

addy



AMERICAN ADVERTISING AWARDS
WINNERS BOOK



AMERICAN
ADVERTISING
AWARDS

21.19

INSPIRE TOMORROW

AMERICAN ADVERTISING AWARDS OF BATON ROUGE

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A LETTER FROM YOUR
ADDY CO-CHAIRS

**BARB BRAUD
& JEN
BERTHELOT**



It's time again for the most fun and exciting event that you'll attend all year, the American Advertising Awards of Baton Rouge. For our 2019 "Artificial Intelligence" awards show we are recognizing truly spectacular entries. This year we received hundreds of entries representing a full year's worth of outstanding creativity, technical excellence and intelligence that is certainly not artificial.

This year Baton Rouge answered the call for top-quality work with increased participation from professionals and students alike. Hundreds of entries poured in, representing the best work in Baton Rouge. Our judges were blown away by not only the quality of the work, but the quantity of entrants and entries. As they met and worked with our volunteers and ADDY committee members, they were impressed with our sense of community, professionalism and the level of participation on all fronts.

Despite the fact that we can only recognize a selection of the work that was entered, our judges acknowledged that all of the work was amazing and selecting winners was a difficult prospect. So, no matter what you won, take tonight to celebrate yourselves, your team and the amazingly talented work that you have completed in the past year.

We would like to thank our sponsors, who help make an event of this magnitude possible. This year we were thrilled to welcome back previous sponsors, but we were also joined by new sponsors! As you enjoy this wonderful event, if you encounter a representative from any of our sponsor companies (listed in the back of this program), please take a moment to thank them for their contribution.

And a special thanks, of course, to our volunteers, who committed themselves to this event and every aspect of making it the standout advertising event of the year. Please take a moment to read the volunteer list. Each of these individuals sees the value in what you do each and every day and chose to donate their time to ensure you receive the recognition you deserve.

In closing, we have been honored to serve as your ADDY co-chairs this year. We hope you leave here tonight ready to inspire tomorrow!



STAFFORD WOOD

Her job in High School was an unforgettable stint at Kinkos running the Desktop Publishing Department on an Apple IIe and using clip art—clipped out of a book (millennials, ask your parents). Since then, Stafford Wood has amassed a track record of innovation and success others would love to copy.

Through a rare combination of creative mind, quick wit and uncanny intuition, she has helped raise the bar and draw national attention to Baton Rouge.

After studying Russian, Soviet and Eastern European Studies at Boston College, she graduated Phi Beta Kappa from LSU.

In 1997, with the world wide web still in its infancy, she introduced online advertising to the Advocate. By 1999, she was generating annual sales of \$1.2 million, putting the paper—and the city—in the forefront of the interactive age.

Working at AOL (again, millennials, ask your parents), Stafford saw the power of social media long before it was socially acceptable as a Games Channel Team Leader and Community Manager. Later, she introduced Facebook to one of the world's largest hotel companies, and within two years they led their industry worldwide with more than a million "fans." And when China's travel

ban was lifted, Stafford helped the brand create a presence in the country and build brand loyalty with countless business travelers.

Her talents and expertise have been sought out by the last three Governors (quite a feat considering their diverse political views). And post-Katrina, she became not only an intermediary between the Saints and the Governor's Office, but her strategies are part of the reason the New Orleans Saints stayed in New Orleans.

As the list of her unique accomplishments continued to grow, so did the recognition for her amazing contributions.

Stafford received the Baton Rouge Women in Media Award of Excellence, the U.S. Chamber Blue Ribbon Small Business Award, and was one of only a handful of PR professionals to be honored as a Senior Practitioner by the Southern Public Relations Federation.

She has garnered countless silver, gold, Best-of-Show and Special Judges ADDY awards, Lantern Awards for excellence in Public Relations, Bulldog Awards for journalism, Vema Awards for

multi-media arts, Stevie awards for Corporate Communications and a Golden Bridge Award for product development.

And due to her tireless efforts in building a stable, profitable small business through the great recession, she was awarded the Junior Achievement/Business Report Young Businessperson of the Year.

Today at her firm Covalent Logic, she leads a team of more than 25 skilled professionals who provide full-service corporate communications, branding and web development for clients ranging from local small businesses to Fortune 500 (and two Fortune 5) companies.

Her career has been one of innovation, excellence, leadership and compassion. Motivated by a desire to bring genuine results and long-lasting improvements to her clients, her community and her city.

For these reasons and more, the American Advertising Federation – Baton Rouge is proud to announce Stafford Wood as the 2019 recipient of the E.A. "Pete" Goldsby Award.



- 1955 – Foy Bennett
- 1956 – Roland Caldwell
- 1957 – Alvin H. Meyer
- 1958 – Frank Kean
- 1959 – Vic Ehr
- 1960 – J.B. Myers
- 1961 – Charles Garvey
- 1962 – Lee Herzberg

- 1963 – Tommy McGuire
- 1964 – Bob Earle
- 1965 – Pres Kors
- 1966 – Allan Brent
- 1967 – Tom Gibbens
- 1968 – Jack Sanders
- 1969 – Annie-Claire Mote
- 1970 – Roger Davison
- 1971 – Douglas L. Manship
- 1972 – Orene Muse
- 1973 – Ralph Sims
- 1974 – Charles Manship
- 1975 – Lamar Simmons
- 1976 – Charlie Kantrow
- 1977 – Kevin Reilly
- 1978 – Jerry Turk
- 1979 – Mervin Rhys
- 1980 – Art Root
- 1981 – Bob Furlow

- 1982 – Don Stewart
- 1983 – Jules Mayeux
- 1983 – Grace McElveen
- 1984 – Don Berlin
- 1985 – Allen McCarty
- 1986 – Gus Weill
- 1987 – Cyril Vetter
- 1988 – Martin Flanagan
- 1989 – Sandy Deslatte
- 1990 – J.H. Martin
- 1991 – Diane Allen
- 1992 – Sonny Cranch
- 1993 – Gus Wales
- 1994 – Pat Cheramie
- 1995 – Al McDuff
- 1996 – Charles East, Jr.
- 1997 – Gerald Bower
- 1998 – Rolfe McCollister, Jr.
- 1999 – Rod Parker

- 2000 – Otey White
- 2000 – Karen Gaupp-Wozniak
- 2001 – Jensen Holiday
- 2003 – David Humphreys
- 2004 – Angela deGravelles
- 2005 – Gerry Lane
- 2006 – Greg Milneck
- 2007 – Jeff English
- 2008 – Sandra Lane
- 2009 – Francelle Theriot
- 2010 – Elizabeth Perry
- 2011 – Don Cassano
- 2012 – Julio Melara
- 2013 – Tommy Teepel
- 2014 – Curtis Vann
- 2015 – Jeff Wright
- 2016 – Steve Davison
- 2017 – Connie McLeod
- 2018 – John Maginnis

YOUR TRUE COLORS SHINE THROUGH
CONGRATULATIONS ADDY WINNERS

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QUINTON JASON



Quinton Jason is always eager to educate others on new technology and practices that affect the industry—his passion for development and education can be seen through his speaking engagements at national conferences. His significant contributions to diversity and inclusion initiatives can be seen in his involvement with The Futures Fund, Activate Conference, and BR Hack Night, as well as his professional work as a developer and speaker.

