



# AMERICAN ADVERTISING AWARDS

*2021: A PERSONAL SPACE ODYSSEY*



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## 2021: A PERSONAL SPACE ODYSSEY





# A LETTER FROM YOUR AMERICAN ADVERTISING AWARDS ... CO-CHAIRS ...



As I handwrite this letter by candlelight during what I can only assume is a rolling blackout, it seems safe to say that this year has had more than its share of challenges. But such a year has shown that great challenges can lead to great solutions. Without the daunting task of navigating a global pandemic, the idea to create AAF-BR's first-ever "drive-in theater" awards ceremony may never have emerged. So, while this year has been a series of quantum-shifts requiring hyper-jumps, it also presented an exciting opportunity to boldly go where no Addy co-chairs have gone before.

This unique circumstance is just one reason why Jay and I are so enthusiastically looking forward to celebrating another great year in advertising with you. As in the past, this year's award submissions were impressive enough for our judges to be blown away. As we all know, the task of creating physical submissions for every entry is no easy feat but to then transition to an all-digital presentation format, that still blows the judges away, is a true triumph of meteoric proportions.

To every agency and every individual who submitted an entry this year, we offer a huge thank you. Thank you for continuing to create and submit the highest caliber of work. It is your stellar submissions that continue to elevate our entire advertising market nationally. To every award winner,

congratulations from the depth of the universe. Your excellent work is proof that great advertising will always be needed and will always be possible.

To our sponsors, we are sincerely grateful. In a year rife with uncertainty, it takes real believers to support AAF-BR and the American Advertising Awards, and that is why your sponsorship is so greatly appreciated. Your positive outlook to the future defines what it means to be a vital part of the advertising community. Working together when times get tough and highlighting the positives, allows our whole community to be effective, and to get really creative.

To every sponsor, every volunteer, and every friend who has helped to make this night—this awards show and this whole year—possible, we cannot express our appreciation enough. Without you all, this night would not have been possible, but also without you, this night would not have been worth it either. Thank you for believing in AAF-BR and for turning our long "punny" theme, 2021: A Personal Space Odyssey, into an out-of-this-world event of intergalactic proportions.

Sincerely,  
Julia & Jay

## THANK YOU TO OUR TEAM

### CREATIVE TEAM

Julia Yarbrough *Rebel Graphix*  
Jay Watson *Lamar Graphics*  
Roland Paris *Lamar Graphics*  
Joey Blake *Lamar Graphics*  
Brett Burke *Lamar Graphics*  
Jeff English *Creative English*

### PRODUCTION

Dan Jones *Fireside Films*  
Kaitlyn Jones *Fireside Films*  
Darrel Forest *Fireside Films*  
John Jackson *Launch Media*  
Ryan Golden *The Golden Goose*  
Deirdre Peterson  
James Peck *The Pixel House*  
Jacques Pourciau *Voices by Jacques*

### STUDENT OUTREACH

Stu Poulton

### AWARDS

Becky Sadler *BREW Agency*  
Colie Champion *Rebel Graphix*

### EVENT DECOR

Shelly Lauland *Element Events*  
Jaimee Eachus *Rebel Graphix*  
Mark Vincent *Rebel Graphix*



# E.A. PETE GOLDSBY AWARD



## TAYLOR BENNETT

Each year, AAF-Baton Rouge presents the Goldsby Silver Award. Named for the late E.A. Pete Goldsby, this award is to honor individuals for overall contributions to the advertising profession, the community and the development of young people entering the advertising profession. Since 1955, 65 outstanding people have been honored with this award.

The advertising industry is full of great creatives, great writers and great strategists. But it takes a unique individual to be a great leader and mentor. Taylor Bennett has led MESH to great heights as an agency.

But he's done more than that. He's driven a people-first approach and focused on providing his team with room to grow, learn, and reach new heights.

For almost two decades, Taylor has led MESH to amplify brands, building new client relationships in tourism, healthcare, financial services, building materials, higher education, consumer packaged goods, retail, and more. Much of MESH's work has been honored with ADDYs each year. In fact, MESH has received over 300 ADDYs, including national awards. In the past two years, MESH has expanded to Austin, Chattanooga, Atlanta and New Orleans.

