the official design for the Louisiana state flag and state seal, which was adopted by the Louisiana Legislature in 2006.

Few others have touched the lives of so many advertisers – and advertiser-to-be -- in Baton Rouge than Curtis Vann. He has nurtured the careers of thousands of people within our industry across the city, state and the South. He is not only respected by his peers, he is genuinely liked by everyone. For his dedication to the advertising profession, to AAF, and to his adopted city of Baton Rouge, we proudly honor Curtis Vann with the 2014 Goldsby Silver Award.

2014 Company Service Award

LAUNCH MEDIA

An AAF-Baton Rouge member since 2008, Launch Media has actively participated in club events, socials, ADDY Awards and more, providing in-kind services and student sponsorships. This year, Launch took its involvement to a whole new level, going above and beyond the role of an active member company. As a media partner, Launch provided video production services for AAF events at no cost to the club. You've probably seen their cameras set up in the back of the room at Juban's, recording the speakers at our monthly luncheons. Members who missed these meetings or wanted to view these presentations again are now able to access them on AAF's website. These services have added tremendous value for our members, and also allowed our club to document its activities throughout the year.

As a nonprofit organization that relies financially on member dues, involvement and

contributions to thrive, AAF-Baton Rouge is incredibly fortunate to have member companies like Launch Media. Our club is extremely grateful for the Launch Media team's contributions to AAF-BR, and especially grateful for their passion in advancing the advertising industry.

In recognition of these contributions, AAF-BR proudly bestows the 2014 Company Service Award to Launch Media.



2014 President's Service Award

TRENTON BLAND



Trenton Bland is the creative director, copywriter and Mister Do-It-All at Otey White & Associates, where he's worked since 2006.

Trent spearheads the creation of ads across all types of media for hundreds of NAPA Auto Parts stores spanning the Gulf South, Midwest and Southeast. For Trent, advertising is more than just a job. As a self-professed marketing junkie, he spends much of his free time engulfed in activities closely related to the field, reading, editing video and dabbling in design. This year, Trent also spent a huge amount of time volunteering for the American Advertising Federation of Baton Rouge, which is why he's being honored with the 2014 President's Service Award. As a club

vice president, Trent was very active and played a part in or attended every Ad Fed event. He chaired an extremely successful Media Auction and participated as a panel speaker on copywriting for the 2013 LSU Student Conference. He also organized the Otey White & Associates Thanksgiving Food Drive for AAF-BR. After the Media Auction, he immediately began working on the club's Spring Art fundraiser. In addition, Trent volunteered with the Advertising Award show committee, assisting with the creative and starring in the role of Parker Plum. And he made a mean Disco Duck in Mouth of the South. This year, Trent stepped-up to become a phenomenal board member for our club—one who's always willing to help and is very easy to work with no matter what the project. He is most deserving of our 2014 President's Service Award.

In Memoriam

AAF-Baton Rouge lost three friends this past year. We honor their contributions to our advertising profession as well as to our lives. Their creative spirits will be missed.



KEVIN HEBERT

.....
A native of Brusly, Kevin graduated from LSU with a B.A. in Graphic Design. Early in his career he joined AAF-BR and became an active board member, winning the prestigious Silver Award in 1988 for his

contributions to the club. Kevin worked for several Baton Rouge advertising businesses including Herbert S. Benjamin, Gerald Garrison and Anna Macedo, before moving to Austin. He served as the Director of Internal Branding and Communications at Scott and White Healthcare System in Temple, Texas. Kevin will long be remembered for his creativity, upbeat personality, artistic talents and generosity. His laugh could fill a room.



MICHELLE KRON

.....
Michelle was a devoted wife, mother, sister, daughter-in-law and friend. Her sudden death along with that of her son, Knute Samuel Kron, shocked and saddened all who knew her. Michelle was born

into a printing family, Ed's Printing, and knew the business better than most. She worked as a sales rep for 11 years at Baton Rouge Printing, where she called upon many in the advertising community. She also served on the AAF-BR Board of Directors. Her friend and co-worker, Elizabeth Dunn, said of Michelle, "I do not want the tragedy of her death to undermine the joy that was her life. Michelle left this life a complete soul. She was steadfast in her faith and her spiritual journey was complete even though her physical life was cut short. She was enormously happy and fulfilled."



GERRY LANE

.....
Gerry Lane owned several successful car dealerships and was an avid supporter of AAF- Baton Rouge for more than 26 years. His contributions to the Baton Rouge community were immeasurable,

extending well beyond business and advertising. When daughter, Sandra, came to him with an out-of-the-box idea of using fun music videos to promote the Gerry Lane dealerships, his partner at the time balked at the idea. But Gerry knew that doing something different than the competition gets attention. So he allowed Sandra, her director, Brad Froman, and editing company, Video Park, to produce the very first award-winning TV commercials. Soon after – and to this day – "You can count on Gerry Lane" became a household phrase that encapsulated his successful businesses, philanthropic efforts, and his legacy.

2014 JUDGES



CYNTHIA (MISSY) WILSON Duffy & Partners, Minneapolis

Missy was born and raised in New Orleans, Louisiana where she received her BFA in art history and design at the University of New Orleans. In 1990 she continued her studies in graphic design at the Portfolio Center in Atlanta, Georgia.

After graduation Missy began her career as a design intern with Joe Duffy in Minneapolis. In 1994, she moved to New York to help launch Duffy's New York office and worked with clients such as the Coca-Cola Company, Smartwool, Hart Skis and Kellogg's.

In 1999, Missy opened a home interiors store, gallery and design destination called Move Lab in Manhattan's Meatpacking District. Move Lab was recognized in New York Magazine, The Village Voice, and the New York Times as a home design "best of" retail destination. During this time, Missy also taught graduate design workshops for the School of Visual Arts in New York. She also lectured on retail trends for Li Edelkoort's View Magazine, as well as on color trends for the Color Association of America. Throughout this time, she continued to design for clients including, Elemental Foods Cafe, Faith Popcorn's Brain Reserve and Harney & Son's Tea Company.

Missy's work has been recognized in both regional and inter-

national awards publications such as Graphis, Communication Arts, Type Directors and the American Institute of Graphic Arts. Missy re-joined Duffy & Partners as Senior Designer in November 2007 and has worked with such clients as the Hershey Company, Sub-Zero, Society for Rational Dress and Bacardi. She currently serves on the Board of Franklin Art Works and resides with her husband Chris, and their dog Gracie in Northeast Minneapolis.