It has been noted that technology is one of the least diverse industries. Quinton is passionate about countering this issue, and his efforts in the local community focus on providing education and development opportunities to a diverse group of students that will carry over into the technology workforce. Through his work with The Futures Fund, Quinton provides students with access to development and leadership opportunities. The program is designed to offer training in the arts and create entrepreneurial opportunities for students, allowing them to develop and apply skills in areas such as coding—for which Quinton has been a lead instructor for over two years. He has directly impacted the lives of local middle and high school students, many of whom have since obtained internships in the technological industry.

Quinton's local impact continues through Activate Conference, which he helped create to usher students and young people into the web development world. Activate's aim is to enrich the local tech community by establishing and furthering individuals' careers in the web and technology field. The goal of the annual conference is to "bring awareness of this field to the young community and build bridges between the future and current workforce in order to increase interest in careers in technology." Through Activate, Quinton is actively building a more diverse workforce by bringing students and professionals together.

Quinton's involvement in the community continues through his founding and ongoing support of BR Hack Night, which brings Baton Rouge's development community together at Louisiana Tech Park. BR Hack Night allows those of any skill level with a passion for the web to gather and work together on ideas and projects. The founders of BR Hack Night understand the importance of community and cooperation in the field of development, and they especially encourage students to attend and learn from those more experienced.

As both a professional and a volunteer, Quinton continues to impact the local and national communities. He exemplifies the Mosaic Principles of recognizing the diversity of talent within the industry and providing greater access to development and leadership opportunities, and he plans to continue to open up opportunities to a diverse crowd of students and professionals. As a husband and father, his goal is to build a better world for the next generation and those to come. Quinton strives tirelessly to diversify the professional arena and create opportunities for students. His work has opened doors for those from all walks of life, and the number of candidates within the coding field continues to widen thanks to his efforts.

PRESIDENT'S SERVICE AWARD



BARB BRAUD

When it comes to the service of AAF-Baton Rouge, its mission, and its members, there are few who have given as much of their time and abilities as this year's recipient. The President's Service Award is given annually to the member who has given the most toward the betterment of AAF-Baton Rouge during the previous calendar year. While Barb Braud has been a model of what the President's Service award embodies over the past year, we'd be remiss without acknowledging that this award was seven years in the making.

Barb's involvement began on AAF-BR's Membership Committee back in 2012. She helped organize a highly successful and enjoyable Groundhog Day Pub Crawl. She then joined The American Advertising Awards (ADDYs) ADDY Planning Committee. In the years since Barb has shared her talents and time on several Campaign for Community projects and helped host ADDY Call for Entries and Judging at Lamar year after year.

After several years of service as a key member for several of AAF-BR's committees, Barb joined the Board of Directors. In her first year as co-chair of the Community and Diversity Committees, she helped launch the ADDY-winning Blue Door Guerilla Marketing Campaign. She then co-chaired a successful media auction and was invited to sit on AAF-BR's Executive Committee. Barb was also a key component of the reformatted 2018 ADDY Awards show with co-chair Jonathan Palmisano. While her work as ADDYs chair is more than enough proof of this recognition, Barb has gone beyond all expectations. After playing a crucial part in the planning and execution of ADDY ROCK last year, she immediately began working on addyAI. She used her experience to implement a plan to make the ADDY creative process more efficient. A successful ADDY show largely depends on an involved committee. Barb has done wonders by drawing in new faces to help bring a fresh feel to the graphics and collateral created for the 2019 awards show.

An unrecognized part of putting on a show of this magnitude is fundraising and sponsorships. Barb has reached outside of AAF-BR's traditional circle and made new connections with individuals and businesses to increase involvement and connectedness. This included finding a new host site for Call for Entries and Judging. Barb set aggressive sponsorship goals and worked very hard to position the ADDY Awards event with sponsors old and new, as well as introduce our event to potential future sponsors throughout the community. As one of the leaders of AAF-BR, Barb is never afraid to speak up when needed, willing to help when asked, and regularly rises to the challenge and owns her role in the organization instead of passing it on to someone else. All goals set for the ADDY Committee this year have been met or exceeded thanks to her leadership and the Committee she helped assemble. Barb is a dedicated servant of the AAF-BR community who is always responsive and willing to help.

In addition to her role with AAF-BR, Barb manages a crew of designers in Baton Rouge and the Philippines as Senior Art Director for Lamar Graphics. When she's not managing her teams or planning an event, you can find her watching her two kids, Dougie and Haley, shredding at the skate park or cuddled on the couch with one (or a few) of her many Rover.com dogs. Barb is a driven entrepreneur who also enjoys traveling, knitting, and cooking. Barb's hands may seem full, but she takes it all in stride knowing each challenge is an opportunity to learn something new and make progress.

COMPANY SERVICE AWARD

EYE WANDER PHOTOGRAPHY



A picture is worth much more than a thousand words. It does more than capture a simple moment in time. It tells the story of special moments with new friends and old. It offers a chance to review and reflect on special days that would eventually be lost to time. For AAF-BR this powerful moment was in the aftermath of the Great Flood of 2016. Aaron Hogan of Eye Wander was scheduled to photograph the AAF-BR Kick-off Social. It was a simple request at the time that took on a huge significance as our members took time off from gutting and cleaning out their homes to share a drink and story with friends. Aaron honored his commitment and beautifully captured the emotion and spirit of hope that permeated every square inch of The Radio Bar. Thanks to Aaron and Eye Wander Photography, AAF-BR can look back on one of the club's darkest times and see the resiliency of our club and city.

Since that time Aaron captured significant moments and stories for our club. At luncheons and socials, you will often find him creeping around the edges of the room looking for the perfect shot to capture the mood of the room.

Eye Wander Photography was there to capture the rocking-good time at ADDYs and nearly every AAF-BR function in the past three years. Aaron's professionalism, dedication, and creative talent have become an integral part of this organization. For once we are happy to not see Aaron weaving his way through the crowds. It is time for him to be in front of the crowd to be recognized for his hard work and service to the club. Smile, it's time for your close up, Aaron, of Eye Wander Photography!



