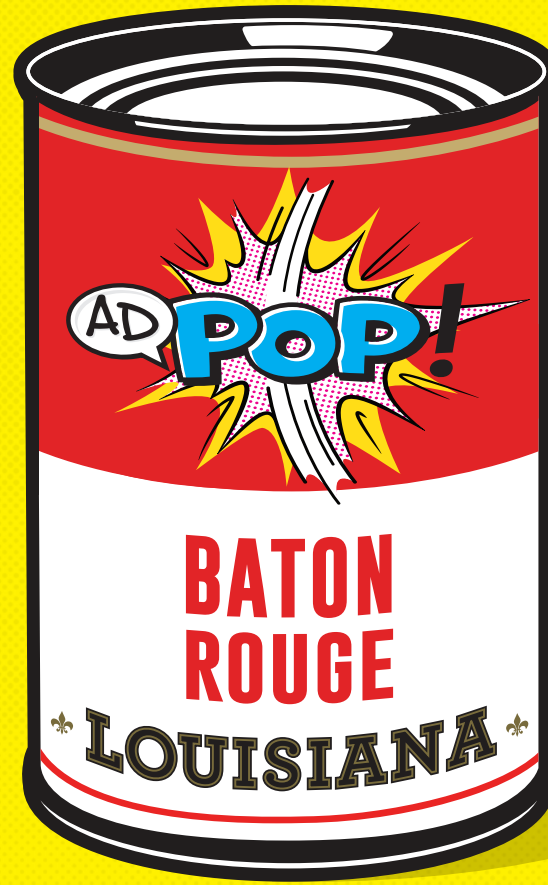
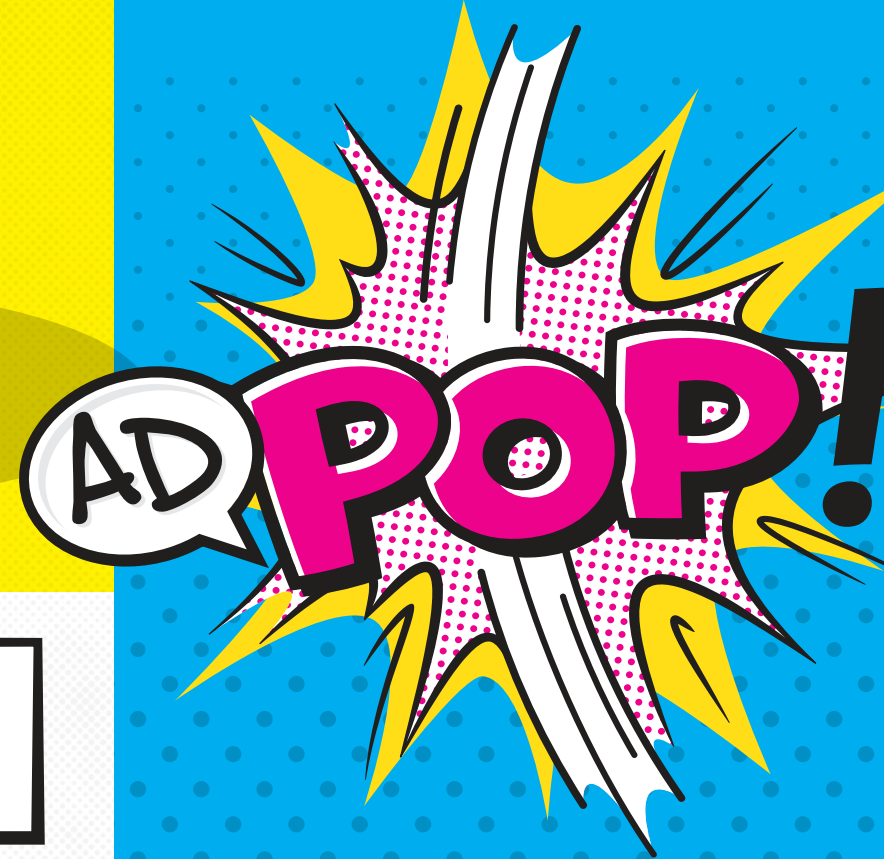


I ALWAYS KNEW YOU  
WERE A WINNER!



AMERICAN ADVERTISING AWARDS OF  
BATON ROUGE 2016 WINNERS BOOK





# CREATING WITH CREATIVES SINCE 2005

As we close out our anniversary year, I want to say thank you to all of the creatives in Baton Rouge. I'm privileged to have worked with many of you. It's amazing to see the amount of creative power our city holds. If we haven't worked together or if it's been awhile, I invite you to drop by Creative Bloc and meet the team and learn more about the "new" Launch Media.

- John Jackson



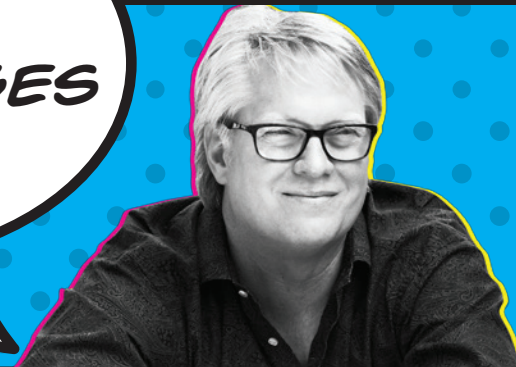
804 Main St | Baton Rouge, La | 225.612.2112 | [LaunchMedia.tv](http://LaunchMedia.tv)



@LaunchMediatv



## 2016 JUDGES



### **DOUG STUCKY** President of Red Catapult, Inc.

Doug Stucky has over 30 years of experience in brand strategy and development. Doug has worked in an advertising agency, design studio, and in-house environments as well as managing his own design business for over 25 years. His range of work includes brand development, identity, positioning and market strategy, print collateral, website design/build, environmental design, product design and packaging design. Doug is the Past-President of AIGA Wichita and is currently the AIGA Chapter Advisory Council member for Region 6.

### **GINA NACEY** Creative Strategist, Adventure™ Advertising

Copywriter turned Creative Strategist, Gina ensures that the work for Adventure's varied client list is smart, strategic and breakthrough. She has over 20 years of branding experience, has won over 150 ADDYs and is a recipient of the American Advertising Federation's Silver Medal Award. A former Governor of the AAF's 8th District, Gina has also served on AAF's Council of Governors and Board of Directors – and currently sits on the National American Advertising Awards Committee.



### **TROY BURWELL** 4 Guys Interactive, President/CEO

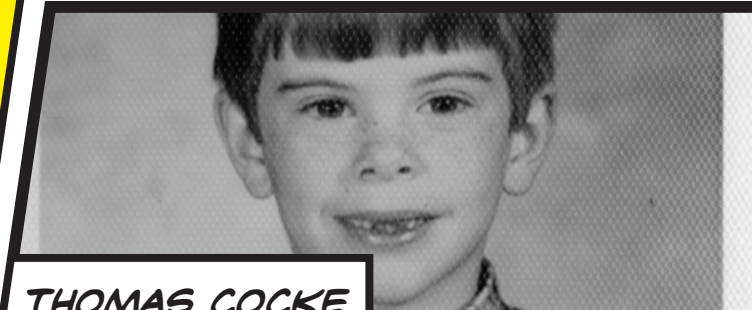
Troy is presently the President/CEO of 4 Guys Interactive, Incorporated and its sister brands Gadzoocs and Xprescom. Gadzoocs is a company that registers domain names as well as SSLs while Xprescom is a web development company that does research and implementation on streaming videos and operates in the entertainment industry. He is working his way up to be one of the top leaders in the world of website development, which is not surprising since he has worked in the Internet arena since 1995. Troy knew then that electronic media would shape advertising and business in the future, and that is why 4 Guys Interactive is one of the oldest Internet development and interactive agencies in the country.



### **JESSICA BROWN**

#### **Associate Creative Director, Digital**

Having worked on numerous consumer websites as well as the applications that power them, Jess's background allows her to see beyond the visual layer—always considering technology and content as part of the creative execution. Whether developing a marketing campaign, designing an eCommerce website, or leading a company's rebranding effort, Jess challenges her team to consider strategic insights while providing creative and innovative solutions.



### **THOMAS COCKE**

#### **Sr. Vice President, Group, Creative Partner, The Buntin Group**

Tom began in Atlanta after graduating from Washington & Lee University. In Atlanta, he worked at BBDO and was also an instructor at The Portfolio Center. Tom joined Buntin in the 90s for a few years before heading to Wray Ward, Charlotte where he managed national accounts such as Continental Tire, Cheerwine and WIX. He returned to The Buntin Group in 2000 and has contributed to virtually every Buntin client over the last fifteen or so years.

## A LETTER FROM ADDY CO-CHAIRS



The night is finally here! We are so glad you could join us for the 63<sup>rd</sup> annual American Advertising Awards of Baton Rouge! Each year we celebrate the brightest, boldest most bodacious work our city's creative talent has to offer. Not only is it this year's theme but we believe all the winning work truly POPs!

This year we saw a record-breaking number of professional entries and we more than doubled the amount of student entries. Needless to say, the judges had their work cut out for them. Traveling from all corners of the country this select group of seasoned professionals weighed in on the exceptional work submitted. Each judge brought a varied perspective to the table but the unified consensus was that Baton Rouge brought its A game.

It takes an army to really pull this off and there are so many volunteers to thank. The amount of work it takes to put on a production like this is quite intimidating at first, exhausting during the process and incredibly rewarding toward the end.

Congratulations to our winners and the entire advertising community. Your amazing creative talent is what keeps our market competitive and a great place to live and work. We hope that you enjoyed Baton Rouge's 2016 American Advertising Awards and we'll see you next year!

**THERESA THAO NGUYEN,  
ELIZABETH PERRY &  
PATRICK BOX**

## 2016 ADDY COMMITTEE

*IT TAKES AN ARMY OF  
VOLUNTEERS TO PLAN  
AND PULL OFF AN  
ADDYS SHOW OF THIS  
MAGNITUDE.*

*WE SIMPLY COULD NOT  
HAVE DONE IT WITHOUT  
ALL OF OUR WONDERFUL  
VOLUNTEERS!*



### CREATIVE TEAM

Theresa Thao Nguyen  
Vitalija Svencionyte  
Cameron Roberson  
Grant Hurlbert  
John Gibby  
Trent Bland  
Jordan Kieff

### EVENT DECOR TEAM

Jay Watson  
Randy Wallis  
Mark Vincent  
Julia Yarbrough  
Tiffany Pilgrim

### PRODUCTION TEAM

Wes Kennison  
Abe Felix  
Ryan Golden  
Cat Miguez  
Jordan Peck  
Daniel Small  
Sara Wasserman

## AMERICAN ADVERTISING AWARDS

### HOSPITALITY TEAM

Natalie Herndon  
Alexandra Fish

### CALL FOR ENTRIES/JUDGING

Elizabeth Perry  
Barb Braud  
Lisa Thibodaux  
Nathan Carley

### STUDENT OUTREACH

Rob Killeen  
Jay Barros Lastra

### AWARDS TEAM

Connie McLeod

### EMCEE

Howard Hall

### SPONSORSHIPS

Becky Sadler  
Patrick Box

### PROOFREADERS

Meghan Bland  
Trent Bland  
Claire Fontenot

### STUDENT VOLUNTEERS

Madeline Engler  
Hye Jung  
Kristin Hudson  
Amy Blacketter  
Bo Kim  
Jorge Flores  
Kathleen Smith  
Hannah Alkadi  
Austin Fontenot  
Jessica Black  
Hung Nguyen



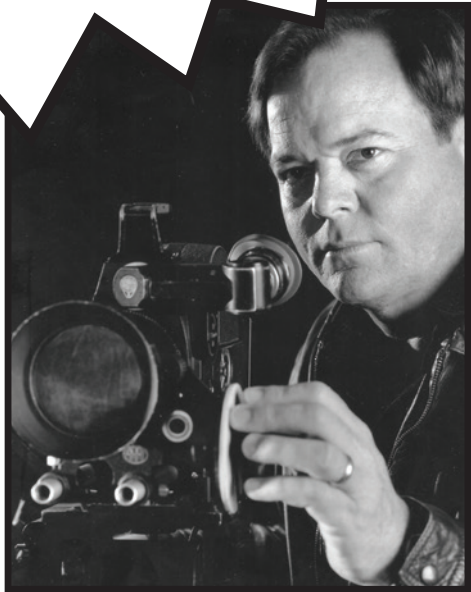
## IN MEMORIAM BOB FURLLOW



Robert E. "Bob" Furlow, Jr. passed from this life to meet his Lord on Sunday, August 23, 2015. He was 76 years old. Born in Franklin County, Miss., in 1939, he graduated from Istrouma High School in 1958. "Bobby" Furlow spent more than 50 years in broadcasting, beginning as a popular radio deejay on WLCS in the 1960s. He later managed radio stations including WIBR in Baton Rouge. In 1979, he founded Furlow & Associates providing advertising, on-air talent and award winning production services for his clients. In 1981, he was the recipient of the Baton Rouge Advertising Federation's highest honor, the E.A. "Pete" Goldsby Award. Active in the community, he was a past president of the Baton Rouge Jaycees and was a regular cohost of the local Muscular Dystrophy telethon in the 1970s and 1980s. He was a highly-regarded media advisor, religious broadcaster and spiritual retreat director in the two decades preceding his retirement.



## EA. "PETE" GOLDSBY SILVER MEDAL AWARD



Steve Davison, this year's winner of the E. A. "Pete" Goldsby Silver Medal Award, has been plying his craft for more than four decades. He has distinguished himself in the broadcast production industry in Baton Rouge, also taking his talents to New Orleans and Washington, D.C., before later returning home.

During his extensive career Steve has worn many hats: live broadcast director, lighting director, cinematographer, film director, documentary producer, film and video editor, production manager and business owner. His awards are numerous and include local, regional, and national American Advertising Federation ADDYs, Telly Awards, Lantern Awards, and Pollie Awards, the latter presented by the American Association of Political Consultants.

Steve is known for his technical skills and superlative talents, but he is also readily identified for his willingness to donate his efforts on behalf of public-service ventures. He has dedicated literally thousands of volunteer hours to the creation and production of broadcast messages for nonprofit entities, as well as the advertising industry itself, including many ADDY shows and ADDY skits. He has served on the Board of Directors of the American Advertising Federation—Baton Rouge, previously known as the Advertising Federation of Greater Baton Rouge and the Ad Club of Baton Rouge and has chaired a number of its committees.

Steve has also contributed continuously to the professional development of scores of younger talent by breaking into the business, mentoring them and giving them opportunities to start their climb on the ladder to success.

But perhaps his greatest quality, as his many peers will attest, is dependability. When Steve

says he will do something, he does! It is a firm commitment. And you can count on it not only being done but being done right. And often, better than you had anticipated.