SAM MACLAY 3 Advertising, Albuquerque

Sam is creative director/writer and a founding partner of 3 Advertising in Albuquerque, New Mexico. His work has earned recognition from the

One Show, Communication Arts Advertising & Design Annuals, Print Magazine, HOW Magazine, Archive, Graphis and National Addys. He has worked on accounts of all sizes and various business categories, including retail, healthcare, financial services, technology, tourism, automotive, restaurants and social causes. Before founding 3 Advertising with his partners, Sam was a creative director at Rick Johnson & Company in Albuquerque.

Sam is mildly neurotic. He is a generous tipper. He is prone to running around his back hand while playing tennis. He believed in Bigfoot until the age of 16. He cannot write in cursive and

struggles with using chopsticks. He is terrible at ironing. He was in a hair metal band through his early 20s. Stevie Wonder once sang to him in person. He finds it awkward to write a bio about himself in the third person. Thanks for having him/me.



TREVOR VILLET Planit Agency, Baltimore

As creative director, Trevor is responsible for overseeing and directing Planit's creative product. As a copywriter, he's also actively involved in producing it on a daily basis.

Prior to joining Planit, he helped Baltimore's Carton Donofrio Partners create award-winning work for an array of clients including Air Products, University of Maryland, The National Aquarium in Baltimore, and Baltimore Gas and Electric. He was fortunate to cut his teeth at New York's legendary agency, Wells, Rich, Greene. While there, he worked on Procter & Gamble's Oil of Olay and Gain Laundry Detergent brands, which explains both his radiant skin and outdoor-fresh scent.

Trevor earned his advertising degree from Michigan State University. He also has a severe addiction to the Food Network as well as to his two gorgeous daughters, Kate and Jolie.

there is only one first impression.

think

BATON ROUGE
PRINTING



OFFSET - — - DIGITAL - — - DIRECT MAIL

BRPRINT.COM

Special JUDGES AWARDS



BRZOOM

Bayou Rum Bug Zapper/Bottle Glorifier ▶ Louisiana Spirits

David Worrell, Creative Director
Dale Baillie, Production Manager
Chantel Michel, Account Director



ELBOW/ROOM

A Fresh Start ▶ Louisiana Department of Revenue

Erick Martin, Concept/Illustration/Animation
Matt Callac, Concept/Animation/Editing
Lindsey Duga, Copywriter
Jeff Ford, Sound Design



BRZOOM

Old Speckled Hen "Henry" Bobblehead/Bottle Glorifier & Old Speckled Hen Fox Tail Necktie ▶ Total Beverage Solutions

David Worrell, Creative Director
Vitaliy Romanenko, Illustrator
Dale Baillie, Production Manager
Chantel Michel, Account Director

Congratulations

from



GREATER  BATON ROUGE
**Business
Report**

WE'RE IN THE BUSINESS OF
TURNING HEADS

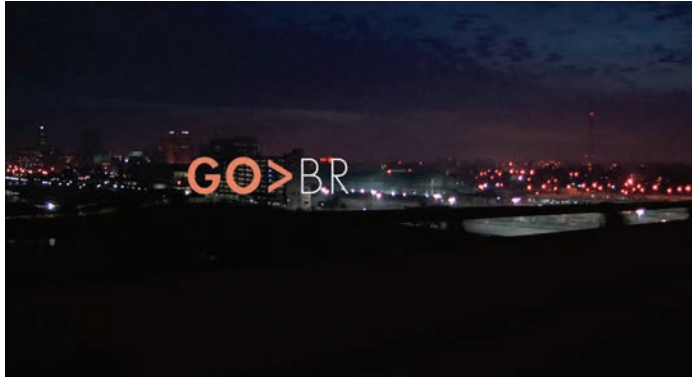
Change the visual landscape of the environment. Make headlines. Utilize the latest technologies. Exceptional Out-of-Home advertising design has the ability to do all that and more. Take your creative design to the next dimension with Lamar Advertising's new 3-Dimensional embellishments.

LAMAR



Best of Show PROFESSIONAL

BEST OF SHOW: *Overall*



ZEHNDER COMMUNICATIONS

"Mo Does Baton Rouge" video campaign ▶ Visit Baton Rouge

Mike Rainey, Chief Creative Officer

William Gilbert, Associate Creative Director

Henry Chassaignac, Creative Director

Georgia Gilmore, Jr. Designer/Production Artist

Julie Dorman, Copywriter

Simon Marthinsen, Director of Photography

Francis Repass, Editor

Nick Vitter Composer,

Jennifer Booth Edelman, Assistant Project Manager

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator

Marianna Barry, Production Associate

BEST OF SHOW: *Integrated Campaign*



BRZOOM

Bayou Rum Campaign & Packaging ▶ Louisiana Spirits

Brendan Bayard, Senior Art Director/Illustrator

David Worrell, Creative Director

Dale Baillie, Production Manager

Chantel Michel, Account Director

LOVING

what you do & having a **PASSION** for it



constantly striving
to
DELIVER

THE
HIGHEST

QUALITY

Achieving goals that not only meet, but

EXCEED

everyone's expectations...now that's

WINNING

CONGRATULATIONS WINNERS!



TriStar
Graphics Group, Inc.

direct mail campaigns · mailing lists · business cards · brochures
flyers · posters · folders · invitations & much, much more!

107 COMMISSION BLVD · LAFAYETTE, LOUISIANA · 337.839.9761 · WWW.TRISTARGRAPHICS.COM

EST. 1957
REBEL
GRAPHIX
BATON ROUGE, LA

307 CHOCTAW DR
7 0 8 0 5

LARGE FORMAT PRINTING
FLEET GRAPHICS
CUSTOM PACKAGING

225-387-4634

More than ink
on paper.