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CREDITS: **TILT Creative, Todd Davidson** › Copywriting

PROFESSIONAL BEST OF SHOW



BEST OF SHOW: PACKAGING

BAYOU RUM 300

ENTRANT: TILT

ADVERTISER: Stoli Group | Bayou Rum

CREDITS: TILT Creative



BEST OF SHOW: ONLINE/INTERACTIVE

MULLIN WEBSITE

ENTRANT: MESH

ADVERTISER: Mullin

CREDITS: Mesh Creative



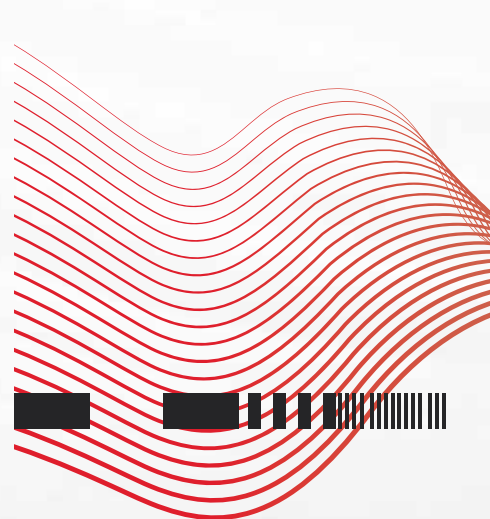
BEST OF SHOW: FILM, VIDEO & SOUND RUNNING WITH THE BULLS

ENTRANT: Echo Tango

ADVERTISER: Wolf & Shepherd

CREDITS: **Erick Martin, Tommy Talley, Robbie Wiedie** › Director, **Jordan Lewis** › Producer, **Freddy Mince** › Director of Photography, **Josh Carley** › Editor, **Rob Calabro** › Writer, **Kevin Matley** › Composer, **Jasmin Guinn** › Animator, **Justin Schneider** › Talent, **Hope Schneider** › W&S Creative Director

PROFESSIONAL MOSAIC



INTERNET COMMERCIAL – ONLINE FILM, VIDEO & SOUND CAMPAIGN

DHA OPPORTUNITY RISING

ENTRANT: Echo Tango

ADVERTISER: Dallas Housing Authority (on behalf of Connective Agency)

CREDITS: **Erick Martin, Tommy Talley, Jordan Lewis** › Producer, **Josh Carley** › Editor, **Freddy Mince** › Director of Photography

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SALES PROMOTION CAMPAIGN

LAGNIAPPE PACKET

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



PACKAGING - SINGLE UNIT

BAYOU RUM 300

ENTRANT: **TILT**
ADVERTISER: **Stoli Group | Bayou Rum**
CREDITS: **TILT Creative**



PACKAGING - SINGLE UNIT

FLAGSHIP OYSTER PACKAGING

ENTRANT: **Echo Tango**
ADVERTISER: **R&A Oyster**
CREDITS: **Erick Martin, Tommy Talley, Rebecca Milazzo** ›
Project Manager, **Andy Lemoine** › Renders



PUBLICATION DESIGN - COVER/EDITORIAL SPREAD OR FEATURE - SERIES

THE POWER OF STYLE

ENTRANT: **Louisiana Business Inc.**
ADVERTISER: **225 Magazine**
CREDITS: **Melinda Gonzalez** › Graphic Designer, **Jennifer Tormo** ›
Editor, **Jordan Hefler** › Photographer



PUBLICATION DESIGN - BOOK DESIGN

HOLY MEMORIES AND EARTHLY DELIGHTS

ENTRANT: **Susie Gottardi Design**
ADVERTISER: **Paul and Lulu Hilliard University Art Museum**
CREDITS: **Susan Gottardi** › Graphic Designer/Art Director

professional

GOLD

**DIRECT MARKETING – DIRECT MAIL – SINGLE
TILT MOVING ANNOUNCEMENT**

ENTRANT: **TILT**
ADVERTISER: **TILT**
CREDITS: **TILT Creative**



**PUBLIC SERVICE COLLATERAL – BRAND ELEMENTS
ANGEL AWARD INVITATION**

ENTRANT: **Blue Cross and Blue Shield of Louisiana**
ADVERTISER: **BCBSLA Foundation**
CREDITS: **Blue Cross In-House Creative Team, Tim's Printing** › Blind Emboss



**PUBLIC SERVICE COLLATERAL – ANNUAL REPORT
KNOCK KNOCK IMPACT REPORT**

ENTRANT: **Xdesign**
ADVERTISER: **Knock Knock Children's Museum**
CREDITS: **Xdesign Team**



**PUBLIC SERVICE COLLATERAL – BROCHURE/SALES KIT
METANOIA PROGRAM**

ENTRANT: **Blue Cross and Blue Shield of Louisiana**
ADVERTISER: **Metanoia**
CREDITS: **Blue Cross In-House Creative Team, Tim's Printing** › Foil



**ADVERTISING INDUSTRY SELF-PROMOTION – COLLATERAL
TRENT BLAND – COPY EDITED BIZ CARD**

ENTRANT: **Trent Bland**
ADVERTISER: **Trent Bland**
CREDITS: **Trent Bland** › Creative



professional

GOLD

**MAGAZINE ADVERTISING CAMPAIGN
EMOTIONAL OFFICE SUPPLIES**

ENTRANT: **Xdesign**
ADVERTISER: **Paperless Environments**
CREDITS: **Xdesign Team**



**POSTER – SINGLE UNIT
JOHN PAUL WHITE GIG POSTER**

ENTRANT: **Krist Norsworthy**
ADVERTISER: **Dyson House Listening Room**
CREDITS: **Krist Norsworthy** › Designer/Illustrator



**POSTER – CAMPAIGN
SUMMER AT THE HILLIARD**

ENTRANT: **Paul and Lulu Hilliard University Art Museum**
ADVERTISER: **Paul and Lulu Hilliard University Art Museum**
CREDITS: **Susan Gottardi** › Graphic Designer/Art Director



**POSTER – CAMPAIGN
ENGAGE**

ENTRANT: **Paul and Lulu Hilliard University Art Museum**
ADVERTISER: **Paul and Lulu Hilliard University Art Museum**
CREDITS: **Susan Gottardi** › Graphic Designer/Art Director



**OUT-OF-HOME CAMPAIGN
PATIENT PLUS OUTDOOR CAMPAIGN**

ENTRANT: **TILT**
ADVERTISER: **Patient Plus**
CREDITS: **TILT Creative, Todd Davidson** › Copywriting



professional

GOLD

PUBLIC SERVICE OUT-OF-HOME – CAMPAIGN
GO PINK BREAST CANCER AWARENESS

ENTRANT: **Lamar Graphics**
ADVERTISER: **Lamar Advertising Company**
CREDITS: **Leanne Gayle** › Creative Director/Art Director/Copywriter,
Mendi Robinson › AVP of Marketing & Creative Director, **Kody Louviere** ›
Motion Graphics Production, **Barb Braud** › Video Art Direction