While achieving this growth and success, Taylor has maintained a focus on the people behind it. Agency life can be challenging, in a world of demanding clients, tight deadlines and fierce competition. But even in this environment, Taylor's decision-making is focused not only on what is good for business, but what is good for people. He has combined those questions to innovate and in 2016 tossed the conventional agency practice of organizing staff by departments. Instead his team concept sparks collaboration, creating empowered employees and better results for clients. As a result, MESH was recognized by Inc Magazine in 2018 as a Best Workplace.

Among his colleagues, Taylor is known not only as a passionate creative, but also as a dedicated mentor. His teams-based approach and dedication to his employees provides young professionals a chance to dive into advertising and show their stuff confidently, knowing that Taylor and the team at MESH will helping them to grow and hone their skills.

Throughout the pandemic, Taylor has stayed dedicated to his staff. At a time when companies were struggling to make it, Taylor's primary concern was his staff's overall well-being.

In 2020, Taylor also went beyond helping his team and helped the local community. He worked with Keep BR serving in helping to raise over \$250,000 for local restaurants. He donated 190 agency hours and raised 150,000 in donated media. The agency also donated agency hours and pro bono work to Back to Business and 225 Gives. MESH also purchased multiple iPads for patients at Baton Rouge General for COVID patients to connect with their families at a time when in-person support was impossible.

MESH's mission - Taylor's mission - is to serve, be authentic and go beyond. From his work at MESH, to serving his community through organizations like BRAC and AAF, he has done that, and done it without wavering. AAF-Baton Rouge is proud to honor Taylor Bennett as the 2021 recipient of the E.A. "Pete" Goldsby Award.

## HONOREES - OF THE - PAST

1955 - Foy Bennett  
1956 - Roland Caldwell  
1957 - Alvin H. Meyer  
1958 - Frank Kean  
1959 - Vic Ehr  
1960 - J.B. Myers  
1961 - Charles Garvey  
1962 - Lee Herzberg  
1963 - Tommy McGuire

1964 - Bob Earle  
1965 - Pres Kors  
1966 - Allan Brent  
1967 - Tom Gibbens  
1968 - Jack Sanders  
1969 - Annie-Claire Mote  
1970 - Roger Davison  
1971 - Douglas L. Manship  
1972 - Orene Muse  
1973 - Ralph Sims  
1974 - Charles Manship  
1975 - Lamar Simmons  
1976 - Charlie Kantrow  
1977 - Kevin Reilly  
1978 - Jerry Turk  
1979 - Mervin Rhys  
1980 - Art Root  
1981 - Bob Furlow  
1982 - Don Stewart  
1983 - Jules Mayeux

1983 - Grace McElveen  
1984 - Don Berlin  
1985 - Allen McCarty  
1986 - Gus Weill  
1987 - Cyril Vetter  
1988 - Martin Flanagan  
1989 - Sandy Deslatte  
1990 - J.H. Martin  
1991 - Diane Allen  
1992 - Sonny Cranch  
1993 - Gus Wales  
1994 - Pat Cheramie  
1995 - Al McDuff  
1996 - Charles East, Jr.  
1997 - Gerald Bower  
1998 - Rolfe McCollister, Jr.  
1999 - Rod Parker  
2000 - Otey White  
2000 - Karen Gaupp-Wozniak

2001 - Jensen Holiday  
2003 - David Humphreys  
2004 - Angela deGravelles  
2005 - Gerry Lane  
2006 - Greg Milneck  
2007 - Jeff English  
2008 - Saura Lane  
2009 - Francelle Theriot  
2010 - Elizabeth Perry  
2011 - Don Cassano  
2012 - Julio Melara  
2013 - Tommy Teepel  
2014 - Curtis Vann  
2015 - Jeff Wright  
2016 - Steve Davison  
2017 - Connie McLeod  
2018 - John Maginnis  
2019 - Stafford Wood  
2020 - Marie Constantin



# mosaic CHAMPION AWARD



## JOSH HOWARD

BRYC, Director of Community  
JWH, Owner/President

As the Director of Community for the Baton Rouge Youth Coalition (BRYC), Josh Howard's days are focused on making sure nearly 700 under-resourced high school and college students of color have access to mental health, career, and social capital resources. Josh is a vital member of the BRYC's staff and leadership team, an organization that prepares high-achieving, under-served students to enter, excel in, and graduate from college.