 **IPC Printing**

 **jumbographics**
A Division of IPC Printing, Inc.

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225-751-4500 · 888-259-6516 · www.ipcsite.com

Better is
**KNOWING
WHO DUNNIT
and WHO
WON IT**

Congratulations to all of the
American Advertising Awards winners



OUR LADY OF THE LAKE
REGIONAL MEDICAL CENTER
Franciscan Missionaries of Our Lady Health System

we grow ideas



Greenview
DESIGNS

■ VIDEOS ■ DESIGN
■ CONSULTATION
■ 225-610-2019
■ GREENVIEW-DESIGNS.COM

Best of Show PROFESSIONAL

BEST OF SHOW: *Broadcast*



ZEHNDER COMMUNICATIONS

"Whoa Mo" web video ▶ Visit Baton Rouge

Mike Rainey, Chief Creative Officer

William Gilbert, Associate Creative Director

Henry Chassaignac, Creative Director

Georgia Gilmore, Jr. Designer/Production Artist

Simon Marthinsen, Director of Photography

Francis Repass, Editor

Nick Vitter, Composer

Julie Dorman, Copywriter

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator

Jennifer Booth Edelman, Assistant Project Manager

Marianna Barry, Production Associate

BEST OF SHOW: *Interactive*



TOMMYSTV

Alzheimer's Services of the Capital Area ▶

Alzheimer's Services of the Capital Area

Tommy Talley, Director

Dan Jones, Cinematographer

Josh Carley, Editor

Peter Simon, Composer

BEST OF SHOW: *Print*



BRZOOM

Two Roads Brewing Company Conntucky Lightnin' Logo ▶

Two Roads Brewing Company

Brendan Bayard, Art Director/Illustrator

David Worrell, Creative Director

Chantel Michel, Account Manager



NOT THINKING

ABOUT OUR WORKERS' COMP

LUBA 
Workers' Comp
Genuine Dependability™

Luckily, it gets our undivided attention.

888.884.5822 • LUBAwc.com

Rated A- Excellent by A.M. Best.

Gold Awards PROFESSIONAL



BRZOOM

**CATEGORY: SALES PROMOTION –
POINT OF PURCHASE, BRANDED ENVIRONMENT**

Advertiser: Louisiana Spirits

Title: Bayou Rum New Orleans Superdome Premium Bar

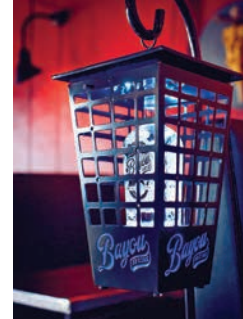
Credits: Brendan Bayard, Senior Art Director/Illustrator

David Worrell, Creative Director

Michael West, Photographer

Dale Baillie, Production Manager

Chantel Michel, Account Director



BRZOOM

SALES PROMOTION – POINT OF PURCHASE, FREE-STANDING

Advertiser: Louisiana Spirits

∴ Title: Bayou Rum Bug Zapper/Bottle Glorifier

⋮ Credits: David Worrell, Creative Director

∴ *Dale Baillie, Production Manager*

: Chantel Michel, Account Director



XDESIGN INC.

SALES PROMOTION - MENU

Advertiser: Xdesign Inc.

Title: James Beard Dinner Menu

for Chef Peter Sclafani

Credits: Xdesign Team



BRZOOM

SALES PROMOTION – PACKAGING CAMPAIGN

Advertiser: Louisiana Spirits

Title: Bayou Rum Packaging Series

Credits: Brendan Bayard,

Senior Art Director/Illustrator

David Worrell, Creative Director

Dale Baillie, Production Manager

Chantel Michel, Account Director



BRZOOM

SALES PROMOTION – CAMPAIGN

Advertiser: Louisiana Spirits

Title: Bayou Rum Sales Promotion Campaign

Brendan Bayard, Senior Art Director/Illustrator

David Worrell, Creative Director

Michael West, Photographer

Dale Baillie, Production Manager

Chantel Michel, Account Director



XDESIGN INC.

COLLATERAL MATERIAL – STATIONERY PACKAGE

Advertiser: Xdesign Inc.