WEBSITES – CONSUMER
MULLIN WEBSITE

ENTRANT: **MESH**
ADVERTISER: **Mullin**
CREDITS: **Mesh Creative**



TELEVISION ADVERTISING – SINGLE SPOT 60 SECONDS OR MORE
PATIENT PLUS BROADCAST

ENTRANT: **TILT**
ADVERTISER: **Patient Plus**
CREDITS: **TILT Creative, Todd Davidson** › Copywriting,
Clay Achee › Voice Talent/Puppeteering, **Chase Bernard** › Puppeteering,
elbow/room › Special Effects, **Ryan Wilson** › Character Styling,
Patrick Luke LLC › Set Design



INTERNET COMMERCIAL – SINGLE SPOT – ANY LENGTH
MANDEVILLE FD VOTER AWARENESS VIDEO

ENTRANT: **Echo Tango**
ADVERTISER: **Mandeville Fire Department**
(on behalf of Converge Marketing)
CREDITS: **Erick Martin, Tommy Talley, Freddy Mince** › Director of
Photography, **Collin Richie** › Aerial Video/Photography Stills,
Jordan Peck › Editor



INTERNET COMMERCIAL – SINGLE SPOT – ANY LENGTH
RUNNING WITH THE BULLS

ENTRANT: **Echo Tango**
ADVERTISER: **Wolf & Shepherd**
CREDITS: **Erick Martin, Tommy Talley, Robbie Wiedie** › Director,
Freddy Mince › Director of Photography, **Josh Carley** › Editor,
Jordan Lewis › Producer



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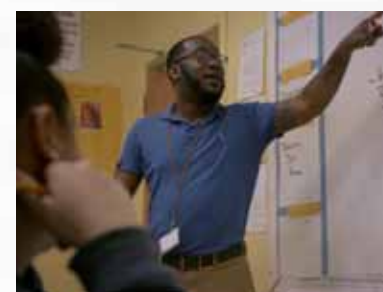
professional GOLD



INTERNET COMMERCIAL – ONLINE FILM, VIDEO & SOUND CAMPAIGN

DHA OPPORTUNITY RISING

ENTRANT: **Echo Tango**
ADVERTISER: **Dallas Housing Authority** (on behalf of Connective Agency)
CREDITS: **Erick Martin, Tommy Talley, Jordan Lewis** > Producer,
Josh Carley > Editor, **Freddy Mince** > Director of Photography



PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND

THRIVE

ENTRANT: **Digital FX**
ADVERTISER: **Thrive Academy**
CREDITS: **Digital FX**



ADVERTISING INDUSTRY SELF-PROMOTION FILM, VIDEO & SOUND

BILL RODMAN PRODUCTION SHOPPE DEMO

ENTRANT: **The Bill Rodman Production Shoppe**
ADVERTISER: **The Bill Rodman Production Shoppe**
CREDITS: **The Bill Rodman Production Shoppe**



ADVERTISING INDUSTRY SELF-PROMOTION FILM, VIDEO & SOUND

ECHO TANGO WEB PROMO

ENTRANT: **Echo Tango**
ADVERTISER: **Echo Tango**
CREDITS: **Erick Martin, Tommy Talley, Andy Lemoine** > Animation,
Phillip Douzat > Graphic Design, **Chantel Hebert** > Project Director,
Deirdre Peterson > Producer



INTEGRATED ADVERTISING CAMPAIGNS –
CONSUMER CAMPAIGN – LOCAL

ENERGY GOES FAR

ENTRANT: **Red Six Media**
ADVERTISER: **ExxonMobil Baton Rouge**
CREDITS: **Red Six Media** > Creative

professional

GOLD

**INTEGRATED ADVERTISING CAMPAIGNS –
CONSUMER CAMPAIGN – LOCAL
PATIENT PLUS CAMPAIGN**

ENTRANT: **TILT**
ADVERTISER: **Patient Plus**
CREDITS: **TILT Creative, Todd Davidson** › Copywriting



**INTEGRATED BRAND IDENTITY CAMPAIGN –
LOCAL OR REGIONAL/NATIONAL
GOV'T TACO BRAND IDENTITY**

ENTRANT: **Echo Tango**
ADVERTISER: **Jay Ducote**
CREDITS: **Erick Martin, Tommy Talley, Philip Douzat** › Graphic Design,
Jordan Hefler › Photography, **Chantel Hebert** › Project Manager



**INTEGRATED BRAND IDENTITY CAMPAIGN –
LOCAL OR REGIONAL/NATIONAL
DEAD POET**

ENTRANT: **Covalent Logic**
ADVERTISER: **Dead Poet**
CREDITS: **Daniel Duvic** › Creative Direction/Design, **Jim Overbey** ›
Copywriting, **Fernanda Santos** › Graphic Design, **Maria Connolly** ›
Account Management, **Daniela Marin** › Interactive Project Management



**INTEGRATED BRANDED CONTENT CAMPAIGN –
LOCAL OR REGIONAL/NATIONAL
COUNTERCULTURES CAMPAIGN**

ENTRANT: **BBR Creative**
ADVERTISER: **BBR Creative**
CREDITS: **BBR Creative**



**ADVERTISING INDUSTRY SELF-PROMOTION (CROSS PLATFORM) –
AD CLUB OR MARKETING CLUB
2018 AAAWARDS COLLATERAL**

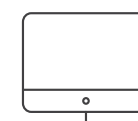
ENTRANT: **BBR Creative**
ADVERTISER: **AAF Acadiana**
CREDITS: **BBR Creative, Channel One Digital** › Video Production



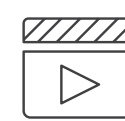
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professional

GOLD

ADVERTISING INDUSTRY SELF PROMOTION INTEGRATED CAMPAIGN

BREW HOLIDAY CLIENT GIFT

ENTRANT: **Brew Agency**
ADVERTISER: **Brew Agency**
CREDITS: **The Brew Crew**



LOGO DESIGN

NOMAD FOOD TRUCK APP

ENTRANT: **Red Six Media**
ADVERTISER: **NOMAD Food Truck App**
CREDITS: **Red Six Media** > Creative



LOGO DESIGN

MULLIN LOGO

ENTRANT: **MESH**
ADVERTISER: **Mullin**
CREDITS: **Mesh Creative**



ILLUSTRATION - SINGLE

CREATIVITY ILLUSTRATION

ENTRANT: **BBR Creative**
ADVERTISER: **BBR Creative**
CREDITS: **BBR Creative**



ILLUSTRATION - SINGLE

BAYOU RUM 300

ENTRANT: **TILT**
ADVERTISER: **Sloli Group | Bayou Rum**
CREDITS: **TILT Creative**



professional

GOLD

ILLUSTRATION - SERIES

BIG EASY BUCHA ILLUSTRATIONS

ENTRANT: **TILT**
ADVERTISER: **Big Easy Bucha**
CREDITS: **TILT Creative**



ART DIRECTION - CAMPAIGN

ENERGY GOES FAR

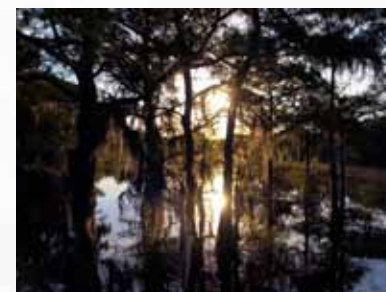
ENTRANT: **Red Six Media**
ADVERTISER: **ExxonMobil Baton Rouge**
CREDITS: **Red Six Media** > Creative