Josh oversees the BRYC's Community Model, which is a system for ensuring that all 250+ high school students in the program are socially integrated into our community and have access to

the socioemotional support services they need to excel. In addition, he is in charge of all internal and external communication efforts as well as the keeper of the BRYC brand overseeing graphic design, advocacy communication, video production and marketing.

Born and raised in Baton Rouge, Josh graduated from Louisiana State University and is currently working on his master's degree. His accolades include having graduated from both the Leadership Baton Rouge and Leadership Louisiana programs, being voted Baton Rouge's Most Eligible Bachelor, being named one of 2016's Top Forty Under 40 by the Greater Baton Rouge Business Report, and being nominated for multiple awards for his social media prowess. His biggest personal accomplishment is losing over 260 pounds which is realistically documented in his Former Fatty Chronicles which he shares in any effort to help encourage beneficial life-changing habits.

Above all this, Josh is a mentor and role model to countless youth in the Baton Rouge area. He is a bright light, living his beliefs for others to benefit and is truly beloved in our community.

Thank you, Josh, for your commitment to investing in the under-served youth of Baton Rouge. We are proud to award you with the AAF-Baton Rouge 2021 Mosaic Champion award.

# PRESIDENT'S SERVICE AWARD



## JULIA YARBROUGH

The President's Service Award is given annually to an AAF-Baton Rouge member whose efforts during the previous calendar year made substantial contributions to the organization's improvement. This year, the award goes to Julia Yarbrough, who hit the ground running last summer and never let up.

Faced with planning the 2021 American Advertising Awards during one of the most challenging years in recent history, Julia set out to provide the same immersive celebration that the AAF-BR community has come to expect of the American Advertising

Awards. While making every effort to involve new people in the creative production, to engage new sponsors, and to focus on personal outreach in promoting the call for entries, she developed an innovative drive-in version of the award show, which promises to be an unprecedented success. Julia was never deterred by constant changes in awards rules, nor by the uncertainty of shifting government event guidelines. With her characteristic drive to learn new skills while meeting new people, Julia set out to conquer every challenge and to set a new standard for AAF-BR excellence.

When not involved as chair of this year's American Advertising Awards ceremony, or handling her responsibilities with the AAF-BR executive committee, Julia is a lead graphic designer with Rebel Graphix of Baton Rouge. She is an enthusiastic gardener and a huge supporter of her Mid-City neighborhood, where she frequently volunteers with the budding "Mid-City Gras" parade. When Louisiana is not in lockdown, she creates unique driftwood art pieces to sell at local arts markets, and plays a competitive game of pool.





## VIDEO ADS NEED A SPARK?

Our team of filmmakers will help transform your brilliant ideas into stories that work.



# COMPANY

... SERVICE AWARD ...

## BBR CREATIVE

Each year, AAF-Baton Rouge strives to make a positive impact in the community. This year, the club did this through CreateAthon. If you've not heard of CreateAthon, it is a national organization with the mission of championing effective, nonprofit marketing through pro bono "creative marathons." Over a period of 24 hours, agencies cease regular operations to focus their time and talents on marketing nonprofits.

When the board began this year looking to improve our annual campaign for community event, BBR Creative stepped up and introduced us to CreateAthon. As a previous CreateAthon partner, BBR knew what it would take and how to make this exciting opportunity work. After an application and selection process, the Baton Rouge Blues Festival & Foundation was selected as the nonprofit partner. AAF and BBR Creative, together with Echo Tango, put their creative minds to work and developed some amazing new creative for the festival and its foundation.



BBR Creative's initiative and their own powerful dedication to community service truly made this event possible and helped AAF-Baton Rouge to achieve one of its primary goals - providing service to our membership and community. We are excited to recognize this year's Company Service Award winner BBR Creative!

# BBR

CREATIVE MARKETING PARTNERS

2021 AMERICAN ADVERTISING AWARDS



.... PROFESSIONAL OVERALL ....