Title: Capitol City Produce Dynamic Letterheads & Business Cards

Credits: Xdesign Team



BATON ROUGE FILM COMMISSION

COLLATERAL MATERIAL – STATIONERY PACKAGE, MULTIPLE PROCESS

Advertiser: Visit Baton Rouge

Title: VBR Business Card

Credits: Maggie Bowles, Project & Design

Specialist, Visit Baton Rouge



TILT

SALES PROMOTION - CAMPAIGN

Advertiser: TILT

Title: Pelican House Brand Campaign

Credits: TILT, Concept and Design

Vincent Guidroz, Signage Production

TriStar Graphics Group, Printing





MESH INTEGRATED MARKETING & ADVERTISING

COLLATERAL MATERIAL – BROCHURE, FOUR COLOR

Advertiser: CGB Enterprises

Title: CGB Recruitment Brochure

Credits: MESH, creative/copywriting

Marie Constantin Photography, photography

Baton Rouge Printing, printing



TILT

COLLATERAL MATERIAL – POSTER

Advertiser: TILT

Title: Cypress Title Sideshow Poster

Credits: TILT, Concept and Design

Giraphic Prints, Silk Screen Printing



MESH INTEGRATED MARKETING & ADVERTISING

COLLATERAL MATERIAL – BROCHURE, FOUR COLOR

Advertiser: Americana

Title: Americana Brochure

Credits: MESH, creative/copywriting

Baton Rouge Printing, printing



BRZOOM

COLLATERAL MATERIAL – SPECIAL EVENT MATERIAL, CAMPAIGN

Advertiser: Louisiana Spirits

Title: Bayou Rum New Orleans "Tales of the Cocktail" Event Materials

Credits: Brendan Bayard, Senior Art Director/Illustrator

Lindsay Bornkessel, Art Director

David Worrell, Creative Director

Collin Richie, Photographer

Michael West, Photographer

Dale Baillie, Production Manager

Chantel Michel, Account Director



MESH INTEGRATED MARKETING & ADVERTISING

DIRECT MARKETING - SINGLE

Advertiser: Americana

Title: Americana brochure

Credits: MESH, creative/copywriting

Baton Rouge Printing, printing



BRZOOM

OUT-OF-HOME - VEHICLE GRAPHIC ADVERTISING

Advertiser: Louisiana Spirits

Title: Bayou Rum 1957 GMC Truck

Credits: Dayna Zrinski, Art Director

Brendan Bayard, Illustrator

David Worrell, Creative Director

Dale Baillie, Production Manager

Chantel Michel, Account Director

Dave McCutcheon, Mechanical



BRZOOM

DIRECT MARKETING - SPECIALTY ADVERTISING, APPAREL

Advertiser: Total Beverage Solution

Title: Old Speckled Hen Fox Tail Necktie

Credits: David Worrell, Creative Director

Chantel Michel, Production Manager



GATORWORKS

DIGITAL ADVERTISING - WEBSITES, CONSUMER PRODUCTS

Advertiser: Gatorworks

Title: Bayou Rum Website

Credits: Gatorworks Team, Creative Strategy

Marie Powell, Designer

Gatorworks Team, Website Development



ZEHNDER COMMUNICATIONS

DIGITAL ADVERTISING – VIDEO, WEBISODES

Advertiser: Visit Baton Rouge

Title: "Mo Gets Jazzy" web video

Credits: Mike Rainey, Chief Creative Officer

William Gilbert, Associate Creative Director

Georgia Gilmore, Jr. Designer/Production Artist

Henry Chassaignac, Creative Director

Simon Marthinsen, Director of Photography

Francis Repass, Editor

Nick Vitter, Composer

Jennifer Edelman, Assistant Project Manager

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator

Julie Dorman, Copywriter

Marianna Barry, Production Associate



ZEHNDER COMMUNICATIONS

CATEGORY: DIGITAL ADVERTISING – VIDEO, WEBISODES

Advertiser: Visit Baton Rouge

Title: "Mo Goes IPO" web video

Credits: Mike Rainey, Chief Creative Officer

William Gilbert, Associate Creative Director

Georgia Gilmore, Jr. Designer/Production Artist

Henry Chassaignac, Creative Director

Julie Dorman, Copywriter

Simon Marthinsen, Director of Photography

Francis Repass, Editor

Nick Vitter, Composer

Jennifer Booth Edelman, Assistant Project Manager

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator

Marianna Barry, Production Associate



ZEHNDER COMMUNICATIONS

DIGITAL ADVERTISING – SOCIAL MEDIA, CAMPAIGN

Advertiser: Visit Baton Rouge

Title: "Go Mo, Go BR" Teaser Campaign

Credits: Mike Rainey, Chief Creative Officer

Georgia Gilmore, Jr. Designer/Production Artist

Julie Dorman, Copywriter

Blake Killian, Social Media Director

Jeff Scott Craig, Social Media Coordinator

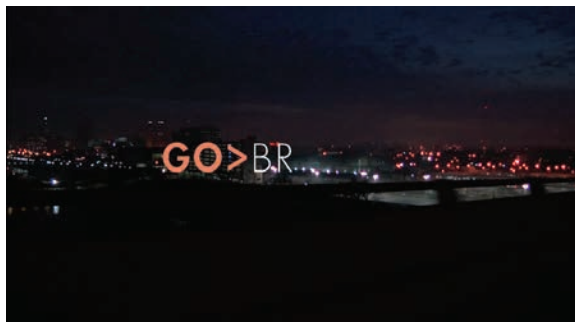
Margaret Crosby, Social Media Coordinator

Shoni Davidson, Digital Producer

Marianna Barry, Jr. Broadcast Services Producer

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator



ZEHNDER COMMUNICATIONS

CATEGORY: DIGITAL ADVERTISING – VIDEO, WEBISODES

Advertiser: Visit Baton Rouge

Title: "Whoa Mo" web video

Credits: Mike Rainey, Chief Creative Officer

William Gilbert, Associate Creative Director

Henry Chassaignac, Creative Director

Georgia Gilmore, Jr. Designer/Production Artist

Simon Marthinsen, Director of Photography

Francis Repass, Editor

Nick Vitter, Composer

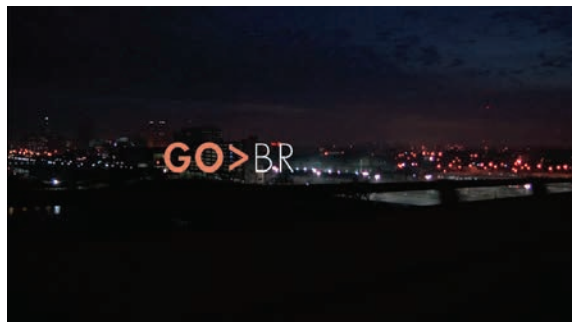
Julie Dorman, Copywriter

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator

Jennifer Booth Edelman, Assistant Project Manager

Marianna Barry, Production Associate



ZEHNDER COMMUNICATIONS

CATEGORY: DIGITAL ADVERTISING – VIDEO, WEBISODES

Advertiser: Visit Baton Rouge

Title: "Mo Gets Away" web video

Credits: Mike Rainey, Chief Creative Officer

William Gilbert, Associate Creative Director

Henry Chassaignac, Creative Director

Georgia Gilmore, Jr. Designer/Production Artist

Julie Dorman, Copywriter

Simon Marthinsen, Director of Photography

Francis Repass, Editor

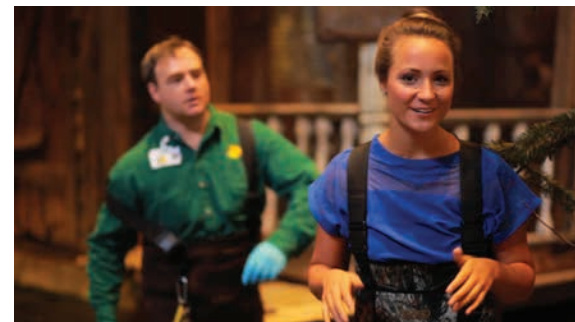
Nick Vitter, Composer

Jennifer Booth Edelman, Assistant Project Manager

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator

Marianna Barry, Production Associate



ZEHNDER COMMUNICATIONS

CATEGORY: DIGITAL ADVERTISING – VIDEO, WEBISODES

Advertiser: Visit Baton Rouge

Title: "Mo and Arrow" web video

Credits: Mike Rainey, Chief Creative Officer

William Gilbert, Associate Creative Director

Georgia Gilmore, Jr. Designer/Production Artist

Henry Chassaignac, Creative Director

Julie Dorman, Copywriter

Simon Marthinsen, Director of Photography

Francis Repass, Editor

Nick Vitter, Composer

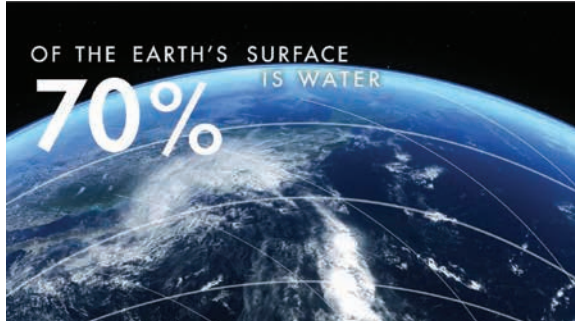
Jennifer Edelman, Assistant Project Manager

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator

Marianna Barry, Production Associate

Gold Awards PROFESSIONAL



ZEHNDER COMMUNICATIONS

DIGITAL ADVERTISING – VIDEO, BRANDED CONTENT MORE THAN 60 SEC.