CINEMATOGRAPHY

BILL RODMAN PRODUCTION SHOPPE DEMO

ENTRANT: **The Bill Rodman Production Shoppe**
ADVERTISER: **The Bill Rodman Production Shoppe**
CREDITS: **The Bill Rodman Production Shoppe**



CINEMATOGRAPHY

MANDEVILLE FD VOTER AWARENESS VIDEO

ENTRANT: **Echo Tango**
ADVERTISER: **Mandeville Fire Department**
(on behalf of *Converge Marketing*)
CREDITS: **Erick Martin, Tommy Talley, Freddy Mince** > Director of Photography, **Collin Richie** > Aerial Video/Photography Stills, **Jordan Peck** > Editor



VIDEO EDITING

BILL RODMAN PRODUCTION SHOPPE DEMO

ENTRANT: **The Bill Rodman Production Shoppe**
ADVERTISER: **The Bill Rodman Production Shoppe**
CREDITS: **The Bill Rodman Production Shoppe**



CONGRATULATIONS

TO ALL ADDY NOMINEES
ON BEING THE BEST OF THE BEST!



professional

GOLD



VIDEO EDITING

NFCU – FREE CASH BACK CHECKING

ENTRANT: **Digital FX**
ADVERTISER: **Neighbors Federal Credit Union**
CREDITS: **Digital FX**



INTERFACE & NAVIGATION

USS KIDD INTERACTIVE WEBSITE

ENTRANT: **ThreeSixtyEight**
ADVERTISER: **USS Kidd Veteran's Museum**
CREDITS: **Tara Hebert** › Strategy/Content/UX, **Shelby Buquet** › Design and Interactive, **Nick Defelice** › Development/Coding



RESPONSIVE DESIGN

MULLIN WEBSITE

ENTRANT: **MESH**
ADVERTISER: **Mullin**
CREDITS: **Mesh Creative**



USER EXPERIENCE

MULLIN WEBSITE

ENTRANT: **MESH**
ADVERTISER: **Mullin**
CREDITS: **Mesh Creative**



VIDEO ART DIRECTION

ROLLING

ENTRANT: **Red Six Media**
ADVERTISER: **ExxonMobil Baton Rouge**
CREDITS: **Red Six Media** › Creative/Direction/Post-Production, **Digital FX** › Production, **elbow/room** › Producer/Machine Builder



professional

SILVER

**SALES KIT OR PRODUCT
INFORMATION SHEETS**

LUBA DIFFERENCE BOX

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

PACKAGING CAMPAIGN

**UNCLE'S HOLIDAY
PACKAGING**

ENTRANT: **SASSO**
ADVERTISER: **BRQ Seafood and Barbeque**
CREDITS: **SASSO**

PACKAGING CAMPAIGN

**BIG EASY BUCHA
PACKAGING
CAMPAIGN**

ENTRANT: **TILT**
ADVERTISER: **Big Easy Bucha**
CREDITS: **TILT Creative**

PACKAGING CAMPAIGN

SOUTHERN CRAFT CANS

ENTRANT: **Xdesign**
ADVERTISER: **Southern Craft Brewing Co.**
CREDITS: **Xdesign Team**

**STATIONERY PACKAGE –
SINGLE OR MULTIPLE PIECES**

**MNN GPS SOFTWARE
NOTIFICATION CARDS**

ENTRANT: **Xdesign**
ADVERTISER: **Mass Notification Network**
CREDITS: **Xdesign Team**

**PUBLICATION DESIGN –
COVER/EDITORIAL SPREAD OR
FEATURE – SERIES**

**INTERNATIONAL
FOOD ON THE RISE**

ENTRANT: **Louisiana Business Inc.**
ADVERTISER: **225 Magazine**
CREDITS: **Melinda Gonzalez** ›
Graphic Designer, **Jennifer Tormo** ›
Editor, **Collin Richie** › Photographer,
Kaci Yoder › Writer

**PUBLICATION DESIGN –
BOOK DESIGN**

**THE VERY BEST
BIRTHDAY BOOK**

ENTRANT: **Woman's Hospital**
ADVERTISER: **Woman's Hospital**
CREDITS: **Elizabeth Howard** ›
Writer, **TILT** › Illustration, **Laurel Burgos** › Advertising Manager,
Woman's Graphic Services ›
Printing, **Woman's Marketing**

**DIRECT MARKETING –
SPECIALTY ADVERTISING**

**THE VERY BEST
BIRTHDAY BOOK**

ENTRANT: **Woman's Hospital**
ADVERTISER: **Woman's Hospital**
CREDITS: **Elizabeth Howard** ›
Writer, **TILT** › Illustration, **Woman's Graphic Services** › Printing,
Woman's Marketing

**PUBLIC SERVICE COLLATERAL –
BROCHURE/SALES KIT**

**ANGEL AWARD
PROGRAM**

ENTRANT: **Blue Cross and Blue Shield of Louisiana**
ADVERTISER: **BCBSLA Foundation**
CREDITS: **Blue Cross Creative**

**PUBLIC SERVICE DIRECT
MARKETING & SPECIALTY
ADVERTISING – CAMPAIGN**

**STORYBOOK SOIREE
EVENT MATERIALS**

ENTRANT: **Xdesign**
ADVERTISER: **Knock Knock Children's Museum**
CREDITS: **Xdesign Team**

**PUBLIC SERVICE DIRECT
MARKETING & SPECIALTY
ADVERTISING – CAMPAIGN**

**ANGEL AWARD
CAMPAIGN**

ENTRANT: **Blue Cross and Blue Shield of Louisiana**
ADVERTISER: **BCBSLA Foundation**
CREDITS: **Blue Cross Creative**

**ADVERTISING INDUSTRY
SELF-PROMOTION – PRINT
ADVERTISING**

**POTENZA FAMILY
CHRISTMAS**

ENTRANT: **Potenza, Inc.**
ADVERTISER: **Potenza, Inc.**
CREDITS: **Hannah Credeur** ›
Designer

INSTALLATIONS – SINGLE

**OLOLCH ANIMALS +
ENVIRONMENTAL GFX**

ENTRANT: **FMOL Health Systems**
ADVERTISER: **Our Lady of the Lake Children's Hospital**
CREDITS: **Timothy Samaha** ›
Creative Strategist/Designer/
Illustrator, **Angela Cole** › Interior
Designer, **Stephanie Roussell** ›
Brand Director, **Trey Williams** ›
AVP Marketing, **Catherine Harrell** ›
Chief Marketing Officer,
HKS Architects