Steve was selected as this year's winner based on his accomplishments that fit the criteria for the Pete Goldsby Award, as follows:

—Overall contributions to the advertising profession

—Contributions to building a better Baton Rouge, especially through projects which promote the civic good through advertising

—Continuing contributions towards the development of young people entering the advertising profession

—And, it is noted, contributions need not have been made in the year of the nomination and should be based on a lifetime accumulation.

Steve's roots in advertising go back to his childhood. His father was the well-known DJ and general manager of local radio station WJBO in the 1950's and '60's, Roger Davison. "Raving Dave" as he was called won the Goldsby in 1970. He taught his son a love of the business and a strong work ethic. Steve began his career at WBRZ as a teenager mowing the grass. After serving his country in the Navy during Vietnam, he came home and returned to WBRZ in the production department. His dedication to his craft quickly put Steve on the fast track as a sought-after cinematographer, director and

producer. After winning an ADDY as Best of Show Cinematographer, he opened Davison Productions and produced commercials for local and regional clients.

A skill for a political advertising later led him to Washington as production director for the Strother-Duffy-Strother political firm. Steve handled the entire TV, radio, and web video production for clients nationwide. While in D.C., he continued doing work for Louisiana candidates, including Mary Landrieu, John Breaux and Buddy Roemer. He was part of the historic gubernatorial team for Edwin Edwards when he defeated David Duke.

Upon Steve's return to Baton Rouge, he joined Digital FX. In an interesting twist Digital FX owner Greg Milneck had gotten his first job in production from Steve years earlier.

To this day Steve Davison is still contributing his outstanding talents to the local advertising industry and the Baton Rouge community. His outgoing personality has gained him many long friendships and his work has earned him wide respect.

We are very proud to present this year's Goldsby Award to Steve Davison, a truly deserving winner.



# iHeart MEDIA BATON ROUGE

## Saluting Baton Rouge's Most Creative Minds

**PRESIDENT'S  
SERVICE AWARD  
MAGGIE  
BOWLES**



Maggie teamed up with Jeff English to produce one of the most successful fundraisers in our club's history. With her connections and her tenacity, AAF-BR more than DOUBLED the expected income on an annual fundraiser that was all but considered dead. Maggie literally helped to raise this monster up from the dead and she breathed life into it and now our fundraising efforts HAVE A FUTURE. Because of the meetings, connections and organization that Maggie brought to the table, AAF-BR has a means of raising money again. Not just money, BAGS of money. This is an unspoken miracle!

Maggie's leadership skills, organization and ideas were all part of the success of what was really initially a "tossed-up" in terms of what we could expect as a fundraiser. Her hard work

of follow-up and endless calls helped to bring everything together. Now we have a foundation in which we can depend on a completely different arm of income as a club. Having lost the income of a fundraiser AAF-BR was depending more and more on the American Advertising Awards as the only fundraiser which is dangerous for an organization our size.

Maggie worked her butt off on the Media & Creative Services Auction. She solicited auction items, contacted invitees, managed the lists for both, designed all of the materials such as the Overview, the Bid Book, auction paddles, thank you notes, (and more), handled all of the coordination with IPO, found the auctioneer and performed numerous other smaller tasks. She also did it all with a positive attitude and is

a lot of fun to work with. She was a major part of the event's success. Maggie is also working with the ADDY committee; she helped in negotiating an excellent price with Lauberge for the final food & beverage ticket.

AAF-BR was extremely fortunate to have Maggie at the helm of revitalizing the Media Auction.

Many people may not know that although Lamar Graphics is affiliated with Lamar Advertising they operate on their own budget and run their own operations as a separate unit from the parent company. It has been an honor and a privilege for Lamar Graphics to be so involved with the operations of AAF-BR over the past several years and they intend to remain very active with the club.

For the past few years Lamar Graphics has supported AAF-BR with countless man-hours of machine and employee time as well as materials to create masterpieces that have helped the ADDY Awards Shows become spectacular and memorable. With the creative talent and volunteerism that Lamar Graphics provides they are truly deserving of the Company Service Award.

Lamar Graphics has added nine new AAF-BR members this year alone. Going above and beyond, several have joined committees and are taking on active roles in the club.

Some of this company's most active members include:

Barb Braud – For over four years Barb has coordinated Lamar's hosting of judging for the American Advertising Awards. This year she increased her involvement in the

club by joining the AAF-BR board serving as the Community Outreach and Diversity co-chair. Barb has also been heavily involved with Campaign for Community and a regular participant in Design BR.

Jay Watson – Jay has been the point man and dedicated ADDY decorator for the past two American Advertising Awards shows. His work will be on display once again this year and bringing the pop with Lamar Graphics' custom 3D graphics.

Gavin Michelli, Nick LeBlanc and Nicolas Copia – generously donated their time and talents to help last year's Campaign Community recipient, The Future's Fund. Both assisted the campaign with video editing, graphic design and content layout.

Lamar Graphics employees have shown their dedication to AAF-BR by providing countless volunteer hours to various club activities as well as through the use of their special equipment to create stunning pieces for the ADDY Awards Shows. We also know that none of this would be possible without the full support of management and ownership.

It is with great pleasure that we present this year's Company Service Award to Lamar Graphics.

**COMPANY  
SERVICE  
AWARD**





# SPECIAL JUDGE'S AWARDS

## 1 HOUSE BROCHURE

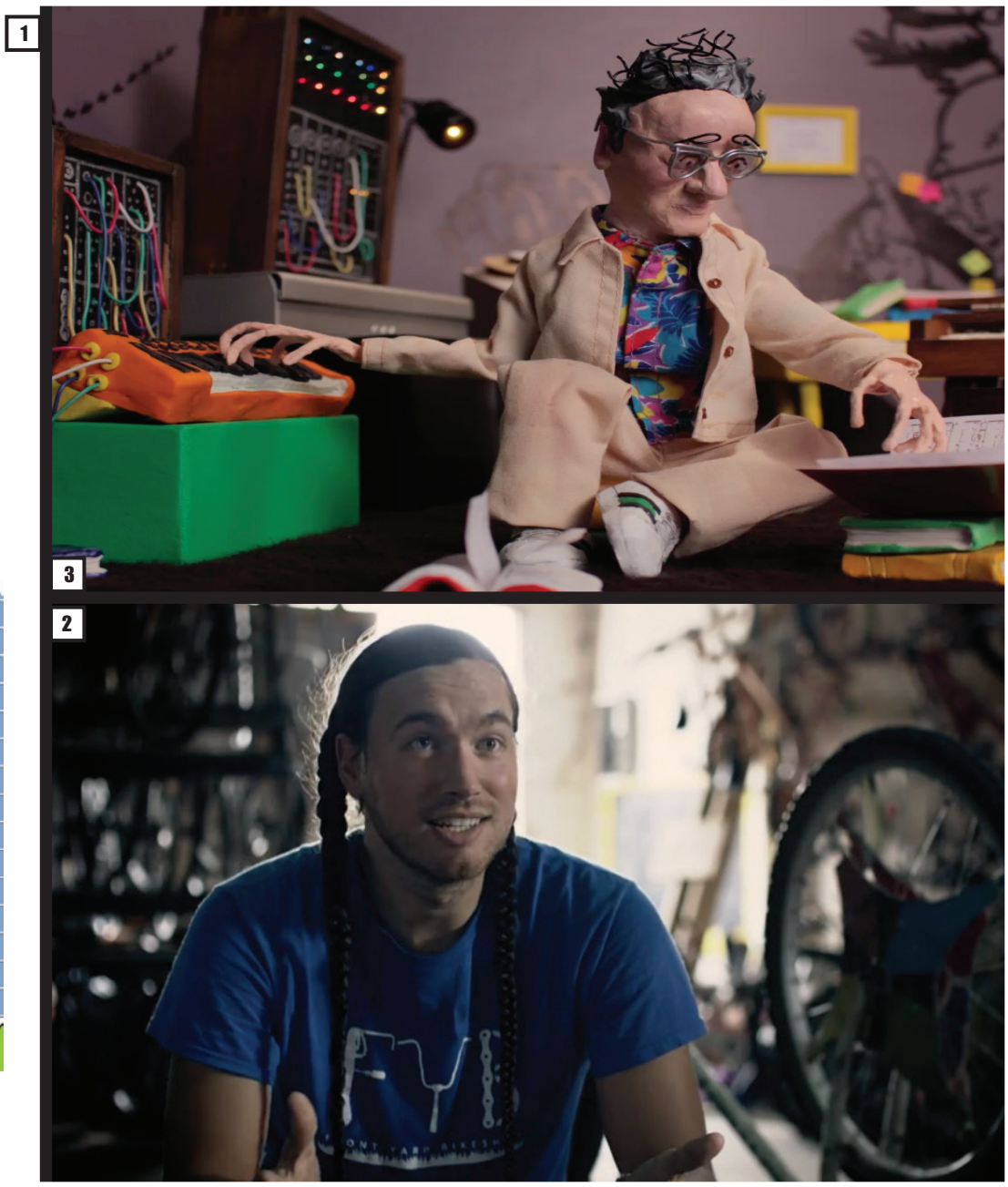
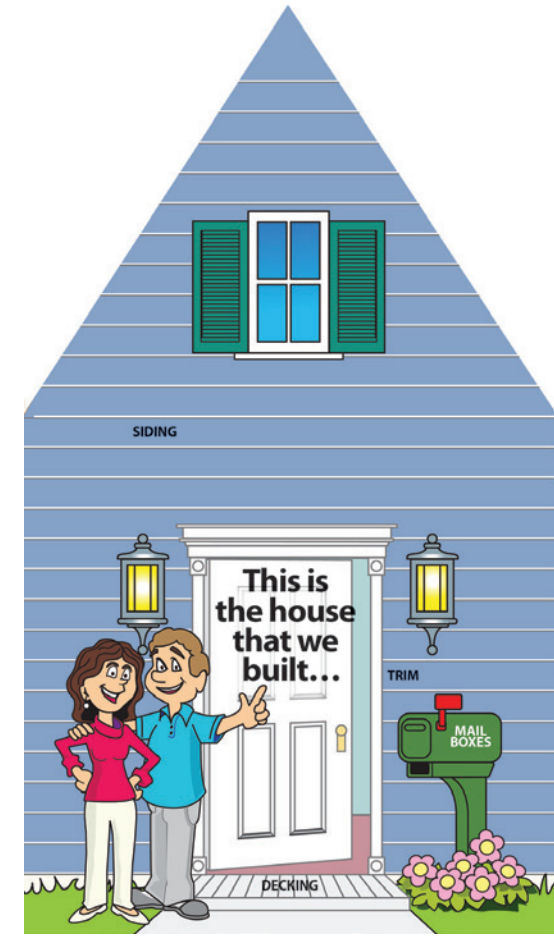
ENTRANT: **Harris, DeVille & Associates**  
ADVERTISER: **Solutions Through Science**  
  
CREDITS: Elizabeth Perry | ART DIRECTOR/DESIGNER  
Terry Paczko | ILLUSTRATOR

## 2 FUNDRAISING VIDEO

ENTRANT: **Digital FX**  
ADVERTISER: **Front Yard Bikes**  
  
CREDITS: Jonathan Harnsongkram | PRODUCER/  
DIRECTOR  
Matus Dolejsi | ANIMATION

## 3 ARTIST ON ARTIST

ENTRANT: **tommysTV**  
ADVERTISER: **Mutato**  
  
CREDITS: Tommy Talley | PRODUCER  
Stafford Wood | PRODUCER  
Christina Stephens | PRODUCER  
Clay Achee | DIRECTOR  
Elbow Room | ILLUSTRATION  
Screaming Shih-Tsu's | STOP MOTION  
Beyond The Garage | LIVE ACTION  
Fred Mince | DIRECTOR OF PHOTOGRAPHY  
Daniel Duvic | LOGO DESIGN  
Josh Carley | POST-PRODUCTION SUPERVISOR



# PROFESSIONAL BEST OF SHOW

## MAESTRO DOBEL DIAMANTE "DRUM" VAP

BEST OF SHOW OVERALL

ENTRANT: **BRZoom**  
ADVERTISER: **Proximo Spirits, Danny Schwarz**  
  
CREDITS: David Worrell | CREATIVE DIRECTOR  
Brad Jensen | ART DIRECTOR  
InnerWorkings | PRODUCTION



## PROFESSIONAL BEST OF SHOW

### 1 FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND."

BEST OF SHOW INTEGRATED CAMPAIGN

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

### 2 NEIGHBORS FCU - LOUISIANA PURCHASE

BEST OF SHOW BROADCAST

ENTRANT: **Neighbors Federal Credit Union**  
ADVERTISER: **Neighbors Federal Credit Union**

CREDITS: Brett Reynolds | WRITER  
Emily Mastrantonio | WRITER  
Erin Pontif | WRITER  
Greg Milneck | PRODUCER/DIRECTOR  
David Coner | ASSISTANT DIRECTOR  
Erin Waite | ART DIRECTOR  
Troy Dick | DIRECTOR OF PHOTOGRAPHY  
Max Magbee | EDITOR  
Jonathan Harnsongkram | ON-LINE EDITOR  
Aaron Michel | SOUND DESIGN  
Chad Lopez | WRITER  
Digital FX | PRODUCTION

### 3 ONE DAY EVERYDAY- FRANCISCAN MISSIONARIES OF OUR LADY HEALTH SYS- TEM 2015 ANNUAL REPORT

BEST OF SHOW PRINT

ENTRANT: **Our Lady of the Lake Regional  
Medical Center Marketing and  
Communications**  
ADVERTISER: **Franciscan Missionaries of Our  
Lady Health System**