Advertiser: The Water Institute of the Gulf

Title: "Actionable Science" video

Credits: Mike Rainey, Chief Creative Officer

William Gilbert, Associate Creative Director

Henry Chassaignac, Creative Director

Rob Hudak, Interactive Creative Director

Kate Middleton, Copywriter

Craig Shultz, Project Manager

Robyn Lott, Account Supervisor

Jennifer Boneno, Director of Account Services

Molly Holmgren, Account Executive

Brooke Butler, Senior Research Project Manager

Shaun Boyte, Videographer

Kyle Watson, Motion Graphics/Editing



ELBOW/ROOM

DIGITAL ADVERTISING –

VIDEO, BRANDED CONTENT MORE THAN 60 SEC.

Advertiser: Louisiana Department of Revenue

Title: A Fresh Start

Credits: Erick Martin, Concept/Illustration/Animation

Matt Callac, Concept/Animation/Editing

Lindsey Duga, Copywriter

Jeff Ford, Sound Design



BATON ROUGE GENERAL

DIGITAL ADVERTISING – WEBSITES, CONSUMER SERVICES

Advertiser: Baton Rouge General

Title: BRGeneral.org

Credits: Nicole Kleinpeter, Vice President of Marketing & Communications

Emily Guidroz, Director of Marketing & Communications

Barbara Ruiz, Creative Services Manager

Amy Smith, Team Leader of Digital Marketing



ZEHNDER COMMUNICATIONS

DIGITAL ADVERTISING - CAMPAIGN

Advertiser: Visit Baton Rouge

Title: "Mo Does Baton Rouge" video campaign

Credits: Mike Rainey, Chief Creative Officer

William Gilbert, Associate Creative Director

Henry Chassaignac, Creative Director

Georgia Gilmore, Jr. Designer/Production Artist

Julie Dorman, Copywriter

Simon Marthinsen, Director of Photography

Francis Repass, Editor

Nick Vitter Composer,

Jennifer Booth Edelman, Assistant Project Manager

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator

Marianna Barry, Production Associate



ELBOW/ROOM

TELEVISION - LOCAL :30

Advertiser: American Gateway Bank

Title: Home

Credits: Matt Callac, Concept/Editing

Erick Martin, Concept/Art Direction

Tommy Talley, Director of Photography

Jeff Ford, Original Score



TOMMYSTV

DIGITAL ADVERTISING - VIDEO, BRANDED CONTENT MORE THAN 60 SEC.

Advertiser: Alzheimer's Services of the Capital Area

Title: Alzheimer's Services of the Capital Area

Credits: Tommy Talley, Director

Dan Jones, Cinematographer

Josh Carley, Editor

Peter Simon, Composer



ZEHNDER COMMUNICATIONS

INTEGRATED CAMPAIGNS – CONSUMER, REGIONAL/NATIONAL

Advertiser: Visit Baton Rouge

Title: "GO BR" Campaign

Credits: Mike Rainey, Chief Creative Officer

Henry Chassaignac, Creative Director

William Gilbert, Associate Creative Director

Julie Dorman, Copywriter

Simon Marthinsen, Director of Photography

Francis Repass, Editor

Nick Vitter, Composer

Jennifer Edelman, Assistant Project Manager

Georgia Gilmore, Jr. Designer/Production Artist

Robyn Lott, Account Supervisor

Lizzy Evans, Account Coordinator

Marianna Barry, Production Associate



BRZOOM

ELEMENTS OF ADVERTISING – VISUAL, LOGO

Advertiser: Louisiana Spirits

Title: Bayou Rum Logo

Credits: Brendan Bayard, Art Director/Illustrator

David Worrell, Creative Director

Chantel Michel, Account Manager



2KO CREATIVE

PUBLIC SERVICE – DIRECT MARKETING, SPECIALTY ITEMS

Advertiser: Dream Day Foundation

Title: Lunch Note Fundraiser

Credits: Marie Powell, Creative Director

Cristina Blanchard, Graphic Designer

Gold Awards PROFESSIONAL



BRZOOM

Two Roads Brewing Company Conntucky Lightnin' Logo ▶
Two Roads Brewing Company

Brendan Bayard, Art Director/Illustrator

David Worrell, Creative Director

Chantel Michel, Account Manager



TILT

ELEMENTS OF ADVERTISING – VISUAL, LOGO

Advertiser: TILT

Title: Pelican House Logo

Credits: TILT, Concept and Design



BRZOOM

ELEMENTS OF ADVERTISING – VISUAL, ILLUSTRATION CAMPAIGN

Advertiser: Louisiana Spirits

Title: Bayou Rum Illustration Campaign

Credits: Brendan Bayard, Art Director/Illustrator

David Worrell, Creative Director

Brian Boesch, Illustrator

Chantel Michel, Account Manager



ELBOW/ROOM

ELEMENTS OF ADVERTISING – VISUAL, LOGO

Advertiser: Bite & Booze

Title: Bite & Booze Logo

Credits: Erick Martin, Eater/Drinker/Designer



BRZOOM

ELEMENTS OF ADVERTISING – VISUAL, ILLUSTRATION CAMPAIGN

Advertiser: Two Roads Brewing Company

Title: Two Roads Brewing Company Style Designators

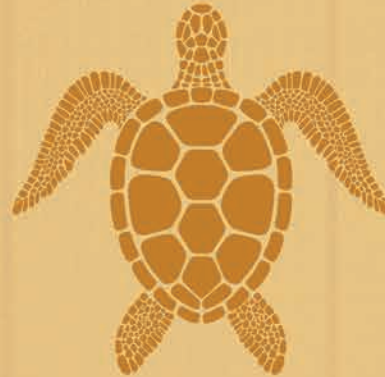
Credits: Brendan Bayard, Art Director/Illustrator

David Worrell, Creative Director

Chantel Michel, Account Manager



MR. PANTONE 131 YETI



WITH A CONCRETE TURTLE



IN THE COZY LITTLE CABIN

KILLER CREATIVE, REVEALED.

[MESHBR.COM/CLUE](https://meshbr.com/clue)



A vintage-themed collage on a dark wood background. In the top left, a portrait of a woman with blonde hair and a gold necklace is partially visible, with the text 'Lady Golden' written vertically next to it. In the bottom left, a gold-colored fountain pen with a silver nib is shown. In the top right, a brown quill pen is positioned. A black, wavy ribbon runs across the middle of the image. The main text 'stiff competition.' is centered in a large, white, serif font.

stiff competition.

CONGRATULATIONS, EVERYONE!