INSTALLATIONS – SINGLE

**BLUE BIKES
INSTALLATION**

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

**INSTALLATIONS – MULTIPLE
WINNING TODAY,
TOMORROW & BEYOND**

ENTRANT: **Walk-On's Bistreaux & Bar**
ADVERTISER: **Walk-On's Bistreaux & Bar**
CREDITS: **Abigayle Brewer** ›
Creative Services Coordinator,
Anya Hudnall › Marketing Director

POSTER – SINGLE UNIT

**2018 LSU FOOTBALL
POSTER**

ENTRANT: **LSU Athletics Creative Services**
ADVERTISER: **LSU Athletics**
CREDITS: **LSU Athletics Creative Services**

POSTER – CAMPAIGN

**SOUTHERN CRAFT CANS
LAUNCH POSTERS**

ENTRANT: **Xdesign**
ADVERTISER: **Southern Craft Brewing Co.**
CREDITS: **Xdesign Team**

**ADVERTISING INDUSTRY SELF-
PROMOTION AMBIENT MEDIA**

**ADDY ROCK – 3D
GUITAR AND AMPLIFIER**

ENTRANT: **Lamar Graphics**
ADVERTISER: **American Advertising Federation of Baton Rouge**
CREDITS: **Randy Wallis** › Senior
3D Designer, **Barb Braud** › Art
Director, **Jonathan Palmisano** ›
Creative Director, **Roy Johnson** ›
3D Production

WEBSITES – CONSUMER

**USS KIDD
INTERACTIVE WEBSITE**

ENTRANT: **ThreeSixtyEight**
ADVERTISER: **USS Kidd Veteran's Museum**
CREDITS: **Tara Hebert** › Strategy/
Content/UX, **Shelby Buquet** ›
Design/Interactive, **Nick Defelice**
› Development/Coding

professional

SILVER

**WEBSITES – B-TO-B
TILT WEBSITE**

ENTRANT: **TILT**
ADVERTISER: **TILT**
CREDITS: **TILT Creative**

**SOCIAL MEDIA – SINGLE
EXECUTION**

LIL EASY VIDEO

ENTRANT: **TILT**
ADVERTISER: **Big Easy Bucha**
CREDITS: **TILT Creative**

SOCIAL MEDIA – CAMPAIGN

**CAJUN COUNTRY RICE
SOCIAL CAMPAIGN**

ENTRANT: **BBR Creative**
ADVERTISER: **Cajun Country Rice**
CREDITS: **BBR Creative**

**TELEVISION ADVERTISING –
SINGLE SPOT 30 SECONDS**

**TREATMENT CHANGES
EVERYTHING**

ENTRANT: **MESH**
ADVERTISER: **Baton Rouge General**
CREDITS: **MESH Creative**

**INTERNET COMMERCIAL –
SINGLE SPOT – ANY LENGTH**

**DHA OPPORTUNITY
RISING**

ENTRANT: **Echo Tango**
ADVERTISER: **Dallas Housing Authority** (on behalf of
Connective Agency)
CREDITS: **Erick Martin**, **Tommy Talley**, **Jordan Lewis** › Producer,
Josh Carley › Editor, **Freddy Mince** › Director of Photography

**PUBLIC SERVICE NON-
BROADCAST AUDIO/VISUAL**

**SHELDON'S STORY –
BEST DRESSED BALL**

ENTRANT: **SASSO**
ADVERTISER: **Superior Grill**
CREDITS: **SASSO**

**INTEGRATED ADVERTISING
CAMPAIGNS – CONSUMER
CAMPAIGN-LOCAL**

**BATON ROUGE
GENERAL LOCAL
CAMPAIGN**

ENTRANT: **MESH**
ADVERTISER: **Baton Rouge General**
CREDITS: **MESH Creative**

**ADVERTISING INDUSTRY SELF
PROMOTION INTEGRATED
CAMPAIGN**

ADDY ROCK

ENTRANT: **American Advertising Federation of Baton Rouge**
ADVERTISER: **American Advertising Federation of Baton Rouge**
CREDITS: **Jonathan Palmisano & Barb Braud** › Creative Direction,
Jordan Hefler › Photography,
Rebel Graphix › Installations,
Lamar Graphics › Stage Decor,
Blake Breaux, **Will Heflin**, **Grant Hurlbert**, **Drew Reilley**, **Thomas Wimberly** › Designers, **Nick Copia**, **Ryan Golden & James Robichaux** › Video Production/
Animation, **Moran Emprint & Baton Rouge Printing** › Printing

professional SILVER

COPYWRITING

THE VERY BEST BIRTHDAY BOOK

ENTRANT: **Woman's Hospital**
ADVERTISER: **Woman's Hospital**
CREDITS: **Elizabeth Howard** › Writer, **TILT** › Illustration, **Laurel Burgos** › Advertising Manager, **Woman's Graphic Services** › Printing, **Woman's Marketing**

LOGO DESIGN

HAPA LOGO

ENTRANT: **TILT**
ADVERTISER: **Island Distillers**
CREDITS: **TILT Creative**

LOGO DESIGN

UNITED UTILITY

ENTRANT: **Covalent Logic**
ADVERTISER: **Bernhard Capital Partners**
CREDITS: **Daniel Duvic** › Creative Direction, **Fernanda Santo** › Design, **Stafford Wood** › Strategy

ILLUSTRATION – SINGLE

GOV'T TACO: ICONOGRAPHY

ENTRANT: **Echo Tango**
ADVERTISER: **Jay Ducote**
CREDITS: **Erick Martin, Tommy Talley, Andy Lemoine** › Graphic Design, **Rebecca Milazzo** › Graphic Design

ILLUSTRATION – SINGLE

ADDY ROCK POSTER ILLUSTRATION

ENTRANT: **Jonathan Palmisano**
ADVERTISER: **AAF of BR**
CREDITS: **Jonathan Palmisano**

ILLUSTRATION – SERIES

BBR LETTER ILLUSTRATIONS

ENTRANT: **BBR Creative**
ADVERTISER: **BBR Creative**
CREDITS: **BBR Creative**

ILLUSTRATION – SERIES

WOMAN'S HOSPITAL ILLUSTRATION SERIES

ENTRANT: **TILT**
ADVERTISER: **Woman's Hospital**
CREDITS: **TILT Creative**

ILLUSTRATION – SERIES

TILT PATTERN SELF PROMO

ENTRANT: **TILT**
ADVERTISER: **TILT**
CREDITS: **TILT Creative**

ILLUSTRATION – SERIES

DEAD POET ILLUSTRATIONS

ENTRANT: **Covalent Logic**
ADVERTISER: **Dead Poet**
CREDITS: **Daniel Duvic** › Illustration/Design, **Maria Connolly** › Account Management, **Jim Overbey** › Copywriting