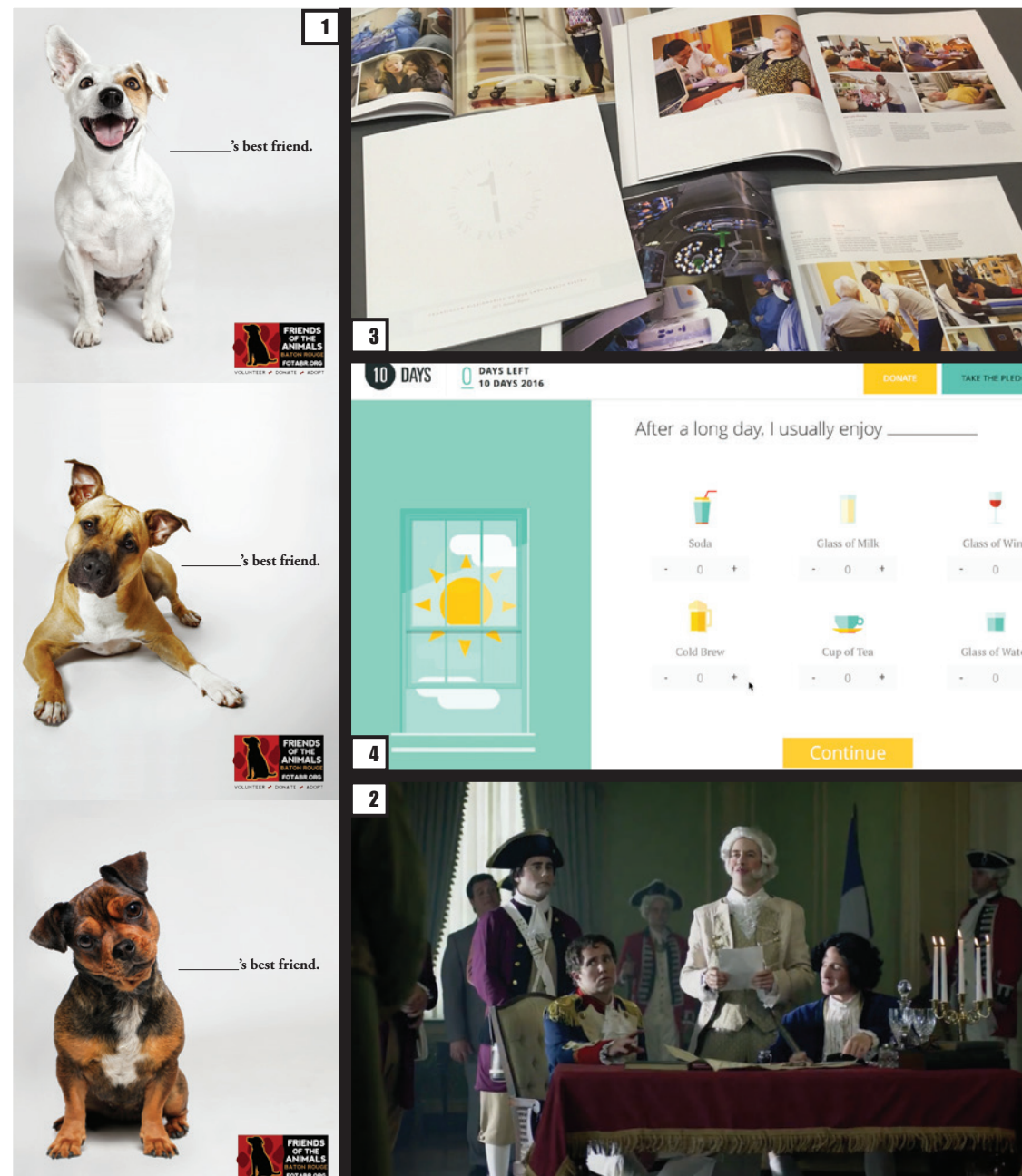
CREDITS: Franciscan Missionaries of Our Lady  
Health System Marketing and Communications  
Teams, Marketing and Communications Teams  
Robert Johannessen | ACCOUNT MANAGER  
Kristin Romero | MARKETING MANAGER  
Timothy Samaha | SENIOR GRAPHIC DESIGNER  
Brian Biamonte, Staci Brimer, Jason Cohen,  
Marie Constantin, Ashley Gaudreau,  
Gerard Guinigundo, Brad Kemp, Try Kleinpeter,  
Martha Meyers, Tim Mueller, Bobby LeCompte,  
Jamie Orillion, Kari Walker, Derek Wohlman,  
James Young | PHOTOGRAPHERS  
Moran Emprint | PRINTER

### 4 10 DAYS

BEST OF SHOW INTERACTIVE

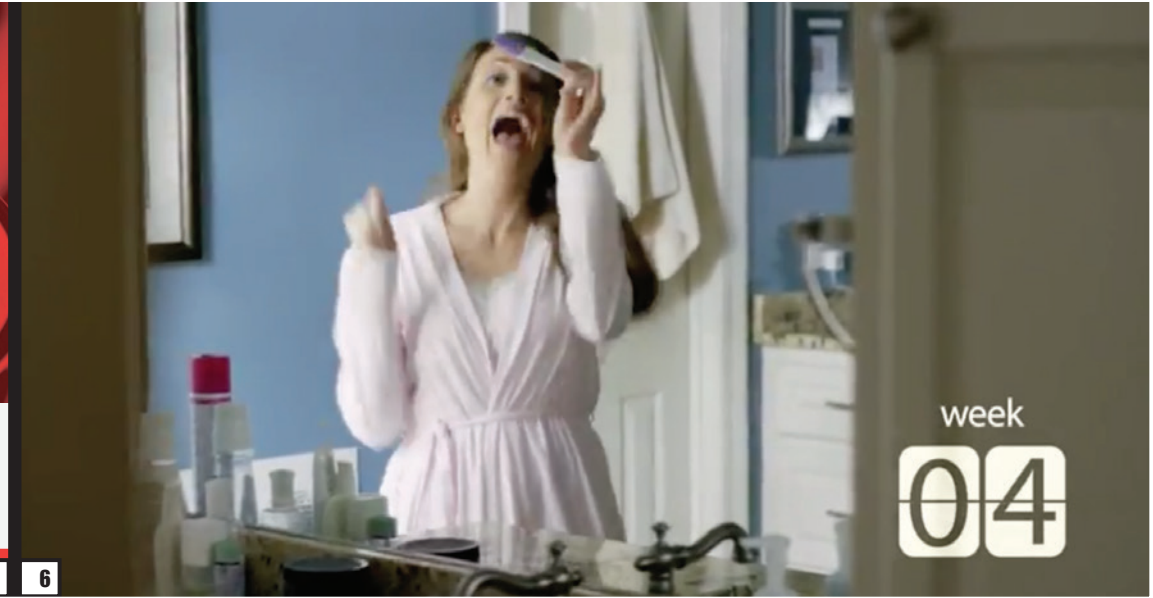
ENTRANT: **Hatchit**  
ADVERTISER: **Hatchit**

CREDITS: Jeremy Beyt | CREATIVE DIRECTOR  
Nick Defelice | TECHNOLOGY LEAD  
Jenna Fucci | DESIGNER  
Cindy Nguyen | DESIGNER  
Blake Prudhomme | WEB DEVELOPMENT  
Jonathan Simmons | APP DEVELOPMENT  
Doug Klembara | PHOTOGRAPHY





PROFESSIONAL  
BEST OF SHOW



**5** "SEASONED, SATURDAY, SWAMP" PRINT CAMPAIGN

BEST OF SHOW COPYWRITING

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
Julie Dorman | SR. COPYWRITER  
Peter Giuffria | ASSISTANT ART DIRECTOR  
Georgia Gilmore | DESIGNER  
Courtney Harper | PROJECT MANAGER  
Robyn Lott | ACCOUNT SUPERVISOR  
Elizabeth Evans | ACCOUNT EXECUTIVE

**6** GET READY TV

BEST OF SHOW ART DIRECTION

ENTRANT: **Woman's Hospital/Digital FX**  
ADVERTISER: **Woman's Hospital**

CREDITS: Woman's Hospital | CONCEPT/SCRIPT WRITING  
Digital FX | PRODUCTION COMPANY  
David Coner | DIRECTOR



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## PROFESSIONAL GOLD ADDYS

### 1 WALLS PROJECT - MENTORSHIP ACADEMY

PUBLIC SERVICE AMBIENT MEDIA

ENTRANT: **Harris, DeVille & Associates**  
ADVERTISER: **Solutions Through Science**

CREDITS: Eduardo Mendieta I ARTIST  
Paul Hughes I ARTIST  
Blythe Lamonica I PROJECT MANAGER  
Casey Phillips I PROJECT MANAGER

### 2 JOSE CUERVO ON-PREMISE GUIDELINES

SALES KIT OR PRODUCT INFORMATION SHEETS

ENTRANT: **BRZoom**  
ADVERTISER: **Proximo Spirits**

CREDITS: David Worrell I CREATIVE DIRECTOR  
Lindsay Bornkessel I LEAD ART DIRECTOR  
Scott Greci I ART DIRECTOR  
Ron Calamia I PHOTOGRAPHY  
Red Productions I PHOTOGRAPHY  
Dale Baillie I PRODUCTION MANAGER

### 3 TINCUP MOUNTAIN WHISKEY CASE DISPLAY

POINT OF PURCHASE – FREE STANDING

ENTRANT: **BRZoom**  
ADVERTISER: **Proximo Spirits**

CREDITS: David Worrell I CREATIVE DIRECTOR  
Dayna Zrinski, Kathleen Bryan I ART DIRECTORS  
Bish Creative Display I PRODUCTION

### 4 MAESTRO DOBEL DIAMANTE "DRUM" VAP

DIRECT MARKETING – SINGLE UNIT

ENTRANT: **BRZoom**  
ADVERTISER: **Proximo Spirits**

CREDITS: David Worrell I CREATIVE DIRECTOR  
Brad Jensen I ART DIRECTOR  
InnerWorkings I PRODUCTION

### 5 TWO ROADS BREWING "BEER BUS" SEASONAL VARIETY PACK SERIES

PACKAGING CAMPAIGN

ENTRANT: **BRZoom**  
ADVERTISER: **Two Roads Brewing Company**

CREDITS: David Worrell I CREATIVE DIRECTOR  
Brendan Bayard I ART DIRECTOR  
Brian Boesch I ILLUSTRATOR  
Chantel Michel I ACCOUNT DIRECTOR

### 6 HOUSE BROCHURE

BROCHURE – SINGLE UNIT

ENTRANT: **Harris, DeVille & Associates**  
ADVERTISER: **Solutions Through Science**

CREDITS: Elizabeth Perry I ART DIRECTOR/DESIGNER  
Terry Paczko I ILLUSTRATOR

### 7 PROTECT EVERY DAY. ALWAYS. TV I

SINGLE SPOT – UP TO 2:00

ENTRANT: **Blue Cross and Blue Shield of Louisiana (BCBSLA)**  
ADVERTISER: **BCBSLA**

CREDITS: BCBSLA In-House Team I CREATIVE  
Jep Epstein I MUSIC/LYRICS

### 8 JOSE CUERVO THE ROLLING STONES TOUR PICK PRESS MAILER

DIRECT MARKETING – 3D / MIXED – SINGLE

ENTRANT: **BRZoom**  
ADVERTISER: **Proximo Spirits**

CREDITS: David Worrell I CREATIVE DIRECTOR/ENGINEER  
Dayna Zrinski I ART DIRECTOR  
Dale Baillie I PRODUCTION MANAGER  
Vivid Ink I COMPONENTS

### 9 AAF-BR ADDY PROM NIGHT CAMPAIGN

AD CLUB OR MARKETING CLUB

ENTRANT: **American Advertising Federation of Baton Rouge**  
ADVERTISER: **American Advertising Federation of Baton Rouge**

CREDITS: Trent Bland I CREATIVE DIRECTION  
Winston Scully I LOGO DESIGN  
Kourtney Zimmerman, Chase Swindler, Blake Breaux, and Tiffanie Pitre I DESIGNERS  
Benjamin Mahoney I COPYWRITING  
Type & Image I WEB DESIGN  
Lamar Graphics I 3D PRINTING/DECOR  
Tuck N' Roll Media I VIDEO PRODUCTION  
Moran Emprint, Latch-on Productions & Baton Rouge Printing I PRINTING

### 10 HUMBOLDT BREWING COMPANY INGREDIENTS ILLUSTRATION

ILLUSTRATION – SINGLE

ENTRANT: **BRZoom**  
ADVERTISER: **Total Beverage Solution**

CREDITS: David Worrell I CREATIVE DIRECTOR  
Dayna Zrinski I ART DIRECTOR/ILLUSTRATOR/PHOTOGRAPHER  
Treasure Tolliver I 3D ILLUSTRATOR

### 11 BATON ROUGE PRODUCTION GUIDE

BROCHURE/SALES KIT

ENTRANT: **Baton Rouge Film Commission**  
ADVERTISER: **Baton Rouge Film Commission**

CREDITS: Maggie Bowles I PROJECT & DESIGN  
SPECIALIST

### 12 THE KRAKEN BLACK SPICED RUM TIKI GLASS

MERCHANDISE

ENTRANT: **BRZoom**  
ADVERTISER: **Proximo Spirits**

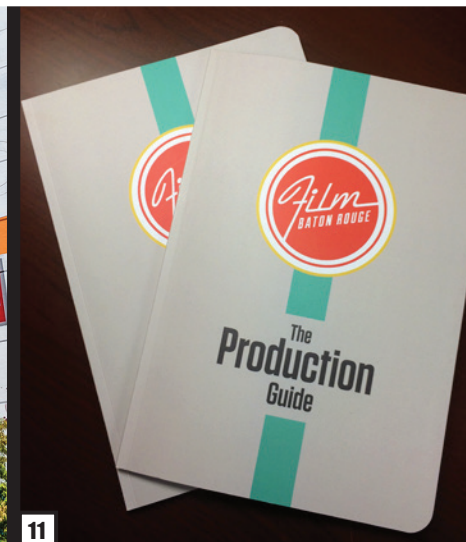
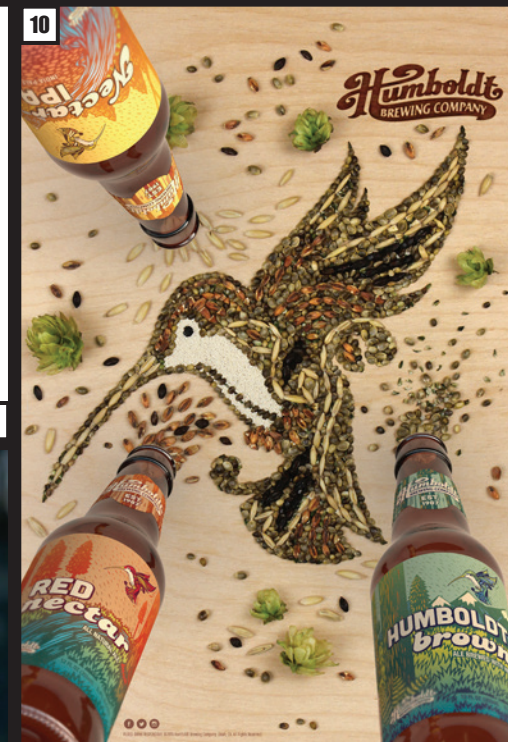
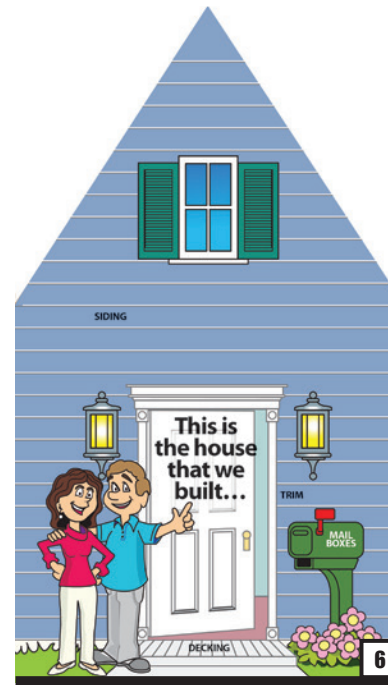
CREDITS: David Worrell I CREATIVE DIRECTOR  
Amanda Koffskey I ART DIRECTOR  
Vitaliy Romanenko I ILLUSTRATOR