# BEST OF SHOW



INTERNET COMMERCIAL

## Art of Upholstery

**ENTRANT:** Mesh

**ADVERTISER:** Gabby Furniture

**CREDITS:** Mesh Creative Team - Creative; Mesh, Sophie Goodgion, Contrast Films - Production

.... PROFESSIONAL ....

# BEST OF SHOWS

**BEST OF SHOW: INTEGRATED CAMPAIGN**

**LG Breast Cancer Campaign**

**ENTRANT:** BBR Creative  
**ADVERTISER:** Lafayette General Health  
**CREDITS:** Blake Lagneaux - Creative Director,  
 Kellie Viola - Senior Art Director,  
 Kirstie Watkins - Copywriter,  
 Eddie Talbot - Video Production,  
 Bria Wheeler - Account Service,  
 Samantha Price - Project Manager

**BEST OF SHOW: PACKAGING**

**Yellow Rose 10th Anniversary**

**ENTRANT:** Echo Tango  
**ADVERTISER:** Yellow Rose Distilling  
**CREDITS:** Erick Martin - Creative Director,  
 Tommy Talley - Chief Storyteller, Dayna Zrinski - Art Director,  
 Philip Douzat - Illustrator, Chantel Hebert - Project Director,  
 Kaleidoscope - Printer

**BEST OF SHOW: INTERACTIVE (WEBSITE, ANIMATION, SOCIAL MEDIA)**

**LHC "Own It" Social Media Campaign**

**ENTRANT:** BBR Creative  
**ADVERTISER:** Louisiana Housing Corporation  
**CREDITS:** Blake Lagneaux - Creative Director,  
 Terez Molitor - Designer, Cali Comeaux - Copywriter,  
 Emily Burke - Account Service,  
 Remi LeBlanc - Project Manager,  
 Matt Guidry - Video Production



# .... PROFESSIONAL .... mosaic



VIDEO EDITING

## Belief is Contagious

ENTRANT: Digital FX

ADVERTISER: Our Lady of the Lake Children's Hospital

CREDITS: Digital FX/Revive Health

# .... PROFESSIONAL .... GOLD AWARDS

ADVERTISING INDUSTRY SELF-PROMOTION  
FILM/VIDEO/SOUND

**Santar Speaks**

ENTRANT: ThreeSixtyEight  
ADVERTISER: ThreeSixtyEight  
CREDITS: Adam Graves - Lead Designer/Creative Director,  
Corey Schneider - Designer, Hailey Johnson - Strategist  
Eddie Snyder/Hailey Johnson/Greg Fischer - Writer,  
Timothy Ricks - Developer, David Probst Jr - Animation

ADVERTISING INDUSTRY SELF-PROMOTION  
ONLINE/INTERACTIVE

**Santar Speaks**

ENTRANT: ThreeSixtyEight  
ADVERTISER: ThreeSixtyEight  
CREDITS: Adam Graves - Lead Designer/Creative Director,  
Corey Schneider - Designer,  
Eddie Snyder/Hailey Johnson/Greg Fischer - Writer,  
Timothy Ricks - Developer, David Probst Jr - Animation

ANIMATION, SPECIAL EFFECTS  
OR MOTION GRAPHICS

**ISOMAG Oil Mist Video**

ENTRANT: Digital FX  
ADVERTISER: ISOMAG  
CREDITS: Digital FX



# ADDYS 2021 | A PERSONAL SPACE ODYSSEY

# ... PROFESSIONAL ... GOLD AWARDS

ANIMATION, SPECIAL EFFECTS  
OR MOTION GRAPHICS

## ISOMAG Website Video

**ENTRANT:** Digital FX  
**ADVERTISER:** ISOMAG  
**CREDITS:** Digital FX



ANIMATION, SPECIAL EFFECTS  
OR MOTION GRAPHICS

## LDH Natural Disaster Animation

**ENTRANT:** ThreeSixtyEight  
**ADVERTISER:** Louisiana Department of Health  
**CREDITS:** Adam Graves - Design Director/Illustrator,  
Greg Fischer - Writer, Phil Roberts - Executive Producer,  
David Probst Jr - Animation Director/Animator