ART DIRECTION – SINGLE

ENERGYGOESFAR.COM

ENTRANT: **Red Six Media**
ADVERTISER: **ExxonMobil Baton Rouge**
CREDITS: **Red Six Media** › Concept/Copywriting/Art Direction/Web Design and Development

ART DIRECTION – CAMPAIGN

MARTIN ECOSYSTEMS CAMPAIGN

ENTRANT: **Red Six Media**
ADVERTISER: **Martin Ecosystems**
CREDITS: **Red Six Media** › Creative

ART DIRECTION – CAMPAIGN

PEACE, LOVE & NUTS

ENTRANT: **Red Six Media**
ADVERTISER: **Mid City Gras**
CREDITS: **Red Six Media** › Creative

VIDEO EDITING

MANDEVILLE FD VOTER AWARENESS VIDEO

ENTRANT: **Echo Tango**
ADVERTISER: **Mandeville Fire Department** (on behalf of *Converge Marketing*)
CREDITS: **Erick Martin, Tommy Talley, Freddy Mince** › Director of Photography, **Collin Richie** › Aerial Video/Photography Stills, **Jordan Peck** › Editor

VIDEO EDITING

ROLLING

ENTRANT: **Red Six Media**
ADVERTISER: **ExxonMobil Baton Rouge**
CREDITS: **Red Six Media** › Creative/Direction/Post Production, **Digital FX** › Production, **elbow/room** › Producer/Machine Builder, **Ford Sound Design** › Sound Design

USER EXPERIENCE

USS KIDD INTERACTIVE WEBSITE

ENTRANT: **ThreeSixtyEight**
ADVERTISER: **USS Kidd Veteran's Museum**
CREDITS: **Tara Hebert** › Strategy/Content/UX, **Shelby Buquet** › Design/Interactive, **Nick Defelice** › Development & Coding

VIDEO DIRECTION

NFCU – FREE CASH BACK CHECKING

ENTRANT: **Digital FX**
ADVERTISER: **Neighbors Federal Credit Union**
CREDITS: **Digital FX**



STUDENT BEST OF SHOW



2019 STUDENT BEST OF SHOW & GOLD ADDY WINNER [BOOK DESIGN]

CARRIE MAE WEEMS: THE USUAL SUSPECTS

ENTRANT: GDSO

SCHOOL: LSU School of Art | GDSO

CREDITS: **Lindsey T. Henriques** › Graphic Designer, **Luisa Restrepo** › Creative Director, **Courtney Barr** › Faculty Advisor, **Kitty Pheney** › Producer, **Courtney Taylor** › Curator, **Carrie Mae Weems** › Artist

student GOLD



OUT-OF-HOME CAMPAIGN

LITERACY AWARENESS POSTER SERIES

ENTRANT: **Leah Mandel**

SCHOOL: **University of Louisiana at Lafayette**

CREDITS: **Leah Mandel**



WEBSITE (DESKTOP OR MOBILE)

COASTAL VOICES

ENTRANT: **Name**

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

CREDITS: **Nhu Dao** › Interactive Designer, **Delaney McGuinness** › Map Designer, **Madelyn Smith** › Video Producer, **Josh Jackson** › Podcast Editor/Marketing Director, **Taylor Goss** › Sound Producer, **Hailey Andras** › Graphic Designer, **Michael Pasquier** › Project Director, **Courtney Barr** › Faculty Advisor



INTEGRATED BRAND IDENTITY CAMPAIGN

CIPRIÈRE TAVERN INTEGRATED CAMPAIGN

ENTRANT: **Hannah Credeur**

SCHOOL: **University of Louisiana at Lafayette**

CREDITS: **Hannah Credeur** › Graphic Designer/Illustrator



STILL PHOTOGRAPHY

SMOKER FRIENDLY

ENTRANT: **Jessica Harrington**

SCHOOL: **University of Louisiana at Lafayette**

CREDITS: **Jessica Harrington**



ANIMATION OR SPECIAL EFFECTS

THE SPACEMAN'S COMMUTE

ENTRANT: **Nnamdi Anyaele**

SCHOOL: **Louisiana State University**

CREDITS: **Nnamdi Anyaele**

student SILVER

PRINTED ANNUAL REPORT OR BROCHURE

COLLEGE OF THE ARTS ANNUAL REPORT

ENTRANT: Leah Mandel

SCHOOL: University of Louisiana at Lafayette

CREDITS: Leah Mandel, Kevin Hagan

PUBLICATION COVER DESIGN

THE HUNGER GAMES COVER DESIGN

ENTRANT: Leah Mandel

SCHOOL: University of Louisiana at Lafayette

CREDITS: Leah Mandel

MAGAZINE DESIGN

QUAD: LSU COAD MAGAZINE SUMMER 2018

ENTRANT: GDSO

SCHOOL: LSU School of Art | GDSO

CREDITS: Sarah Alexander › Graphic Designer,
Dakota Banos › Graphic Designer, Rachel Hurt ›
Graphic Designer, Luisa Restrepo › Creative Director,
Courtney Barr › Faculty Advisor, Kitty Phenev ›
Project Director, Elizabeth Matthey › Editor/Writer

POSTER CAMPAIGN

BIKE LAFAYETTE

ENTRANT: Isabela Alvergue

SCHOOL: University of Louisiana at Lafayette

CREDITS: Isabela Alvergue

INTEGRATED ADVERTISING CONSUMER CAMPAIGN

TAKE A BACK SEAT UBER CAMPAIGN

ENTRANT: Kelly McDuff & Tiffany Landry

SCHOOL: Louisiana State University

CREDITS: Kelly McDuff › Art Director,
Tiffany Landry › Strategist/Copywriter

INTEGRATED BRAND IDENTITY CAMPAIGN

SO FETCH

ENTRANT: Donna Greaber

SCHOOL: Louisiana State University

CREDITS: Donna Greaber

INTEGRATED BRAND IDENTITY CAMPAIGN

MATERIAL + MEANING: SPE CONFERENCE

ENTRANT: GDSO

SCHOOL: LSU School of Art | GDSO

CREDITS: Sarah Alexander › Graphic Designer,
Dakota Banos › Graphic Designer, Hayden Nagin ›
Graphic Designer, Luisa Restrepo › Creative Director,
Courtney Barr › Faculty Advisor, Kitty Phenev ›
Project Director

aaf-br
student
conference

LEVEL
UP

03.09.19

keynote speaker:
michael braley

portfolio review

résumé workshop

REGISTER AT AAFBR.ORG

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JUDGES



NICOLE MAPP

Nicole Mapp is a Senior Creative, at Outfront Media. She has always had the knack for any and everything creative. She considers herself an art geek, music freak, and street chic. Never regular, but bold or italic for her.