### 13 BELGARD "LONG LIVE" PRINT CAMPAIGN

MAGAZINE ADVERTISING CAMPAIGN

ENTRANT: **MESH**  
ADVERTISER: **Belgard Hardscapes**

CREDITS: MESH I CREATIVE





## 14 BOODLES BRITISH GIN CASE DISPLAY

POINT OF PURCHASE – FREE STANDING

ENTRANT: **BRZoom**  
ADVERTISER: **Proximo Spirits**

CREDITS: David Worrell | CREATIVE DIRECTOR  
Dayna Zrinski | ART DIRECTOR  
Lindsay Bornkessel | ART DIRECTOR  
Vitaliy Romanenko | ILLUSTRATOR  
Bish Creative Display | PRODUCTION

## 15 BAYOU SELECT RUM 750ML BOTTLE

PACKAGING – SINGLE UNIT

ENTRANT: **BRZoom**  
ADVERTISER: **Louisiana Spirits**

CREDITS: David Worrell | CREATIVE DIRECTOR  
Brendan Bayard | ART DIRECTOR, ILLUSTRATOR  
Brian Boesch | ILLUSTRATOR  
Chantel Michel | ACCOUNT DIRECTOR  
Fort Dearborn | PRINTING

## 16 LOUISIANA PURCHASE

VIDEO DIRECTION

ENTRANT: **Digital FX**  
ADVERTISER: **Neighbor's Federal Credit Union**

CREDITS: Troy Dick | DIRECTOR OF PHOTOGRAPHY  
Erin Waite | ART DIRECTOR  
David Coner | PRODUCER  
Max Magbee | EDITOR  
Chad Lopez | WRITER

## 17 FUNDRAISING VIDEO

CINEMATOGRAPHY

ENTRANT: **Digital FX**  
ADVERTISER: **Front Yard Bikes**

CREDITS: Jonathan Harnsongkram | PRODUCER/  
DIRECTOR  
Matus Dolejsi | ANIMATION

## 18 FUNDRAISING VIDEO

VIDEO EDITING

ENTRANT: **Digital FX**  
ADVERTISER: **Front Yard Bikes**

CREDITS: Jonathan Harnsongkram | PRODUCER/  
DIRECTOR  
Matus Dolejsi | ANIMATION

## 19 FUNDRAISING VIDEO

AUDIO/VISUAL SALES PRESENTATION

ENTRANT: **Digital FX**  
ADVERTISER: **Front Yard Bikes**

CREDITS: Jonathan Harnsongkram | PRODUCER/  
DIRECTOR  
Matus Dolejsi | ANIMATION

## 20 GET READY

VIDEO ART DIRECTION

ENTRANT: **Digital FX**  
ADVERTISER: **Woman's Hospital**

CREDITS: Digital FX, Inc. | PRODUCTION COMPANY  
Woman's Hospital | CONCEPT/SCRIPT WRITING  
David Coner | DIRECTOR

## 21 GET READY

VIDEO DIRECTION

ENTRANT: **Digital FX**  
ADVERTISER: **Woman's Hospital**

CREDITS: Digital FX, Inc. | PRODUCTION COMPANY  
Woman's Hospital | CONCEPT/SCRIPT WRITING  
David Coner | DIRECTOR

## 22 GET READY

VIDEO EDITING

ENTRANT: **Digital FX**  
ADVERTISER: **Woman's Hospital**

CREDITS: Digital FX, Inc. | PRODUCTION COMPANY  
Woman's Hospital | CONCEPT/SCRIPT WRITING  
David Coner | DIRECTOR

## 23 PROTECT EVERY DAY. ALWAYS.

CINEMATOGRAPHY

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

CREDITS: BCBSLA Creative Team | CONCEPT/  
CREATIVE/SCRIPT  
Digital FX, Inc. | PRODUCTION AND POST

## 24 ENVOC THANK YOU CARDS

ADVERTISING INDUSTRY SELF-PROMOTION  
– BRAND ELEMENTS

ENTRANT: **Envoc**  
ADVERTISER: **Envoc**

CREDITS: Envoc | CONCEPT/COPY/DESIGN

## 25 BLU SPERO LOGO

Logo Design

ENTRANT: **FUSE**  
ADVERTISER: **Blu Spero**

CREDITS: FUSE Team | CREATIVE

## 26 NEW SCHOOLS FOR BATON ROUGE WEBSITE

Websites – B-to-B

ENTRANT: **Gatorworks**  
ADVERTISER: **New Schools for Baton Rouge**

CREDITS: Gatorworks Team | DESIGN  
Lindsey Duga | ACCOUNT MANAGER

## 27 10 DAYS

WEBSITE BASED APP

ENTRANT: **Hatchit**  
ADVERTISER: **Hatchit**

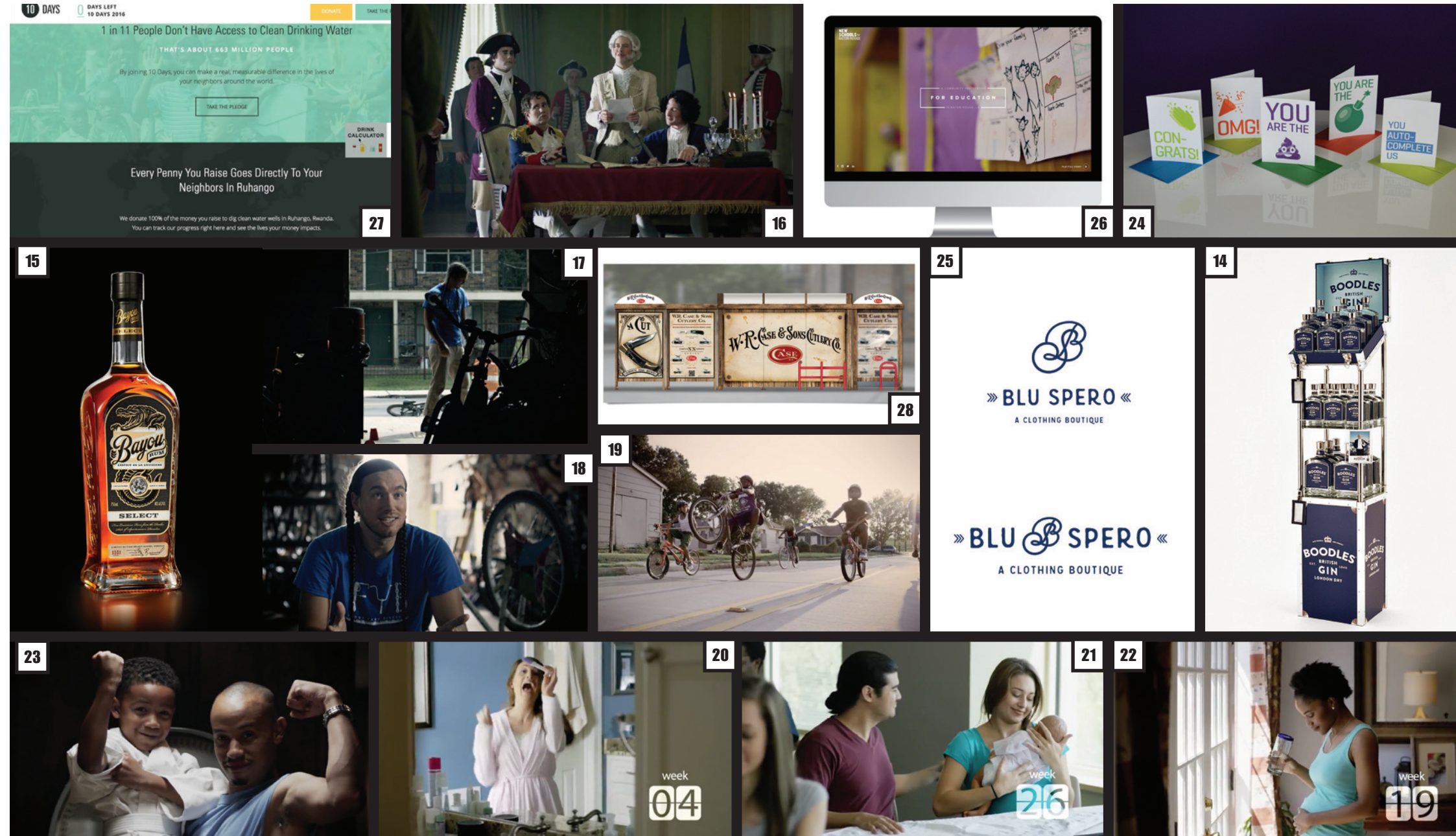
CREDITS: Jeremy Beyt | CREATIVE DIRECTOR  
Nick Defelice | TECHNOLOGY LEAD  
Jenna Fucci | DESIGNER  
Cindy Nguyen | DESIGNER  
Blake Prudhomme | WEB DEVELOPMENT  
Jonathan Simmons | APP DEVELOPMENT  
Doug Klembara | PHOTOGRAPHY

## 28 CASE

SPECULATIVE WORK – SINGLE PIECE

ENTRANT: **Lamar Graphics**  
ADVERTISER: **Case**

CREDITS: Lamar Graphics Team | CREATIVE







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**29** A TOAST TO THE 40 UNDER 40

MAGAZINE ADVERTISING – FULL PAGE OR LESS – SINGLE UNIT

ENTRANT: **Lamar Advertising Company**  
ADVERTISER: **Lamar Advertising Company**

CREDITS: Lamar Advertising Company |  
SUGAR/ICING LETTERING/PASTRY DESIGN/PHOTOGRAPHY

**30** TAKE ONE FOR A SPIN

SPECULATIVE WORK – SINGLE PIECE

ENTRANT: **Lamar Graphics**  
ADVERTISER: **Cub Cadet**

CREDITS: Leanne Gayle | SENIOR ARTIST

**31** BELGARD "SOCIAL SIGNIFIERS" PRINT AD

SPREAD, MULTIPLE PAGES

ENTRANT: **MESH**  
ADVERTISER: **Belgard Hardscapes**

CREDITS: MESH | CREATIVE

**32** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." PRINT AD

PUBLIC SERVICE PRINT ADVERTISING

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

**33** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." PRINT AD

PUBLIC SERVICE PRINT ADVERTISING

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

**34** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." PRINT AD

PUBLIC SERVICE PRINT ADVERTISING

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

**35** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." SOCIAL MEDIA CAMPAIGN

SOCIAL MEDIA CAMPAIGN

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

**36** GET READY TV

VIDEO EDITING

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

CREDITS: Woman's Hospital Marketing Team

**37** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." PRINT CAMPAIGN

SINGLE MEDIUM PUBLIC SERVICE CAMPAIGN

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

**38** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." OUTDOOR CAMPAIGN

SINGLE MEDIUM PUBLIC SERVICE CAMPAIGN

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

**39** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." INTEGRATED CAMPAIGN

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

**40** LUMEHOUSE LOGO

LOGO DESIGN

ENTRANT: **Red Six Media**  
ADVERTISER: **Lumehouse Studios**

CREDITS: Red Six Media | CREATIVE

**41** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." BILLBOARD

PUBLIC SERVICE – OUT-OF-HOME

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

**42** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." BILLBOARD

PUBLIC SERVICE – OUT-OF-HOME

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

CREDITS: MESH | CREATIVE

**43** FRIENDS OF THE ANIMALS "\_\_\_\_\_'S BEST FRIEND." BILLBOARD

PUBLIC SERVICE – OUT-OF-HOME

ENTRANT: **MESH**  
ADVERTISER: **Friends of the Animals**

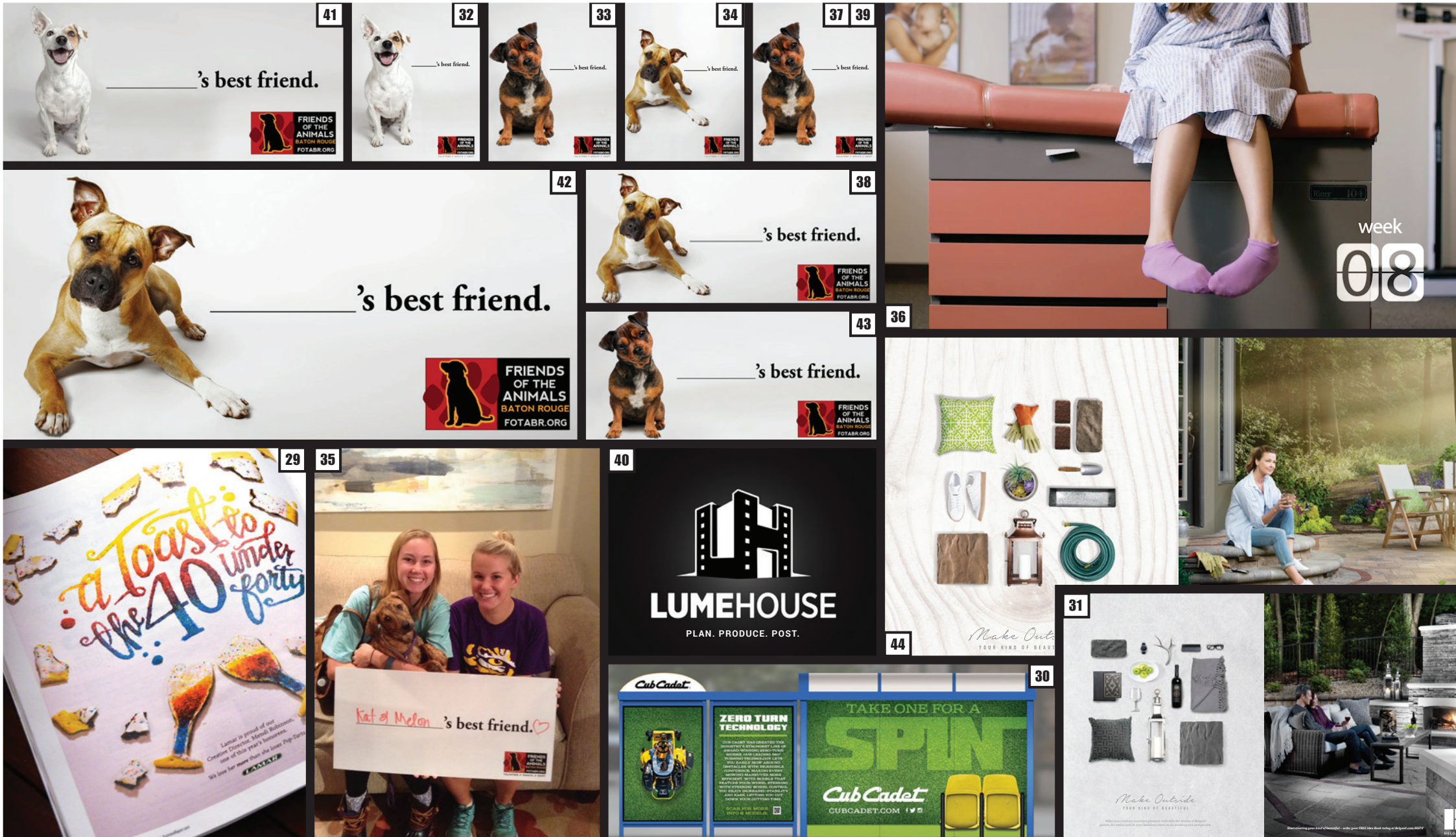
CREDITS: MESH | CREATIVE

**44** BELGARD "MAKE OUTSIDE YOUR KIND OF BEAUTIFUL" PRINT CAMPAIGN

MAGAZINE ADVERTISING CAMPAIGN

ENTRANT: **MESH**  
ADVERTISER: **Belgard Hardscapes**

CREDITS: MESH | CREATIVE





## 45 MARY BIRD PERKINS OPEN HOUSE INVITATION

COLLATERAL MATERIAL – CARD, INVITATION,  
ANNOUNCEMENT – SINGLE UNIT

ENTRANT: **MESH**  
ADVERTISER: **Mary Bird Perkins Cancer Center**

CREDITS: MESH | CREATIVE

## 46 "SATURDAY AND SUNDAY" PRINT

MAGAZINE ADVERTISING – FULL PAGE OR  
LESS – SINGLE UNIT

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
Julie Dorman | SR. COPYWRITER  
Peter Giuffria | ASSISTANT ART DIRECTOR  
Georgia Gilmore | DESIGNER  
Courtney Harper | PROJECT MANAGER  
Robyn Lott | ACCOUNT SUPERVISOR  
Elizabeth Evans | ACCOUNT EXECUTIVE