LAMAR
graphics

>SALES PROMOTION

OBJECT 9

Advertiser: Roux 61
Title: Roux 61 Campaign
Credits: Object 9 Team

BRZOOM

Advertiser: Two Roads Brewing Company
Title: Two Roads Brewing Company
Conntucky Lightnin' Primary Packaging
Credits: Brendan Bayard, Senior Art
Director/Illustrator
David Worrell, Creative Director
Dale Baillie, Production Manager
Chantel Michel, Account Director

BRZOOM

Advertiser: Louisiana Spirits
Title: Bayou Rum Spiced Primary Packaging
Credits: Brendan Bayard, Senior Art
Director/Illustrator
David Worrell, Creative Director
Dale Baillie, Production Manager
Chantel Michel, Account Director
Jordan Bochanis, Copywriter

BRZOOM

Advertiser: Total Beverage Solution
Title: Old Speckled Hen "Henry"

Bobblehead/Bottle Glorifier
Credits: David Worrell, Creative Director
Vitaliy Romanenko, Illustrator
Dale Baillie, Production Manager
Chantel Michel, Account Director

BRZOOM

Advertiser: Total Beverage Solution
Title: Old Speckled Hen "Henry"
Bobblehead/Bottle Glorifier
Credits: David Worrell, Creative Director
Vitaliy Romanenko, Illustrator
Dale Baillie, Production Manager
Chantel Michel, Account Director

BRZOOM

Advertiser: Two Roads Brewing Company
Title: Two Roads Brewing Company Sales
Promotion Campaign
Credits: Brendan Bayard, Senior Art
Director/Illustrator
Lindsay Bornkessel, Art Director/Illustrator
Brian Boesch, Illustrator
David Worrell, Creative Director
Krist Norsworthy, Illustrator
Vitaliy Remanenko, Illustrator
Dale Baillie, Production Manager
Chantel Michel, Account Director

>COLLATERAL MATERIAL

TILT

Advertiser: TILT
Title: Olive or Twist Business Card
Credits: TILT, Concept and Design
Mama's Sauce, Letterpress Printing

ELBOW/ROOM

Advertiser: Joule Solar Energy
Title: Powering Louisiana
Credits: Erick Martin, Design

OBJECT 9

Advertiser: Baton Rouge Area Chamber
Title: Catalyst
Credits: Object 9 Team

XDESIGN INC.

Advertiser: Xdesign Inc.
Title: "Seasons of Louisiana" Cookbook by
Chef Peter Sclafani
Credits: Xdesign Team,
Collin Richie, Photography
Frank McMains, Photography
TriStar Printing, Printing

BRZOOM

Advertiser: Louisiana Spirits
Title: Bayou Rum "Inaugural Toast"

Event Silk Screen Poster
Credits: Lindsay Bornkessel, Art Director
Brendan Bayard, Illustrator
David Worrell, Creative Director
Dale Baillie, Production Manager
Chantel Michel, Account Director

TILT

Advertiser: TILT
Title: Mat Kearney Poster
Credits: TILT, Concept and Design

TILT

Advertiser: TILT
Title: Cypress Title Sideshow Poster
Credits: TILT, Concept and Design
Giraphic Prints, Silk Screen Printing

**MARY BIRD PERKINS
CANCER CENTER**

Advertiser: Mary Bird Perkins -
Our Lady of the Lake Cancer Center
Title: The Taste Collateral Campaign
Credits: Cheri D'Albor, Graphic Design
Specialist
Lisa O'Deay, Communications Director

TILT

Advertiser: TILT

Title: Cypress Title Sideshow Campaign
Credits: TILT, Concept and Design
Giraphic Prints, Silk Screen Printing
Vivid Ink, Printing

>DIRECT MARKETING

WOMAN'S HOSPITAL

Advertiser: Woman's
Title: Development Family Tree
Credits: Lynne Wells, Art Director
Dana Michell, Writer
Robert O'Brien, Illustrator
Amy Norval, Illustrator
Chris Africh, Illustrator
Ed LaCasse, Photographer

>OUT-OF-HOME

BRZOOM

Advertiser: Two Roads Brewing Company
Title: Two Roads Brewing Company
1960 Volkswagen Bus
Credits: Brendan Bayard,
Senior Art Director/Illustrator
David Worrell, Creative Director
Jordan Bochanis, Research & Development
Dale Baillie, Production Manager
Chantel Michel, Account Director

LAMAR GRAPHICS

Advertiser: Lamar Advertising

Title: NOW SHOWING IN 3D
Credits: Leanne Gayle, Designer
Mark Rankin, Creative Director
Gregory Smith, 3D Modeling
Chad Partridge, 3D Construction
Evie David, Photographer (Night Photo)

LAMAR GRAPHICS

Advertiser: Lamar Advertising
Title: WE STAND OUT - 3D apple
Credits: Shannon Ford, Art Director/
Designer
Mark Rankin, Creative Director
Charlie Peek, 3D Operations
Christy Lacey, 3D Modeling
Gregory Smith, 3D Modeling
Chad Partridge, 3D Construction/Painting

>DIGITAL ADVERTISING

MODIPHY

Advertiser: Biggz Professional Tree
Care, LLC
Title: Biggz Tree Care Website
Credits: Tim Hendry, Art Director
Cherie Boudreaux, Graphic Designer
Andre Anderson & Neil Dingeldein,
Developers
Judy Johnson, Account Executive

MODIPHY

Advertiser: Hook & Boil

Title: Hook & Boil Website
Credits: Tim Hendry, Art Director
Cherie Boudreaux, Graphic Designer
Andre Anderson, Developer
Judy Johnson, Account Executive

XDESIGN INC.