A Detroit original, her career has taken her east and west, and a few places in between. Starting out at a small ad agency in Detroit, she eventually ended up in NY, working for agencies, such as FCB Global, Digitas, Leo Burnett - just to name a few. She has worked with-in numerous mediums - from print and television, to digital and OOH. Starting out as a graphic designer, she is now an Associate Creative Director, and leads, manages and mentors young designers.

Her goal is always to push and challenge the medium. A creative strategist, and big thinker, she sees the whole picture, and enjoys creating fully-integrated campaigns, that will stop anyone in their tracks. Her focus, is always to create a message that is streamlined and on target for her clients.

Her professional awards include, an Addy, an Obie, and several OOH advertising awards. In her spare time she enjoys volunteering, teaching and fostering young children in the arts. Nothing gives her more joy, than paying it forward to children, just as it was done for her, as a young artist in training.

HER PICK



INTEGRATED BRAND IDENTITY CAMPAIGN - LOCAL OR REGIONAL/NATIONAL

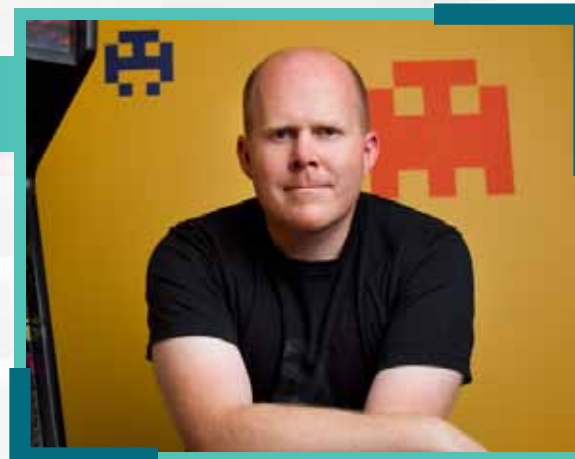
DEAD POET

ENTRANT: **Covalent Logic**

ADVERTISER: **Dead Poet**

CREDITS: **Daniel Duvic** > Creative Direction/Design, **Jim Overbey** > Copywriting, **Fernanda Santos** > Graphic Design, **Maria Connolly** > Account Management, **Daniela Marin** > Interactive Project Management

DONOVAN BEERY



Donovan received a bachelor's degree in Visual Communication & Design from the University of Nebraska at Kearney. His background in visual communications, web design, and creative concepts were put to good use when he was the chief web designer at Union Pacific and the corporate identity and web designer at Nexterna. He's lectured on web design at Creighton University, teaches visual communications at Metropolitan Community College and proudly served seven years on the Board of Directors for AIGA Nebraska. In 2009, Donovan was appointed by Omaha Mayor Mike Fahey to the Omaha Public Art Commission, where he served for six years. He currently serves on the board for the Architectural Foundation of Nebraska.

Donovan co-founded Eleven19 in 2002, where he has been ever since. He also co-founded and hosts The Reflex Blue Show at 36 Point, and blogs about the design industry for Neenah Paper.

HIS PICK



PUBLICATION DESIGN - BOOK DESIGN

THE VERY BEST BIRTHDAY BOOK

ENTRANT: **Woman's Hospital**

ADVERTISER: **Woman's Hospital**

CREDITS: **Elizabeth Howard** > Writer, **TILT** > Illustration, **Laurel Burgos** > Advertising Manager, **Woman's Graphic Services** > Printing, **Woman's Marketing**

TONY SHARPE



Tony Sharpe spent 12 years as a writer and creative director at FCB Chicago where he worked on over 300 television commercials for Quaker, Gatorade, Kraft, Coors, Boeing, Mattel, and SC Johnson. He created the long-running Windex "Birds" campaign, brought a fresh spin to Scrubbing Bubbles, and helped Raid continue to kill bugs dead. He's worked on every continent except Antarctica, survived a raging lion, and was once an international hand model.

A North Carolina native, he now freelances from Columbus, Ohio, on brands from Burger King and Tim Horton's to Eli Lilly, Hertz, Mars, and Scotts Miracle-Gro. The hand model thing is true. For real.

HIS PICK



ANIMATION OR SPECIAL EFFECTS (STUDENT)

THE SPACEMAN'S COMMUTE

ENTRANT: **Nnamdi Anyaele**

SCHOOL: **Louisiana State University**

CREDITS: **Nnamdi Anyaele**



THERE ARE GOOD NIGHTS, GREAT NIGHTS AND NIGHTS

WHEN LEGENDS *are* MADE

CONGRATULATIONS TO ALL OF THE ADDY WINNERS TONIGHT!

We invite you to continue your night of fun and excitement on the casino floor, with a drink at 18 STEAK, or with live music at Edge.

Must be 21 or older to enter Casino and Event Center.
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SPECIAL GUEST

DAWN REEVES

// VICE PRESIDENT OF CLUB SERVICES, MEMBERSHIP AND PROGRAMS

The American Advertising Awards continues to be one of the largest creative competitions in the United States. With 98 categories in this three-tier competition, creative minds from a multitude of advertising-centric disciplines are vying for an ADDY®. This year, judges across the country have been gifted the privilege of adjudicating nearly 35,000 entries.

AAF Baton Rouge is no exception to creative excellence. Yours is a history steeped in creative excellence, dedicated to the vision of each client, product and service.

Many are convinced the economic well-being of our country lies solely with the ringing of a bell or political decisions. I would argue economic stability is in part a direct result of how well brand and product influencers perform. The power of persuasion is a gift. When paired with truth and responsibility, it is an undeniable force. The American Advertising Awards is meant to celebrate such influence, such genius. From imagery that needs no explanation to words spoken with purpose, augmented reality, design and more, the products and services catapulted to celebrity status through creative persuasion are endless.

The American Advertising Federation is proud to be home to 30,000+ like minds, a membership committed to every facet of advertising and the responsibilities therein.

It is an honor to stand among you - the creative architects, the storytellers, the rainmakers. Collectively, you are a group of people who incite hope, who purposefully promote diversity and inclusion. You bring joy and excitement to the human experience. As creators, you understand timing is everything and the ability to summon emotion invaluable. You know when to be audacious and when to shed light on humility. Your ability to capture a moment, to streamline a thought process, to take something small and help it stand tall is worthy of celebration.

Thank you. Thank you for sharing your talent. Thank you for choosing to enter the American Advertising Awards. And, thank you for shining a bright light on Baton Rouge.

Cheers,

DAWN REEVES

AAF NATIONAL VICE PRESIDENT
CLUB SERVICES, MEMBERSHIP & PROGRAMS



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Crop Year 4 • April 18th & 19th, 2019

Crop is Louisiana's very own annual celebration of all things creative. Over the past 3 years, Crop has brought in over 1200 attendees from 28 different states and 5 countries! Join us this upcoming April 18th & 19th for two days of workshops, keynotes, parties, vendors, live music & more.

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CROP

BATON ROUGE • LA



LAMAR
graphics