## 47 NAPA WESTERN STOCK SHOW GLOVE SHADOW PUPPETS

TELEVISION ADVERTISING – SINGLE SPOT :30

ENTRANT: **Otey White & Associates**  
ADVERTISER: **NAPA Auto Parts - Denver Group**

CREDITS: Trent Bland | CREATIVE DIRECTOR  
Tuck N' Roll Media | VIDEO PRODUCTION  
David Atwood | VOICE TALENT  
Kylie Collins | ACCOUNT EXECUTIVE

## 48 VERON: SAUSAGE WITH CHARACTER

INTEGRATED CAMPAIGN – CONSUMER  
CAMPAIGN – LOCAL

ENTRANT: **Red Six Media**  
ADVERTISER: **River Parish Foods**

CREDITS: Red Six Media | AGENCY

## 49 NEIGHBORS FCU - LOUISIANA PURCHASE

TELEVISION ADVERTISING – SINGLE SPOT :30

ENTRANT: **Neighbors Federal Credit Union**  
ADVERTISER: **Neighbors Federal Credit Union**

CREDITS: Brett Reynolds | WRITER  
Emily Mastrantonio | WRITER  
Erin Pontif | WRITER  
Greg Milneck | PRODUCER/DIRECTOR  
David Coner | ASSISTANT DIRECTOR  
Erin Waite | ART DIRECTOR  
Troy Dick | DIRECTOR OF PHOTOGRAPHY  
Max Magbee | EDITOR  
Jonathan Harnsongkram | ON-LINE EDITOR  
Aaron Michel | SOUND DESIGN  
Chad Lopez | WRITER  
Digital FX | PRODUCTION

## 50 "RESTORE THE COAST" EXPERIENTIAL - DRAWING

PUBLIC SERVICE ONLINE FILM, VIDEO  
& SOUND

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **Mississippi River Delta  
Restoration Coalition (MRDRC)**

CREDITS: Rockit Science Agency | CREATIVE  
Contrast Films | PRODUCTION COMPANY

## 51 TURNER INDUSTRIES EVERYTHING STARTS WITH THIS

INTERNET COMMERCIAL – SINGLE SPOT –  
ANY LENGTH

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

CREDITS: Red Six Media | AGENCY  
Joe Martin | ART DIRECTOR  
Lumehouse | PRODUCTION

## 52 "SWAMP POP" PRINT

MAGAZINE ADVERTISING – FULL PAGE OR  
LESS – SINGLE UNIT

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
Julie Dorman | SR. COPYWRITER  
Peter Giuffria | ASSISTANT ART DIRECTOR  
Georgia Gilmore | DESIGNER  
Courtney Harper | PROJECT MANAGER  
Robyn Lott | ACCOUNT SUPERVISOR  
Elizabeth Evans | ACCOUNT EXECUTIVE

## 53 EDDIE'S "WOOD-SMOKED GOSPEL OF GOODNESS" BILLBOARD

OUTDOOR BOARD – FLAT – SINGLE UNIT

ENTRANT: **MESH**  
ADVERTISER: **Eddie's Smokehouse & Seafood**

CREDITS: MESH | CREATIVE

## 54 ONE DAY EVERYDAY- FRANCISCAN MISSIONARIES OF OUR LADY HEALTH SYSTEM 2015 ANNUAL REPORT

ANNUAL REPORT

ENTRANT: **Our Lady of the Lake Regional  
Medical Center Marketing and  
Communications**  
ADVERTISER: **Franciscan Missionaries of Our  
Lady Health System**

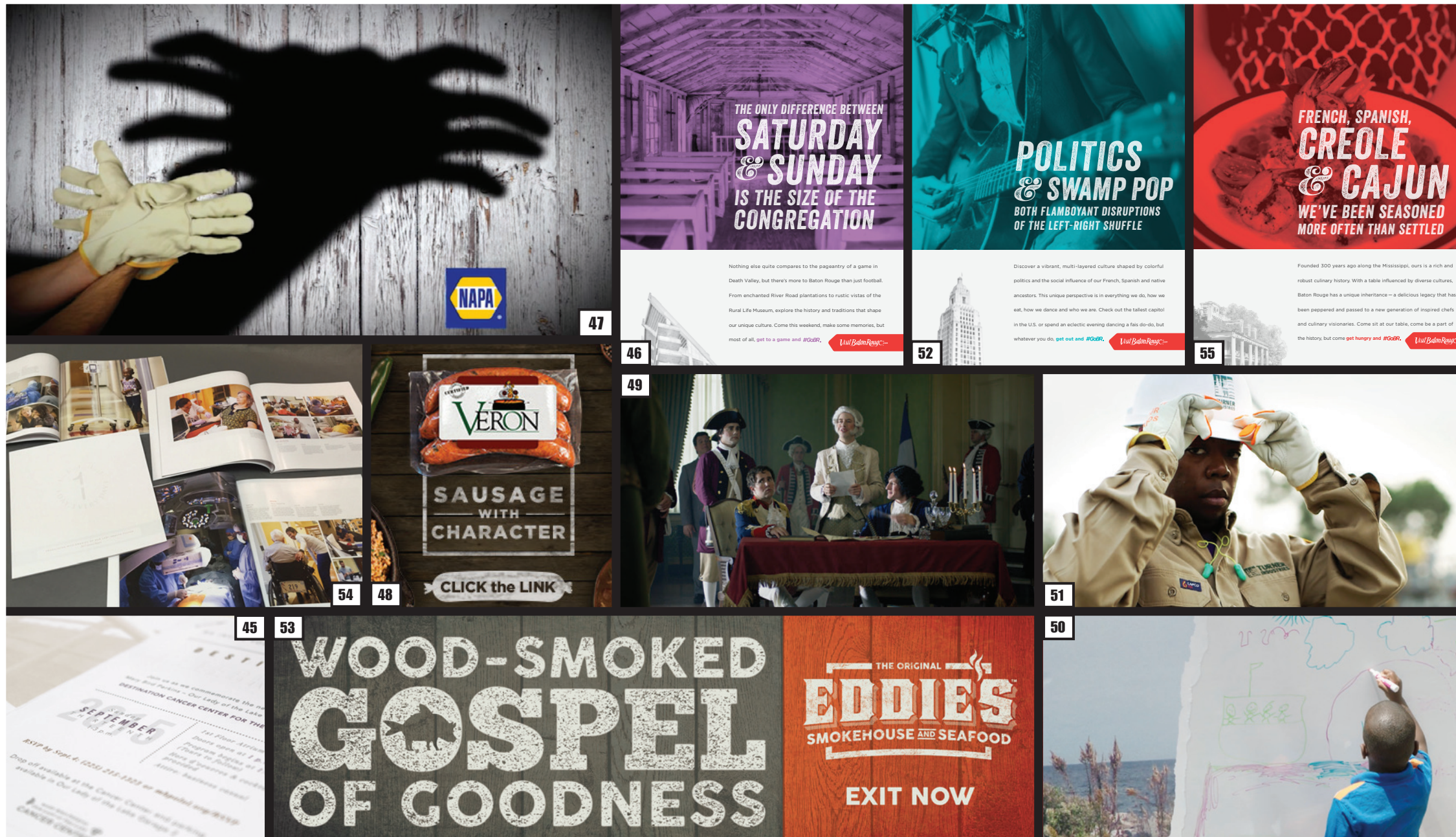
CREDITS: Franciscan Missionaries of Our Lady  
Health System Marketing and Communications  
Teams, Marketing and Communications Teams  
Robert Johannessen | ACCOUNT MANAGER  
Kristin Romero | MARKETING MANAGER  
Timothy Samaha | SENIOR GRAPHIC DESIGNER  
Brian Biamonte, Staci Brimer, Jason Cohen,  
Marie Constantin, Ashley Gaudreau,  
Gerard Guinigundo, Brad Kemp, Try Kleinpeter,  
Martha Meyers, Tim Mueller, Bobby LeCompte,  
Jamie Orillion, Kari Walker, Derek Wohltman,  
James Young | PHOTOGRAPHERS  
Moran Emprint | PRINTER

## 55 "SEASONED AND SETTLED" PRINT

MAGAZINE ADVERTISING – FULL PAGE OR  
LESS – SINGLE UNIT

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
Julie Dorman | SR. COPYWRITER  
Peter Giuffria | ASSISTANT ART DIRECTOR  
Georgia Gilmore | DESIGNER  
Courtney Harper | PROJECT MANAGER  
Robyn Lott | ACCOUNT SUPERVISOR  
Elizabeth Evans | ACCOUNT EXECUTIVE





## 56 ROCKIT S.W.A.G. (SUPER WACKY AGENCY GIFTS)

ADVERTISING INDUSTRY SELF-PROMOTION  
- BRAND ELEMENTS

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **Rockit Science Agency**

CREDITS: Rockit Science Agency | CREATIVE

## 57 "FIVE YEARS LATER" INFOGRAPHIC

ILLUSTRATION - SINGLE

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **Mississippi River Delta Restoration Coalition (MRDRC)**

CREDITS: Rockit Science Agency | CREATIVE

## 58 FLY EASY TESTIMONIAL TV

TELEVISION ADVERTISING - SINGLE SPOT :30

ENTRANT: **The Day Group**  
ADVERTISER: **Baton Rouge Metropolitan Airport**

CREDITS: The Day Group | PRODUCER  
Ford Sound Design | SOUND DESIGN  
elbow/room | GRAPHICS/ANIMATION

## 59 40 ARPENT ILLUSTRATION CAMPAIGN

ILLUSTRATION - SERIES

ENTRANT: **TILT**  
ADVERTISER: **40 Arpent Brewing Co.**

CREDITS: TILT | DESIGN/CREATIVE

## 60 FLY EASY TESTIMONIAL TV

INTEGRATED CAMPAIGN - CONSUMER  
CAMPAIGN - LOCAL

ENTRANT: **The Day Group**  
ADVERTISER: **Baton Rouge Metropolitan Airport**

CREDITS: The Day Group | PRODUCER  
Ford Sound Design | SOUND DESIGN  
elbow/room | GRAPHICS/ANIMATION

## 61 ARTIST ON ARTIST

ANIMATION OR SPECIAL EFFECTS

ENTRANT: **tommysTV**  
ADVERTISER: **Mutato**

CREDITS: Tommy Talley | PRODUCER  
Stafford Wood | PRODUCER  
Christina Stephens | PRODUCER  
Clay Achée | DIRECTOR  
Elbow Room | ILLUSTRATION  
Screaming Shih-Tsu's | STOP MOTION  
Beyond The Garage | LIVE ACTION  
Fred Mince | DIRECTOR OF PHOTOGRAPHY  
Daniel Duvic | LOGO DESIGN  
Josh Carley | POST-PRODUCTION SUPERVISOR

## 62 LOUISIANA CRAWFISH

BRANDED CONTENT & ENTERTAINMENT -  
SINGLE ENTRY - MORE THAN :60

ENTRANT: **tommysTV**  
ADVERTISER: **Louisiana Crawfish**

CREDITS: Tommy Talley | PRODUCER  
Dan Jones | DIRECTOR  
Fred Mince | CAMERA OPERATOR  
Josh Carley | EDITOR

## 63 GET READY TV

VISUAL - ART DIRECTION

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

CREDITS: Woman's Hospital Marketing Team

## 64 GET READY TV

TELEVISION ADVERTISING - SINGLE SPOT :30

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

CREDITS: Woman's Hospital Marketing Team

## 65 OB PREGNANCY JOURNAL

VISUAL - ART DIRECTION

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

CREDITS: Lynne Wells | ART DIRECTOR  
Peg Gerrity | MEDICAL ILLUSTRATOR

## 66 OB PREGNANCY JOURNAL

PUBLICATION DESIGN - BOOK DESIGN

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

CREDITS: Lynne Wells | ART DIRECTOR  
Ciara Martin | PROJECT MANAGER  
Elizabeth Howard | PROJECT MANAGER  
Laurel Burgos | MARKETING MANAGER  
Peg Gerrity | MEDICAL ILLUSTRATOR