Advertiser: Xdesign Inc.
Title: Xdesign Website
Credits: Xdesign Team

DEZINSINTERACTIVE

Advertiser: Frankie's Dawg House
Title: Frankie's Dawg House Web Design
Credits: Orhan McMillan, Managing Partner
Evanna Alvis, Web & Graphic Designer
Ren Simmons, Developer & Programmer

YOLO DESIGN

Advertiser: Living Water International
Title: For A Mission - The Wells Project
Credits: Jeremy Design, Lead Designer
Nick, Defelice

GATORWORKS

Advertiser: Gatorworks
Title: Bayou Rum Facebook Contest
Credits: Gatorworks Team, Creative Strategy
John Worrel, Social Media Strategy
Lindsey Duga, Copy Writing
Marie Powell, Graphic Design
Tommy Talley, Director of Photography

(Video)
elbow/room, Video Directing, Video Editing,
Video Graphics

ZEHNDER COMMUNICATIONS

Advertiser: Visit Baton Rouge
Title: "Mo Dishes Out" web video
Credits: Mike Rainey, Chief Creative Officer
William Gilbert, Associate Creative Director
Henry Chassaignac, Creative Director
Georgia Gilmore, Jr. Designer/Production
Artist
Julie Dorman, Copywriter
Simon Marthinsen, Director of Photography
Francis Repass, Editor
Nick Vitter, Composer
Jennifer Booth Edelman, Assistant Project
Manager
Robyn Lott, Account Supervisor
Lizzy Evans, Account Coordinator
Marianna Barry, Production Associate

ZEHNDER COMMUNICATIONS

Advertiser: Visit Baton Rouge
Title: "Mo Gets On A Roll" web video
Credits: Mike Rainey, Chief Creative Officer
William Gilbert, Associate Creative Director
Henry Chassaignac, Creative Director
Georgia Gilmore, Jr. Designer/Production
Artist
Julie Dorman, Copywriter

Simon Marthinsen, Director of Photography
Francis Repass, Editor
Nick Vitter, Composer
Jennifer Booth Edelman, Assistant Project Manager
Robyn Lott, Account Supervisor
Lizzy Evans, Account Coordinator
Marianna Barry, Production Associate

ZEHNDER COMMUNICATIONS

Advertiser: Visit Baton Rouge
Title: "Mo Goes Glitz" web video
Credits: Mike Rainey, Chief Creative Officer
William Gilbert, Associate Creative Director
Georgia Gilmore, Jr. Designer/Production Artist
Henry Chassaignac, Creative Director
Julie Dorman, Copywriter
Simon Marthinsen, Director of Photography
Francis Repass, Editor
Nick Vitter, Composer
Jennifer Edelman, Assistant Project Manager
Robyn Lott, Account Supervisor
Lizzy Evans, Account Coordinator
Marianna Barry, Production Associate

TOMMYSTV

Advertiser: New Era Cap Company, Inc.
Title: New Era - New Orleans

Credits: Tommy Talley, Director
Josh Carley, Editor
Xero Skidmore, Artist
Shanti Arielle, Artist

RED SIX MEDIA

Advertiser: Mary Bird Perkins Our Lady of the Lake Cancer Center
Title: Shelia's Journey
Credits: Matt Dardenne, Creative Director, Producer, Editor
Joe Martin, Art Director
Daniel Jones, Lumehouse, Director of Photography

ZEHNDER COMMUNICATIONS

Advertiser: The Water Institute of the Gulf
Title: "The Water Institute of the Gulf" Digital Campaign
Credits: Mike Rainey, Chief Creative Officer
Dave Maher, Director of Digital Communications
Rob Hudak, Interactive Creative Director
Henry Chassaignac, Creative Director
William Gilbert, Associate Creative Director
Jeremy Stewart, Front-End Developer
Shawn Bailly, Senior Software Engineer
Kate Middleton, Jr. Copywriter
Robyn Lott, Account Supervisor
Molly Holmgren, Account Executive

Craig Shultz, Project Manager
Shaun Boyte, Videographer

>RADIO

ZEHNDER COMMUNICATIONS

Advertiser: LUBA Workers' Comp
Title: "Sky Diver" Radio :60
Credits: Mike Rainey, Chief Creative Officer
Henry Chassaignac, Creative Director
Julie Dorman, Copywriter

>TELEVISION

ELBOW/ROOM

Advertiser: Louisiana Department of Revenue
Title: A Fresh Start
Credits: Erick Martin, Concept/Illustration/Animation
Matt Callac, Concept/Animation/Editing
Lindsey Duga, Copywriter
Jeff Ford, Sound Design

>ADVERTISING FOR THE ARTS & SCIENCES

FREELANCER

Advertiser: Rougarou Films
Title: Give Me Your Heart

Credits: Sam Claitor, Creative Director/Designer
Kolby Kember, Creative
Matt Bell, photography

>ADVERTISING INDUSTRY

LAMAR GRAPHICS

Advertiser: Lamar Advertising
Title: NOW SHOWING IN 3D
Credits: Leanne Gayle, Designer
Mark Rankin, Creative Director
Gregory Smith, 3D Modeling
Chad Partridge, 3D Construction
Evie David, Photographer (Night Photo)

BRZOOM

Advertiser: BRZoom
Title: BRZoom "Case Study" Beach Crate
Credits: David Worrell, Coconut Monkeys
Lindsay Bornkessel, Flip Flops & Sunscreen
Brendan Bayard, Puka Shells & Driftwood
Dale Baillie, Chalk Paint & Footprints

>ELEMENTS OF ADVERTISING

RED SIX MEDIA

Advertiser: Huey's Bar
Title: Huey's Bar Logo
Credits: Joe Martin, Creative Director

Silver Awards PROFESSIONAL

RED SIX MEDIA

Advertiser: Feudal Systems
Title: Feudal Systems Logo
Credits: Joe Martin, Creative Director

BRZOOM

Advertiser: Two Roads Brewing Company
Title: Two Roads Brewing Company Logo
Credits: Brendan Bayard, Art Director/
Illustrator
David Worrell, Creative Director
Chantel Michel, Account Manager

MARY BIRD PERKINS CANCER CENTER

Advertiser: Mary Bird Perkins -
Our Lady of the Lake Cancer Center
Title: The Taste logo
Credits: Cheri D'Albor, Graphic Design
Specialist
Lisa O'Deay, Communications Director

TILT

Advertiser: TILT
Title: Olive or Twist Logo
Credits: TILT, Concept and Design

BRZOOM

Advertiser: Louisiana Spirits
Title: Bayou Rum "T-Boy" Illustration
Credits: Brendan Bayard, Art Director/

Illustrator

David Worrell, Creative Director
Brian Boesch, Illustrator
Chantel Michel, Account Manager

TILT

Advertiser: TILT
Title: Mat Kearney Poster Illustration
Credits: TILT, Concept and Design

XDESIGN INC.