ANIMATION, SPECIAL EFFECTS  
OR MOTION GRAPHICS

## More Than Paper

**ENTRANT:** elbow/room  
**ADVERTISER:** Louisiana Community Forestry Program /  
Baton Rouge Green  
**CREDITS:** elbow/room - Concept/Creative/Copy/Animation/  
Photography/Post, Tilt - Illustration, Pete's Paper Crafts -  
Laser Cutting Services, Ford Sound Design - Original Score,  
Neon Media - Production Support/Color Grade



ANIMATION, SPECIAL EFFECTS  
OR MOTION GRAPHICS

## Santar Speaks

**ENTRANT:** ThreeSixtyEight  
**ADVERTISER:** ThreeSixtyEight  
**CREDITS:** Adam Graves - Illustrator/Lead Designer/  
Creative Director, Eddie Snyder/Hailey Johnson/  
Greg Fischer - Writer, Timothy Ricks - Developer,  
David Probst Jr - Animation/Motion Design



ART DIRECTION-SINGLE

## Gabby Furniture, Art of Upholstery

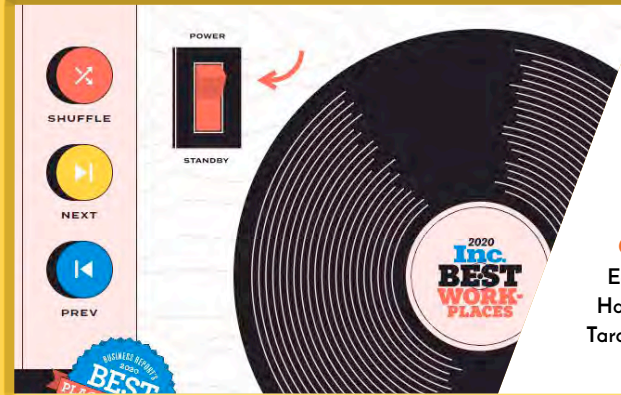
**ENTRANT:** MESH  
**ADVERTISER:** Gabby  
**CREDITS:** Mesh Creative Team - Creative,  
Mesh, Sophie Goodgion, Contrast Films - Production



ART DIRECTION-SINGLE

## Project Turntable Website

**ENTRANT:** ThreeSixtyEight  
**ADVERTISER:** ThreeSixtyEight  
**CREDITS:** Shelby Buquet - Designer,  
Eddie Snyder - Creative Director, Corey Schneider - Art Director,  
Hailey Johnson - Content Strategist, Timothy Ricks - Developer,  
Tara Lirette - Lead Strategist, Cody Coumes - Ux Strategist





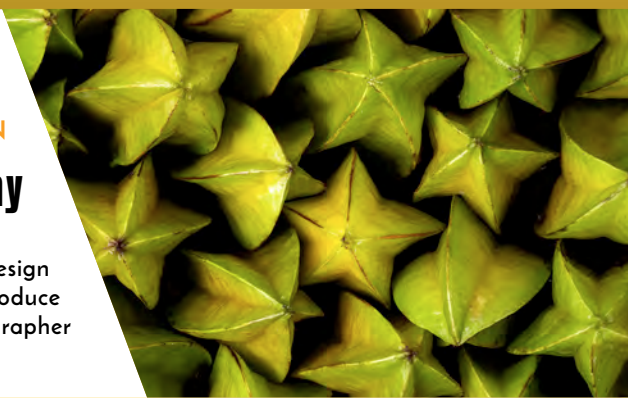
# ADDYS 2021 | A PERSONAL SPACE ODYSSEY

# ... PROFESSIONAL ... GOLD AWARDS

BLACK & WHITE/COLOR/DIGITALLY  
ENHANCED—CAMPAIGN

## Capitol City Produce Photography

**ENTRANT:** Xdesign  
**ADVERTISER:** Capitol City Produce  
**CREDITS:** Collin Richie Photography - Photographer



CINEMATOGRAPHY—SINGLE

## Belief is Contagious

**ENTRANT:** Digital FX  
**ADVERTISER:** Our Lady of the Lake Children's Hospital  
**CREDITS:** Digital FX/Revive Health



CINEMATOGRAPHY—SINGLE

## Gabby Furniture, Art of Upholstery

**ENTRANT:** MESH  
**ADVERTISER:** Gabby  
**CREDITS:** Mesh Creative Team - Creative,  
Mesh, Sophie Goodgion, Contrast Films - Production