## 67 BABY GRAND BABY PHOTOS

STILL PHOTOGRAPHY - CAMPAIGN

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

CREDITS: Connie McLeod | ART DIRECTOR

## 68 GET READY TV

TELEVISION ADVERTISING - SINGLE SPOT  
:60 OR MORE

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

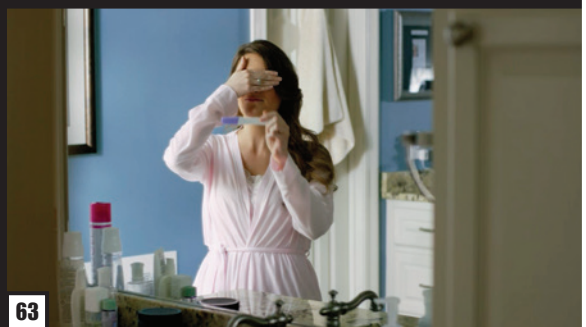
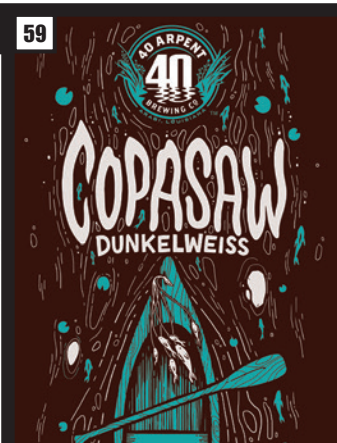
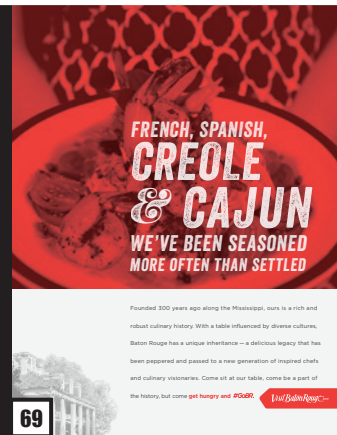
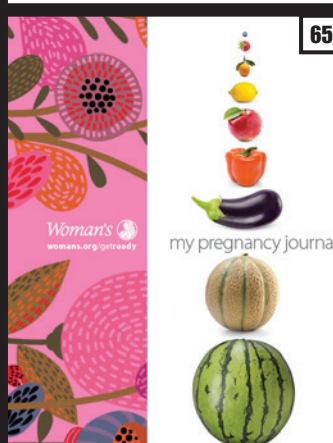
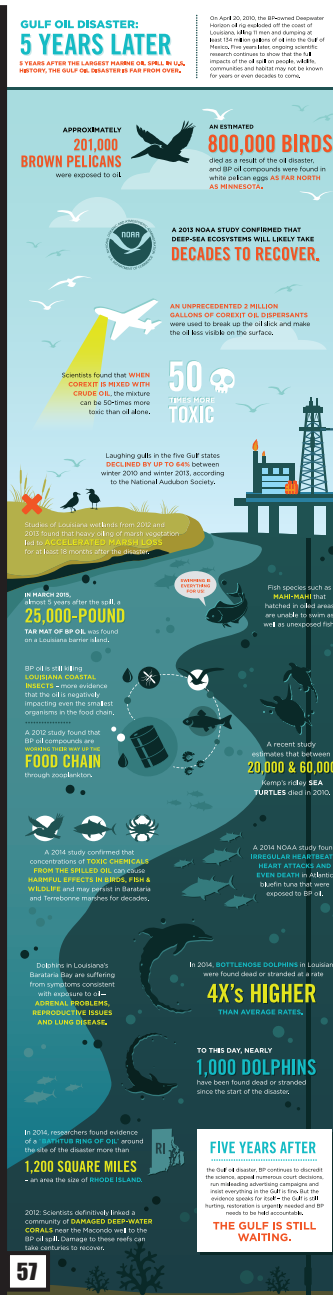
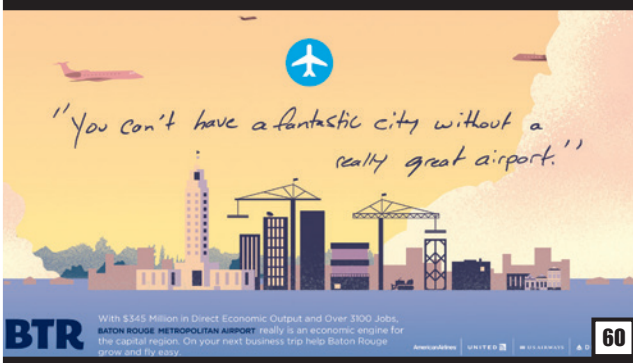
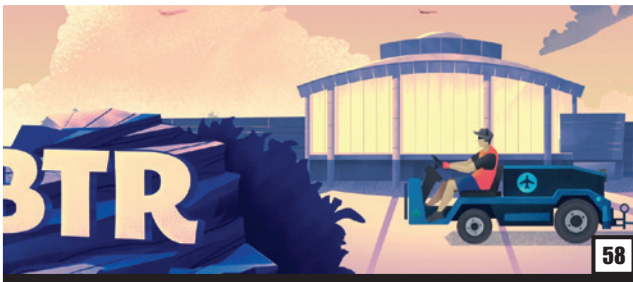
CREDITS: Woman's Hospital Marketing Team

## 69 "SEASONED, SATURDAY, SWAMP" PRINT CAMPAIGN

MAGAZINE ADVERTISING CAMPAIGN

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
Julie Dorman | SR. COPYWRITER  
Peter Giuffria | ASSISTANT ART DIRECTOR  
Georgia Gilmore | DESIGNER  
Courtney Harper | PROJECT MANAGER  
Robyn Lott | ACCOUNT SUPERVISOR  
Elizabeth Evans | ACCOUNT EXECUTIVE





PROFESSIONAL  
SILVER  
ADDYS

COYOTE BLUES SPRING  
CAMPAIGN

CONSUMER CAMPAIGN-LOCAL

ENTRANT: **BBR Creative**  
ADVERTISER: **Coyote Blues Fresh Mexican Grill**

CREDITS: Cathi Pavy | CREATIVE DIRECTOR/PRODUCER  
Andre Dugal | ART DIRECTOR  
Patrick Lavergne | ART DIRECTOR  
Tim Landry | COPYWRITER  
Emily Burkel | ACCOUNT SERVICE  
Vidox | PRODUCTION/CINEMATOGRAPHY/EDITING/MUSIC

AUTHENTIC LOUISIANA NAME  
GENERATOR

APPS - GAMES

ENTRANT: **BBR Creative**  
ADVERTISER: **LED**

CREDITS: Chelsea Harris | BRAND MANAGER  
Daniel Kedingler | DIGITAL DIRECTOR  
Cathi Pavy | CREATIVE DIRECTOR/PRODUCER  
Tim Landry | SENIOR COPYWRITER  
Burt Durand | SENIOR ART DIRECTOR  
Rodney Hess | ONLINE MARKETING DIRECTOR  
Bria Wheeler | ACCOUNT EXECUTIVE

COYOTE BLUES SUMMER  
CAMPAIGN

CONSUMER CAMPAIGN-LOCAL

ENTRANT: **BBR Creative**  
ADVERTISER: **Coyote Blues Fresh Mexican Grill**

CREDITS: Cathi Pavy | CREATIVE DIRECTOR/PRODUCER  
Patrick Lavergne | ART DIRECTOR  
Tim Landry | SENIOR COPYWRITER  
Patrick Lavergne | ART DIRECTOR  
Emily Burke | ACCOUNT EXECUTIVE  
Vidox | PRODUCTION/CINEMATOGRAPHY/MUSIC

LUBA POSTER "BEWARE OF  
LURKING HAZARDS"

OUT-OF-HOME - POSTER - SINGLE UNIT

ENTRANT: **BREW Agency**  
ADVERTISER: **LUBA Workers' Comp**

CREDITS: BREW Creative Team | CONCEPT/  
PRODUCTION  
Jonathan Palmisano | ILLUSTRATOR

OUR HOME, NEW DAY TV:3

TELEVISION ADVERTISING - SINGLE - SPOT  
- UP TO 2:00

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

CREDITS: BCBSLA | IN-HOUSE CREATIVE TEAM  
Digital FX | PRODUCTION  
Jep Epstein | MUSIC/LYRICS

OUR HOME, NEW DAY TV:4

TELEVISION ADVERTISING - SINGLE - SPOT  
- UP TO 2:00

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

CREDITS: BCBSLA | IN-HOUSE CREATIVE TEAM  
Digital FX | PRODUCTION  
Jep Epstein | MUSIC/LYRICS

PROTECT EVERY DAY.  
ALWAYS. TV:2

TELEVISION ADVERTISING - SINGLE - SPOT  
- UP TO 2:00

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

CREDITS: BCBSLA | IN-HOUSE CREATIVE TEAM  
Digital FX | PRODUCTION  
Jep Epstein | MUSIC/LYRICS

OUR HOME, NEW DAY TV:2

TELEVISION ADVERTISING - SINGLE - SPOT  
- UP TO 2:00

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

CREDITS: BCBSLA | IN-HOUSE CREATIVE TEAM  
Digital FX | PRODUCTION  
Jep Epstein | MUSIC/LYRICS

OUR HOME, NEW DAY  
CAMPAIGN

CONSUMER CAMPAIGN-NATIONAL

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

CREDITS: BCBSLA | IN-HOUSE CREATIVE TEAM  
Digital FX | PRODUCTION  
Jep Epstein | MUSIC/LYRICS

OUR HOME, NEW DAY TV:60

TELEVISION ADVERTISING - SINGLE - SPOT  
- UP TO 2:00

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

CREDITS: BCBSLA | IN-HOUSE CREATIVE TEAM  
Digital FX | PRODUCTION  
Jep Epstein | MUSIC/LYRICS

LUBA POSTER CAMPAIGN

POSTER-CAMPAIGN

ENTRANT: **BREW Agency**  
ADVERTISER: **LUBA Workers' Comp**

CREDITS: BREW Creative Team | CONCEPT/  
PRODUCTION  
Jonathan Palmisano | ILLUSTRATOR

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BRPRINT.COM

**LUBA POSTER "KEEP YOUR EYES PEELED"**

POSTER - SINGLE UNIT

ENTRANT: **BREW Agency**  
ADVERTISER: **LUBA Workers' Comp**

CREDITS: BREW Creative Team | CONCEPT  
PRODUCTION  
Jonathan Palmisano | ILLUSTRATOR

**GENERIC'S TOGO BRANDING**

INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT: **BREW Agency**  
ADVERTISER: **Chris' Pharmacy**

CREDITS: BREW Creative Team | CONCEPT/  
PRODUCTION

**COUNTRY ROADS MAGAZINE  
REBRAND & REDESIGN**

MAGAZINE DESIGN

ENTRANT: **Country Roads Magazine**  
ADVERTISER: **Country Roads Magazine**

CREDITS: Michael Redaelli | CREATIVE DIRECTOR

**FROM ONE LEGEND TO  
ANOTHER: SNOWMAN**

TELEVISION ADVERTISING - SINGLE SPOT -  
UP TO 2:00

ENTRANT: **Creative English Communication  
Consultants**  
ADVERTISER: **Bengal Products**

CREDITS: Jeff English | CONCEPT/COPYWRITER  
Digital FX | PRODUCTION COMPANY

**ASCENSION PARISH SCHOOL  
BOARD - WEBSITE DESIGN**

DIGITAL CREATIVE TECHNOLOGY -  
RESPONSIVE DESIGN

ENTRANT: **Covalent Logic**  
ADVERTISER: **Ascension Parish School Board**

CREDITS: Stacey Vincent | CREATIVE DIRECTOR  
Daniel Duvic | ART DIRECTOR  
Cody Roussel | WEB DESIGNER  
Poulin Wu, PhD | CMS INTEGRATION  
Alex Sevier | PROJECT MANAGER  
Stafford Wood | STRATEGY

**COVALENT LOGIC TEN YEAR  
ANNIVERSARY CAMPAIGN**

ADVERTISING INDUSTRY SELF PROMOTION  
INTEGRATED CAMPAIGN

ENTRANT: **Covalent Logic**  
ADVERTISER: **Covalent Logic**

CREDITS: Stacey Vincent | CREATIVE DIRECTION  
Daniel Duvic | ART DIRECTION/GRAPHIC DESIGN  
Darren Vincent | GRAPHIC DESIGN  
Cody Roussel | WEB DESIGN/GRAPHIC DESIGN  
Stephen Adkins | WEB DEVELOPMENT  
Christina Stephens | COPYWRITING  
Stafford Wood | STRATEGY

**GET READY**

FILM & VIDEO - CINEMATOGRAPHY

ENTRANT: **Digital FX**  
ADVERTISER: **Woman's Hospital**

CREDITS: Woman's Hospital | CONCEPT/SCRIPT  
WRITING  
Digital FX | PRODUCTION COMPANY

**TASTE OF ASCENSION**

MAGAZINE ADVERTISING - FULL PAGE OR  
LESS - SINGLE UNIT

ENTRANT: **dezinsINTERACTIVE**  
ADVERTISER: **dezinsINTERACTIVE**

CREDITS: Orhan McMillan | MANAGING PARTNER  
Amanda Caronna | GRAPHIC DESIGNER  
Everett Latiolais | PHOTOGRAPHER

**VISION LAUNCH VIDEO**

FILM & VIDEO - CINEMATOGRAPHY

ENTRANT: **Digital FX**  
ADVERTISER: **Parker Drilling**

CREDITS: Digital FX | PRODUCTION COMPANY

**VISION LAUNCH VIDEO**

FILM & VIDEO - VIDEO EDITING

ENTRANT: **Digital FX**  
ADVERTISER: **Parker Drilling**

CREDITS: Digital FX | PRODUCTION COMPANY

**THE SCAR COLLECTION  
PROMO VIDEO**

TELEVISION ADVERTISING - SINGLE SPOT  
:60 SECONDS OR MORE

ENTRANT: **JCW Productions**  
ADVERTISER: **The Scar Collection**

CREDITS: John Williams | VIDEOGRAPHER  
Megan Juneau | VIDEO EDITOR

**OUR HOME NEW DAY**

FILM & VIDEO - CINEMATOGRAPHY

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

CREDITS: BCBSLA Creative Team | CONCEPT/  
CREATIVE/SCRIPT  
John Maginnis | CREATIVE DIRECTOR/COPY WRITER  
Digital FX | PRODUCTION AND POST

**MARTIN WINE CELLAR  
MUSIC :30**

SOUND - MUSIC ONLY

ENTRANT: **Disk Productions, Inc.**  
ADVERTISER: **Disk Productions, Inc.**

CREDITS: Joey Decker | COMPOSER/PERFORMER/  
ENGINEER

**OLOL REGIONAL MEDICAL  
CENTER MARKETING &  
COMMUNICATIONS LET'S  
BUILD AMAZING CASEBOOK**

BROCHURE - SINGLE UNIT

ENTRANT: **Our Lady of the Lake Regional  
Medical Center Marketing &  
Communications**  
ADVERTISER: **OLOL Children's Hospital**

CREDITS: Catherine Harrell | VP MARKETING AND  
COMMUNICATIONS  
Trey Williams | MARKETING DIRECTOR  
Stephanie Roussel | MARKETING STRATEGIST  
Timothy Samaha | SENIOR GRAPHIC DESIGNER  
Collin Richie | PHOTOGRAPHER  
Moran Emprint | PRINTER



**GET READY INTEGRATED CAMPAIGN**

CONSUMER CAMPAIGN - LOCAL

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

CREDITS: Digital FX | PRODUCTION COMPANY  
Aaron Hogan | PHOTOGRAPHY  
Peg Gerrity | MEDICAL ILLUSTRATION

**OUR HOME NEW DAY**

FILM & VIDEO - VIDEO DIRECTION

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

CREDITS: BCBSLA Creative Team | CONCEPT/  
CREATIVE/SCRIPT  
John Maginnis | CREATIVE DIRECTOR/COPYWRITER  
Digital FX | PRODUCTION AND POST