Advertiser: Xdesign Inc.
Title: "Seasons of Louisiana" Cookbook
Photography
Credits: Xdesign Team,
Collin Richie, Photography
Frank McMains, Photography

FREELANCER

Advertiser: West Without
Title: Give Me Your Heart VFX shot 03
Credits: Sam Claitor, Director, Producer,
Compositor, Paint Artist
Kolby Kember, Director, Producer,
Visual Effects Supervisor, Lighting/Shading
Artist
Michael Stark, Effects Artist
Matt Bell, Director of Photography
Andrew Reilley, fire wrangler
Dane Monic, stunts

TOMMYSTV

Advertiser: Alzheimer's Services of the
Capital Area
Title: Alzheimer's Services of the Capital
Area
Credits: Tommy Talley, Director
Dan Jones, Cinematographer
Josh Carley, Editor
Peter Simon, Composer

DIGITAL FX

Advertiser: Blue Cross Blue Shield of
Louisiana
Title: Top Doctors - Activities
Credits: John Maginnis, Agency Creative
Director
Colleen Jackson, Agency Copywriter
Dianne Eysink, Agency Producer
Genevieve Procell, Agency Art Director
Greg Milneck, Executive Producer / Director
Troy Dick, Director of Photography
David Coner, Camera Operator / Camera
Assistant
Jonathan Harnsongkram, Editor / Colorist
Jep Epstein, Music
Erin Waite, Animation
Digital FX, Production

BLUE CROSS AND BLUE SHIELD OF LOUISIANA

Advertiser: BCBSLA
Title: We've Got A Blue For You Jingle
Credits: BCBS, In House Creative
Jep Epstein, Music & Lyrics

LAMAR ADVERTISING COMPANY

Advertiser: RoadNinja
Title: RoadNinja.com
Credits: Alise Johnson, Art Director
Leon Jang, Marketing Technology Director
Chris Landry, Marketing Technology Brand
Manager
Type & Image, Development

MESH INTEGRATED MARKETING & ADVERTISING

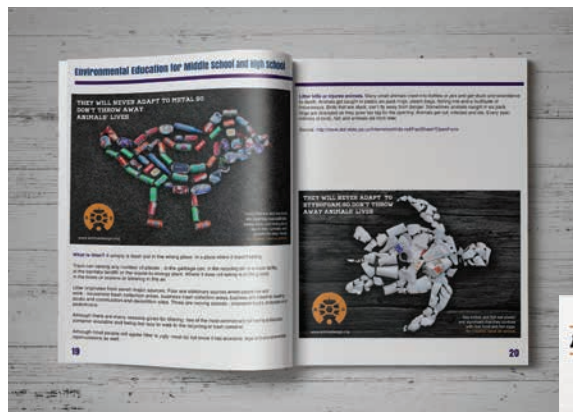
Advertiser: MESH Integrated Marketing &
Advertising
Title: MESH Website - Responsive Design
Credits: MESH, creative/copywriting/web
development

XDESIGN INC.

Advertiser: Xdesign Inc.
Title: Xdesign Responsive Website
Credits: Xdesign Team

Student Awards

>BEST OF SHOW + GOLD AWARD



LOUISIANA STATE UNIVERSITY

INTEGRATED CAMPAIGNS - CONSUMER

Title: Animal Design

Credits: Andrea Rivera, LSU Graphic Design and Advertising Student

>GOLD AWARD



NICHOLLS STATE UNIVERSITY

TRADITIONAL ADVERTISING - CAMPAIGN

Title: Reconcile: Organic Hotel

Credits: Vitalija Svencionyte, Graphic Design Student

>GOLD AWARD



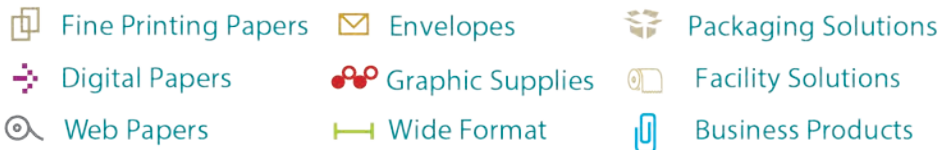
LOUISIANA STATE UNIVERSITY

COLLATERAL MATERIAL - POSTER, SINGLE

Title: Mother Cher & Her Prayer

Credits: Spencer Bagert, Graphic Designer

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>STUDENT SILVER AWARDS

LOUISIANA STATE UNIVERSITY

COLLATERAL MATERIAL – BROCHURE/ANNUAL REPORT

Title: LSU College of Art + Design Annual Report 2012-2013
Credits: Christina Chang, Graphic Designer
Jeremy Grassman, Art Director
Rod Parker, Lynne Baggett, Faculty Advisors

LOUISIANA STATE UNIVERSITY

COLLATERAL MATERIAL – BROCHURE/ANNUAL REPORT

Title: Malleable Language
Credits: Jeremy Grassman, Graphic Designer
Kitty Phenev, Project Director
Rod Parker, Faculty Advisor

LOUISIANA STATE UNIVERSITY

CATEGORY: MAGAZINE DESIGN (ENTIRE MAGAZINE)

Title: LSU College of Art + Design Newsletter 2012-13
Credits: Ashley Trowel, Graphic Design
Jeremy Grassman, Art Director
Marci Hargroder, Photo Editing
Kade Jones, Photographer
Rod Parker, Lynne Baggett, Faculty Advisors

LOUISIANA STATE UNIVERSITY

BOOK DESIGN (ENTIRE BOOK)

Title: L.A. to LA Peter Shire
Credits: Luisa Fernanda Restrepo Pérez, Graphic Designer
Jeremy Grassman, Art Director
Rod Parker, Lynne Baggett, Faculty Advisors
Kitty Phenev, Project Director
Joshua White, Photographer

LOUISIANA STATE UNIVERSITY

BOOK DESIGN (ENTIRE BOOK)

Title: Type Specimen 2014 Calendar
Credits: LSU Graphic Design Junior Class, Graphic Designers
Courtney Barr, Lynne Baggett, Faculty Advisors

LOUISIANA STATE UNIVERSITY

BOOK DESIGN (ENTIRE BOOK)

Title: 2013 LSU Gumbo Yearbook
Credits: Melissa Rushing, Editor-in-Chief
Elizabeth Caravella, Designer
Miranda Smith, Designer
Anna Weldon, Designer
The Daily Reveille, Entire Staff

LOUISIANA STATE UNIVERSITY

BOOK DESIGN (ENTIRE BOOK)

Title: Zee French Taunter
Credits: Catherine Flotte, Graphic Designer

LOUISIANA STATE UNIVERSITY

ELEMENTS OF ADVERTISING - LOGO

Title: James P. Raymond JR.
Credits: Sam Claitor, Creative Director, Designer, Mischief Leader
Hannah McClure, Creative Director, Designer, Director of Sarcasm
Brittany Gay, Creative Director, Designer, Panic Coordinator
Jessica Fenner, Creative Director, Designer, Animal Wrangler



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AWARDS

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