**"THE SPIRIT OF GENUINE DEPENDABILITY" PRINT ADS**

MAGAZINE ADVERTISING CAMPAIGN

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

CREDITS: Rockit Science Agency | CREATIVE

**NEW ORLEANS ICE CREAM "GET JAZZED" CAMPAIGN**

SPECULATIVE WORK - CAMPAIGN

ENTRANT: **FUSE**  
ADVERTISER: **New Orleans Ice Cream**

CREDITS: FUSE Team | CREATIVE

**ASTRID TRAVEL BRAND CAMPAIGN**

INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT: **Josh Dickerhoof Branding**  
ADVERTISER: **Astrid Travel**

CREDITS: Josh Dickerhoof Branding | CREATIVE  
DIRECTION/BRANDING/DESIGN  
Katie Swetman | ART DIRECTION/DESIGNER

**WALK-ON'S FRANCHISING VIDEO**

ONLINE FILM, VIDEO & SOUND - SINGLE

ENTRANT: **JCW Productions**  
ADVERTISER: **Walk-On's Bistreaux & Bar**

CREDITS: John Williams | VIDEOGRAPHER  
Megan Juneau | VIDEO EDITOR

**BLU SPERO**

INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT: **FUSE**  
ADVERTISER: **Blu Spero**

CREDITS: FUSE Team | CREATIVE DIRECTION

**ASTRID TRAVEL BRAND IDENTITY**

VISUAL - LOGO DESIGN

ENTRANT: **Josh Dickerhoof Branding**  
ADVERTISER: **Astrid Travel**

CREDITS: Josh Dickerhoof Branding | CREATIVE  
DIRECTION/BRANDING/DESIGN  
Katie Swetman | ART DIRECTION/DESIGNER

**NATCPM BRAND POSTER**

OUT-OF-HOME - POSTER - SINGLE UNIT

ENTRANT: **Josh Dickerhoof Branding**  
ADVERTISER: **Friends of the Capitol Park Museum**

CREDITS: Josh Dickerhoof Branding | CREATIVE  
DIRECTION/BRANDING/DESIGN

**BLU SPERO PHOTOGRAPHY**

STILL PHOTOGRAPHY - COLOR, SINGLE

ENTRANT: **FUSE**  
ADVERTISER: **Blu Spero**

CREDITS: FUSE Team | CREATIVE DIRECTION  
Brian Baiamonte | PHOTOGRAPHY

**BLU SPERO PHOTOGRAPHY**

VISUAL - ART DIRECTION

ENTRANT: **FUSE**  
ADVERTISER: **Blu Spero**

CREDITS: FUSE Team | CREATIVE DIRECTION

**BILLBOARDS, DIGITAL, TRANSIT & AIRPORT ADVERTISING T-SHIRT**

SPECIALTY ADVERTISING - APPAREL

ENTRANT: **Lamar Advertising Company**  
ADVERTISER: **Lamar Advertising Company**

CREDITS: Lamar Advertising Company | DESIGN  
The Barnett Company | PRINTING

**GIRAPHIC PRINTS WEBSITE**

WEBSITE - B-TO-B

ENTRANT: **Gatorworks**  
ADVERTISER: **Giraphic Prints**

CREDITS: Tucker Roussel | LEAD DEVELOPER  
Meaghan Mulligan | LEAD DESIGNER  
Lindsey Duga | ACCOUNT MANAGER

**THE BACKPACKER "OUT THERE" INTEGRATED CAMPAIGN**

CONSUMER CAMPAIGN-LOCAL

ENTRANT: **MESH**  
ADVERTISER: **The Backpacker**

CREDITS: MESH | CREATIVE DIRECTION

**NAPA AUTO PARTS MOUNT VERNON - FACEBOOK NEWSFEED RECAP**

RADIO ADVERTISING - REGIONAL/NATIONAL  
SINGLE SPOT :30 SECONDS OR LESS

ENTRANT: **Otey White & Associates**  
ADVERTISER: **NAPA Auto Parts Mount Vernon**

CREDITS: Trent Bland | CREATIVE  
David Atwood | VOICE TALENT  
Hanna Gueringer | ACCOUNT EXECUTIVE







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**BELGARD "MAKE OUTSIDE YOUR KIND OF BEAUTIFUL" INTEGRATED CAMPAIGN**

CONSUMER CAMPAIGN – NATIONAL

ENTRANT: **MESH**  
ADVERTISER: **Belgard Hardscapes Pavers**

CREDITS: MESH | CREATIVE  
River Road Creative | DIRECTOR OF PHOTOGRAPHY  
Chipper Hatter | PHOTOGRAPHY

**EDDIE'S INTEGRATED BRANDED CONTENT CAMPAIGN**

INTEGRATED BRANDED CONTENT CAMPAIGN

ENTRANT: **MESH**  
ADVERTISER: **Eddie's Smokehouse and Seafood**

CREDITS: MESH | CREATIVE

**VERON SMOKED SAUSAGE "SANDCASTLE"**

TELEVISION ADVERTISING – SINGLE SPOT :15 OR LESS

ENTRANT: **Red Six Media**  
ADVERTISER: **River Parish Foods**

CREDITS: Red Six Media | CREATIVE  
Matt Dardenne | COPYWRITER/DIRECTOR/VIDEO EDITOR  
Joe Martin | ART DIRECTOR  
Lumehouse | PRODUCTION

**DOW: STEM THE GAP CAMPAIGN**

OUT-OF-HOME CAMPAIGN

ENTRANT: **Red Six Media**  
ADVERTISER: **Dow Chemical Louisiana Operations**

CREDITS: Red Six Media | CREATIVE DIRECTION

**VERON SMOKED SAUSAGE "WATER CUP"**

TELEVISION ADVERTISING – SINGLE SPOT :15 OR LESS

ENTRANT: **Red Six Media**  
ADVERTISER: **River Parish Foods**

CREDITS: Red Six Media | CREATIVE  
Matt Dardenne | COPYWRITER/DIRECTOR/VIDEO EDITOR  
Joe Martin | ART DIRECTOR  
Lumehouse | PRODUCTION

**"POLITICS AND SWAMP POP" BANNER**

WEB BANNER ADS

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
William Gilbert | ASSOCIATE CREATIVE DIRECTOR  
Julie Dorman | SR. COPYWRITER  
Peter Giuffria | ASSISTANT ART DIRECTOR  
Georgia Gilmore | DESIGNER  
Courtney Harper | PROJECT MANAGER  
Robyn Lott | ACCOUNT SUPERVISOR  
Elizabeth Evans | ACCOUNT EXECUTIVE

**VERON SMOKED SAUSAGE "BASKETBALL"**

TELEVISION ADVERTISING – SINGLE SPOT :15 OR LESS

ENTRANT: **Red Six Media**  
ADVERTISER: **River Parish Foods**

CREDITS: Red Six Media | CREATIVE DIRECTION  
Matt Dardenne | COPYWRITER/DIRECTOR/VIDEO EDITOR  
Joe Martin | ART DIRECTOR  
Lumehouse | PRODUCTION

**EDDIE'S "WOOD-SMOKED GOSPEL OF GOODNESS" T-SHIRT**

SPECIALTY ADVERTISING – APPAREL

ENTRANT: **MESH**  
ADVERTISER: **Eddie's Smokehouse and Seafood**

CREDITS: MESH | CREATIVE

**"HIGH HEELS AND HIGH ROLLERS" BANNER**

WEB BANNER ADS

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
William Gilbert | ASSOCIATE CREATIVE DIRECTOR  
Julie Dorman | SR. COPYWRITER  
Peter Giuffria | ASSISTANT ART DIRECTOR  
Georgia Gilmore | DESIGNER  
Courtney Harper | PROJECT MANAGER  
Robyn Lott | ACCOUNT SUPERVISOR  
Elizabeth Evans | ACCOUNT EXECUTIVE

**MARY BIRD PERKINS CASE STATEMENT**

BROCHURE – SINGLE UNIT

ENTRANT: **MESH**  
ADVERTISER: **Mary Bird Perkins Cancer Center**

CREDITS: MESH | CREATIVE  
Marie Constantin | PHOTOGRAPHY

**"RESTORE THE COAST" EXPERIENTIAL - STICKERS**

PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **Mississippi River Delta Restoration Coalition (MRDRC)**

CREDITS: Rockit Science Agency | CREATIVE  
Contrast Films | PRODUCTION COMPANY

**VISIT BATON ROUGE CAMPAIGN**

CONSUMER CAMPAIGN – NATIONAL

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
William Gilbert | ASSOCIATE CREATIVE DIRECTOR  
Julie Dorman | SR. COPYWRITER  
Georgia Gilmore | DESIGNER  
Courtney Harper | PROJECT MANAGER  
Robyn Lott | ACCOUNT SUPERVISOR  
Elizabeth Evans | ACCOUNT EXECUTIVE



## "HOMEGROWN LOVE FOR MOM" STOP-MOTION

ONLINE FILM – SINGLE SPOT – ANY LENGTH

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **Rotolo's Pizzeria**

CREDITS: Rockit Science Agency | CREATIVE

## "I'VE FINALLY FOUND WHAT I'M LOOKING FOR"

MUSIC VIDEO

ENTRANT: **tommysTV**  
ADVERTISER: **Pacifico**

CREDITS: Clay Achee | DIRECTOR  
Fred Mince | DIRECTOR OF PHOTOGRAPHY  
Jordan Lewis | PRODUCER  
Josh Carley | EDITOR  
Tommy Talley | PRODUCER

## LMOGA LOUISIANA VALUES

ONLINE FILM, VIDEO & SOUND – SINGLE SPOT – ANY LENGTH

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **Louisiana Mid-Continent Oil and Gas Association (LMOGA)**

CREDITS: Rockit Science Agency | CREATIVE  
Contrast Films | PRODUCTION COMPANY

## 40 ARPENT TAP HANDLE

POINT-OF-PURCHASE - COUNTER TOP

ENTRANT: **TILT**  
ADVERTISER: **40 Arpent Brewing Company**

CREDITS: TILT | CREATIVE

## "RESTORE THE COAST" VOTER CAMPAIGN

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **Mississippi River Delta Restoration Coalition (MRDRC)**

CREDITS: Rockit Science Agency | CREATIVE

## "IT'S A GOOD PLACE TO BE" SOCIAL MEDIA

SOCIAL MEDIA - MULTIPLE PLATFORMS

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **Northwest Energy Efficiency Alliance (NEEA)**

CREDITS: Rockit Science Agency | CREATIVE

## COME HOME LOUISIANA - SARA HEBERT

BRANDED CONTENT & ENTERTAINMENT SINGLE ENTRY – MORE THAN :60 SECONDS

ENTRANT: **tommysTV**  
ADVERTISER: **Visit Baton Rouge & Louisiana Culinary Institute**

CREDITS: tommysTV | VIDEO PRODUCTION  
Lori Melancon | S. DR. OF MARKETING & COMMUNICATIONS  
BBR Creative | COPYWRITING  
Covalent Logic | MARKETING & CREATIVE STRATEGY  
Tommy Talley | PRODUCER  
Jordan Lewis | PRODUCER  
Cathi Pavi | CREATIVE DIRECTOR  
Dan Jones | DIRECTOR OF PHOTOGRAPHY  
Fred Mince | DIRECTOR  
Josh Carley | EDITOR

## FA.S.T. SONG

BRANDED CONTENT & ENTERTAINMENT SINGLE ENTRY – MORE THAN :60 SECONDS

ENTRANT: **tommysTV**  
ADVERTISER: **American Heart Association**

CREDITS: Jordan Lewis | DIRECTOR  
Fred Mince | DIRECTOR OF PHOTOGRAPHY  
Clay Achee | PRODUCER  
Tommy Talley | PRODUCER  
Josh Carley | EDITOR

## CALANDRO'S SUPERMARKET

ONLINE FILM, VIDEO & SOUND - SINGLE SPOT – ANY LENGTH

ENTRANT: **tommysTV**  
ADVERTISER: **Calandro's Supermarket**

CREDITS: Josh Carley | DIRECTOR  
Fred Mince | DIRECTOR OF PHOTOGRAPHY  
Clay Achee | PRODUCER  
Tommy Talley | PRODUCER

## DEEP SOUTH CRANE BROCHURE

BROCHURE - SINGLE UNIT

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **Deep South Crane & Rigging**

CREDITS: Rockit Science Agency | CREATIVE

## EDDIE'S "WHAT'S SMOKIN'?" BILLBOARD

OUTDOOR BOARD – FLAT – SINGLE UNIT

ENTRANT: **MESH**  
ADVERTISER: **Eddie's Smokehouse and Seafood**

CREDITS: MESH | CREATIVE

## ALZHEIMER'S SERVICES MEMORIES IN THE MAKING

VIDEO DIRECTION

ENTRANT: **tommysTV**  
ADVERTISER: **Alzheimer's Services**

CREDITS: Tommy Talley | DIRECTOR  
Jordan Lewis | PRODUCER  
Dan Jones | DIRECTOR OF PHOTOGRAPHY  
Fred Mince | CAMERA OPERATOR  
Josh Carley | EDITOR  
Joey Decker | COMPOSER

## FOUNDATION FOR WOMAN'S ANNUAL REPORT

VISUAL - ART DIRECTION

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

CREDITS: Lynne Wells | ART DIRECTOR  
Dana Michell | WRITER

## "ALLIGATORS AND ÉTOUFFÉE" BANNER

WEB BANNER ADS

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
William Gilbert | ASSOCIATE CREATIVE DIRECTOR  
Julie Dorman | SR. COPYWRITER  
Peter Giuffria | ASSISTANT ART DIRECTOR  
Georgia Gilmore | DESIGNER  
Courtney Harper | PROJECT MANAGER  
Robyn Lott | ACCOUNT SUPERVISOR  
Elizabeth Evans | ACCOUNT EXECUTIVE

## GET READY TV

FILM & VIDEO - CINEMATOGRAPHY

ENTRANT: **Woman's Hospital**  
ADVERTISER: **Woman's Hospital**

CREDITS: Digital FX | PRODUCTION COMPANY  
Woman's Hospital | CONCEPT/SCRIPT WRITING  
David Coner | DIRECTOR

## VISIT BATON ROUGE CASE STUDY VIDEO

ADVERTISING INDUSTRY SELF-PROMOTION FILM, VIDEO & SOUND

ENTRANT: **Zehnder Communications**  
ADVERTISER: **Visit Baton Rouge**

CREDITS: Mike Rainey | CHIEF CREATIVE OFFICER  
William Gilbert | ASSOCIATE CREATIVE DIRECTOR  
Peter Giuffria | ASSISTANT ART DIRECTOR

## COOKING CULTURE: RYAN ANDRE

VIDEO DIRECTION

ENTRANT: **tommysTV**  
ADVERTISER: **Visit Baton Rouge & Louisiana Culinary Institute**

CREDITS: Fred Mince | DIRECTOR  
Tommy Talley, Jay Ducote, Jordan Lewis | PRODUCERS  
Dan Jones | DIRECTOR OF PHOTOGRAPHY  
Josh Carley | EDITOR

## 40 ARPENT CAMPAIGN

INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT: **TILT**  
ADVERTISER: **40 ARPENT BREWING COMPANY**

CREDITS: TILT | DESIGN/CREATIVE

## MARY BIRD PERKINS OPEN HOUSE EVENT CAMPAIGN

CARD, INVITATION, ANNOUNCEMENT CAMPAIGN

ENTRANT: **MESH**  
ADVERTISER: **Mary Bird Perkins Cancer Center**

CREDITS: MESH | CREATIVE  
Marie Constantin | PHOTOGRAPHY

## MARCH OF DIMES CHEF'S SHOWCASE - BATON ROUGE

BRANDED CONTENT & ENTERTAINMENT SINGLE ENTRY – MORE THAN :60 SECONDS

ENTRANT: **tommysTV**  
ADVERTISER: **MARCH OF DIMES**

CREDITS: Tommy Talley | EXECUTIVE PRODUCER  
Frankie Robertson | PRODUCER  
Jordan Lewis | DIRECTOR  
Fred Mince | DIRECTOR OF PHOTOGRAPHY  
Josh Carley | EDITOR

## "RESTORE THE COAST"

OUT-OF-HOME - POSTER-CAMPAIGN

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **MISSISSIPPI RIVER DELTA RESTORATION COALITION (MRDRC)**

CREDITS: Rockit Science Agenc | CREATIVE

## THE SPIRIT OF GENUINE DEPENDABILITY RADIO SPOTS

RADIO ADVERTISING - LOCAL CAMPAIGN

ENTRANT: **Rockit Science Agency**  
ADVERTISER: **LUBA WORKERS' COMP**

CREDITS: Rockit Science Agency | CREATIVE

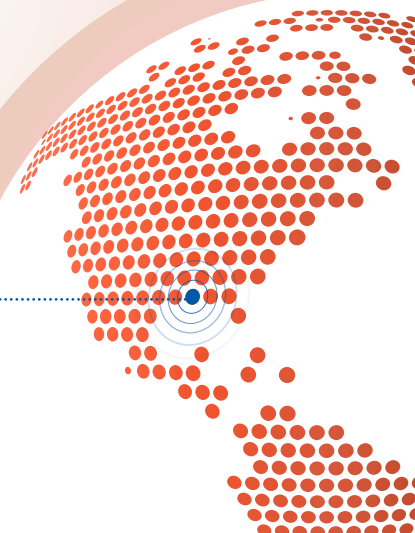
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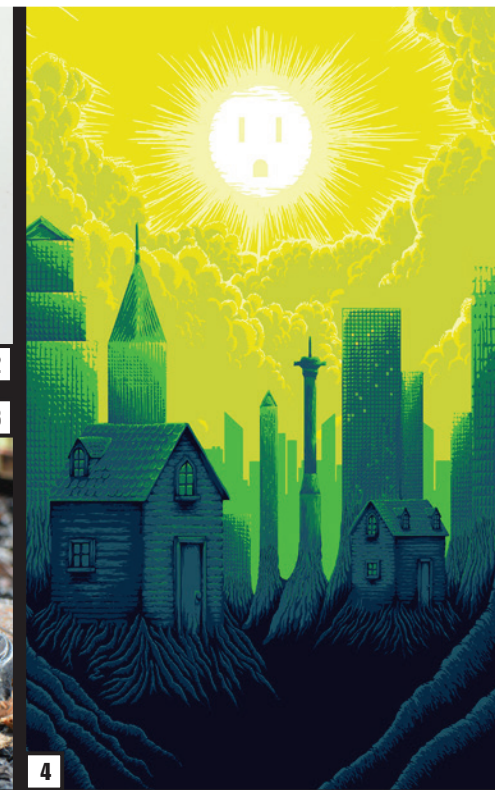
# STUDENT BEST OF SHOW OVERALL



2



3



4



1

## 1 KEVIN & BERT: A SHORT FILM

ENTRANT: **Brandon Coffee**  
Louisiana State University

CREDITS: Brandon Coffee | ILLUSTRATOR/ANIMATOR/  
SOUND DESIGNER

## 2 BURNT BATON ROUGE

ENTRANT: **Madison Scullin**  
Louisiana State University

CREDITS: Madison Scullin

## 3 LSU COLLEGE OF ART & DESIGN QUAD MAGAZINE

ENTRANT: **LSU School of Art | GDSO**

CREDITS: Marci Hargroder | DESIGNER  
Amy Blacketter | INFOGRAPHIC DESIGNER  
Rod Parker & Lynne Baggett | FACULTY ADVISORS  
Tyronecia Moore | PHOTOGRAPHER  
Angela Harwood | EDITOR-IN-CHIEF/WRITER

## 4 SOLAR POWER

ENTRANT: **William Melancon**  
Louisiana State University

CREDITS: William L Melancon | ILLUSTRATOR

# STUDENT SPECIAL JUDGE'S AWARD

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**FIELD**

**NOTES**

**Creative**

**BLOC**

**25**

**KEAN**

**MILLER**

**BIGFISH**



## STUDENT GOLD ADDYS

### 1 KEVIN & BERT: A SHORT FILM

FILM, VIDEO & SOUND – ANIMATION OR SPECIAL EFFECTS

ENTRANT: **Brandon Coffee**  
**Louisiana State University**

CREDITS: Brandon Coffee | ILLUSTRATOR/  
ANIMATOR/SOUND DESIGNER

### 2 DISARM THE GOVERNMENT CORRUPTION!

MAGAZINE ADVERTISING – CAMPAIGN

ENTRANT: **Don Mark Roxas**  
**Louisiana State University**

CREDITS: Don Mark Roxas

### 3 BURNT BATON ROUGE

STILL PHOTOGRAPHY – CAMPAIGN

ENTRANT: **Madison Scullin**  
**Louisiana State University**

CREDITS: Madison Scullin | PHOTOGRAPHER

### 4 HOW DID WE GET HERE?

COLLATERAL MATERIAL – BOOK DESIGN

ENTRANT: **Amika Khurana**  
**Louisiana State University**

CREDITS: Amika Khurana

### 5 SOLAR POWER

ILLUSTRATION – SINGLE

ENTRANT: **William Melancon**  
**Louisiana State University**

CREDITS: William L Melancon | ILLUSTRATOR

### 6 WAKE UP & ROUND OUT

ILLUSTRATION – CAMPAIGN

ENTRANT: **Samantha Ramey**  
**Louisiana State University**

CREDITS: Samantha Ramey | CREATOR

### 7 CD COVER ILLUSTRATIONS

ILLUSTRATION – CAMPAIGN

ENTRANT: **William Melancon**  
**Louisiana State University**

CREDITS: William L Melancon | ILLUSTRATOR

### 8 LSU COLLEGE OF ART & DESIGN QUAD MAGAZINE

PUBLICATION DESIGN – MAGAZINE DESIGN

ENTRANT: **LSU School of Art | GDSO**

CREDITS: Marci Hargroder | DESIGNER  
Amy Blacketter | INFOGRAPHIC DESIGNER  
Rod Parker & Lynne Baggett | FACULTY ADVISORS  
Tyroncia Moore | PHOTOGRAPHER  
Angela Harwood | EDITOR-IN-CHIEF/WRITER

### 9 30 YEARS OF LSU PRINTMAKING 2010-1980

COLLATERAL MATERIAL – BOOK DESIGN

ENTRANT: **LSU School of Art | GDSO**

CREDITS: Tori Cunningham | DESIGNER  
Sam Varela | COVER DESIGNER  
Luisa Restrepo | CREATIVE DIRECTOR  
Kitty Pheney | PROJECT DIRECTOR  
Rod Parker & Lynne Baggett | FACULTY ADVISORS

### 10 WAKE UP & ROUND OUT

INTEGRATED ADVERTISING CAMPAIGN –  
CONSUMER CAMPAIGN

ENTRANT: **Samantha Ramey**  
**Louisiana State University**

CREDITS:  
Samantha Ramey | CREATOR

### 11 MEXICO IN NEW ORLEANS, A TALE OF TWO AMERICAS

COLLATERAL MATERIAL – BOOK DESIGN

ENTRANT: **LSU School of Art | GDSO**

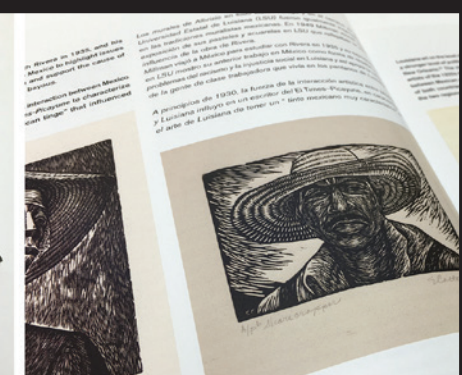
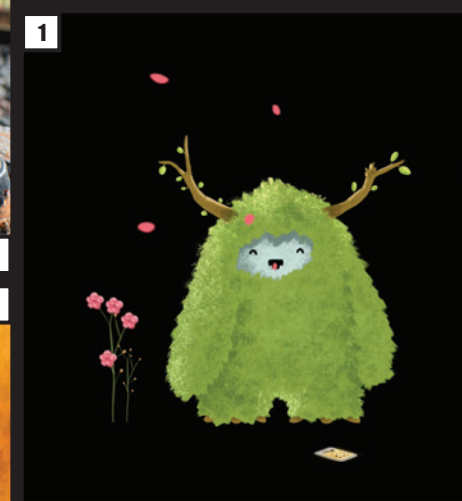
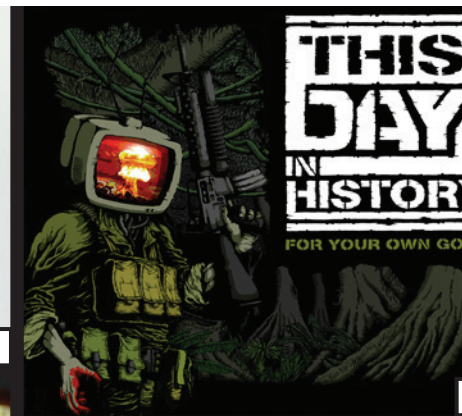
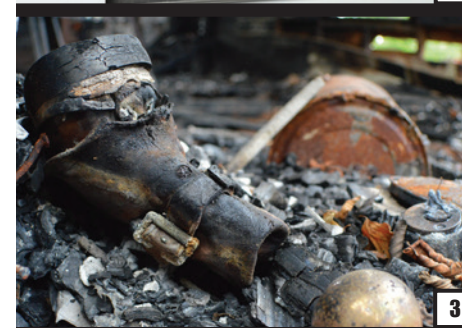
CREDITS: Juan Baldera | DESIGNER  
Kitty Pheney | PROJECT DIRECTOR  
Luisa Restrepo | CREATIVE DIRECTOR/DESIGNER  
Rod Parker & Lynne Baggett | FACULTY ADVISORS

### 12 NARI WARD RESIDENCY BOOK

COLLATERAL MATERIAL – BOOK DESIGN

ENTRANT: **LSU School of Art | GDSO**

CREDITS: Kitty Pheney | PROJECT DIRECTOR  
Luisa Restrepo | CREATIVE DIRECTOR/DESIGNER  
Rod Parker & Lynne Baggett | FACULTY ADVISORS





STUDENT  
SILVER  
ADDYS

OBJECT ITERATION: SHELL  
STUDIES

COLLATERAL MATERIAL Ç BOOK DESIGN

ENTRANT: **Amy Blacketter**  
**Louisiana State University**

CREDITS: Amy Blacketter | DESIGNER

JUMPIN' JACK PACKAGING

PRODUCT OR SERVICE SALES PROMOTION  
– PACKAGING

ENTRANT: **Austin Arceneaux**  
**Louisiana State University**

CREDITS: Austin Arceneaux | DESIGNER

BLUE

STILL PHOTOGRAPHY – COLOR – SINGLE

ENTRANT: **Hye Jung**  
**Louisiana State University**

CREDITS: Hye Jung | PHOTOGRAPHER

FINE LINES & THIN PLACES

COLLATERAL MATERIAL – ANNUAL  
REPORT OR BROCHURE

ENTRANT: **LSU School of Art | GDSO**

CREDITS: Tori Cunningham | DESIGNER  
Luisa Restrepo | CREATIVE DIRECTOR  
Kitty Pheney | PROJECT DIRECTOR  
Rod Parker | FACULTY ADVISOR

WATER BOTTLE RECYCLING  
CAMPAIGN

OUT-OF-HOME – POSTER – SINGLE

ENTRANT: **Victoria Roberts**  
**Louisiana State University**

CREDITS: Victoria Roberts | DESIGNER

PERSONAL IDENTITY  
STATIONARY

COLLATERAL MATERIAL – STATIONARY  
PACKAGE

ENTRANT: **Amy Blacketter**  
**Louisiana State University**

CREDITS: Amy Blacketter | DESIGNER

SWEET STIX

COLLATERAL MATERIAL – BOOK DESIGN

ENTRANT: **Bo Kim**  
**Louisiana State University**

CREDITS: Bo Kim | DESIGNER

WARTIME GUIDE TO GREAT  
BRITAIN

COLLATERAL MATERIAL – BOOK DESIGN

ENTRANT: **Gabe Hilliard**  
**Louisiana State University**

CREDITS: Gabe Hilliard | DESIGNER

UNI-CYCLE BRANDING GUIDE

INTEGRATED BRAND IDENTITY CAMPAIGN

ENTRANT: **Camille Claire Kingston**  
**Louisiana State University**

CREDITS: Camille Kingston | GRAPHIC DESIGNER

QUIET DESPERATION  
(A MOVIE TRAILER BY SEAN  
AVERETTE)

FILM, VIDEO & SOUND – CINEMATOGRAPHY

ENTRANT: **Sean Averette**  
**Louisiana State University**

CREDITS: Sean Averette | DIRECTOR/PRODUCER

TYPE CALENDAR

COLLATERAL MATERIAL – BOOK DESIGN

ENTRANT: **LSU School of Art**

CREDITS: Abigayle Brewer | COVER DESIGN  
Graphic Design Junior Class | DESIGN/ILLUSTRATION  
Lynne Baggett, Courtney Barr & Richard  
Doubleday | FACULTY ART DIRECTION

COMMUNITY COFFEE  
CAMPAIGN FALL 2015

COLLATERAL MATERIAL – BOOK DESIGN

ENTRANT: **Charles Champagne**  
**Louisiana State University**

CREDITS: Charles Champagne | ART DIRECTION  
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POCKET PAL

COLLATERAL MATERIAL – COVER

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BLISS-PROMOTION POSTER

OUT-OF-HOME – POSTER

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SUNSET GYPSY

STILL PHOTOGRAPHY – COLOR – SINGLE

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