COPYWRITING

## Gabby Furniture, Art of Upholstery

**ENTRANT:** MESH  
**ADVERTISER:** Gabby  
**CREDITS:** Mesh Creative Team - Creative,  
Mesh, Sophie Goodgion, Contrast Films - Production



CORPORATE SOCIAL RESPONSIBILITY FILM,  
VIDEO & SOUND

## Straight Talk on Gene Therapy

**ENTRANT:** Blue Cross and Blue Shield of Louisiana  
**ADVERTISER:** Blue Cross and Blue Shield of Louisiana  
**CREDITS:** Blue Cross In-House Creative,  
Echo Tango - Video Production



DIRECT MARKETING & SPECIALTY  
ADVERTISING (PRINTED OR DIGITAL)

## Echo Tango Story Building Card Deck

**ENTRANT:** Echo Tango  
**ADVERTISER:** Echo Tango  
**CREDITS:** Erick Martin - Creative Director,  
Tommy Talley - Chief Storyteller,  
Dayna Zrinski - Design & Illustration





# ADDYS 2021 | A PERSONAL SPACE ODYSSEY

# ... PROFESSIONAL ... GOLD AWARDS

## ILLUSTRATION Yellow Rose 10th Anniversary

**ENTRANT:** Echo Tango  
**ADVERTISER:** Yellow Rose Distilling  
**CREDITS:** Erick Martin - Creative Director,  
Philip Douzat - Illustrator



## INTEGRATED BRAND IDENTITY CAMPAIGN Capitol City Produce Branding

**ENTRANT:** Xdesign  
**ADVERTISER:** Capitol City Produce  
**CREDITS:** Xdesign Team



## INTEGRATED BRAND IDENTITY CAMPAIGN

### Skylake Ranch Pomegranate

**ENTRANT:** SASSO  
**ADVERTISER:** Skylake Ranch Pomegranate Provisions  
**CREDITS:** SASSO Agency - Agency/Creative



## INTEGRATED MEDIA PRO BONO CAMPAIGN (CROSS PLATFORM)

### Baton Rouge Blues Festival Campaign

**ENTRANT:** BBR Creative  
**ADVERTISER:** Baton Rouge Blues Festival & Foundation  
**CREDITS:** Terez Molitor - Designer, Emily Burke - Account Service,  
Remi LeBlanc - Project Manager, Jeff English - Copywriter,  
Echo Tango - Video Production, Will Heflin - Volunteer



## LOGO DESIGN

### Skylake Ranch Pomegranate

**ENTRANT:** SASSO  
**ADVERTISER:** Skylake Ranch Pomegranate Provisions  
**CREDITS:** SASSO Agency - Agency/Creative



## OUT-OF-HOME CAMPAIGN

### Capitol City Produce Fleet

**ENTRANT:** Xdesign  
**ADVERTISER:** Capitol City Produce  
**CREDITS:** Xdesign Team,  
Collin Richie Photography - Photographer





# ADDYS 2021 | A PERSONAL SPACE ODYSSEY

# ... PROFESSIONAL ... GOLD AWARDS

## OUT-OF-HOME INSTALLATION

### The Blind Pig Addy 2020

**ENTRANT:** Rebel Graphix  
**ADVERTISER:** American Advertising  
Federation of Baton Rouge  
**CREDITS:** Dafina Dervishi - Illustration



## OUT-OF-HOME, INTERIOR OR EXTERIOR SITE

### Parish Brewing Co. Taproom Mural

**ENTRANT:** Elloartist LLC  
**ADVERTISER:** Parish Brewing  
**CREDITS:** Ellen Ogden - Artist,  
Adjunct Creative - Creative Direction



## SOUND DESIGN-SINGLE

### Gabby Furniture, Art of Upholstery

**ENTRANT:** MESH  
**ADVERTISER:** Gabby  
**CREDITS:** Mesh Creative Team - Creative,  
Mesh, Sophie Goodgion, Contrast Films - Production



## VIDEO EDITING

### Gabby Furniture, Art of Upholstery

**ENTRANT:** MESH  
**ADVERTISER:** Gabby  
**CREDITS:** Mesh Creative Team - Creative,  
Mesh, Sophie Goodgion, Contrast Films - Production



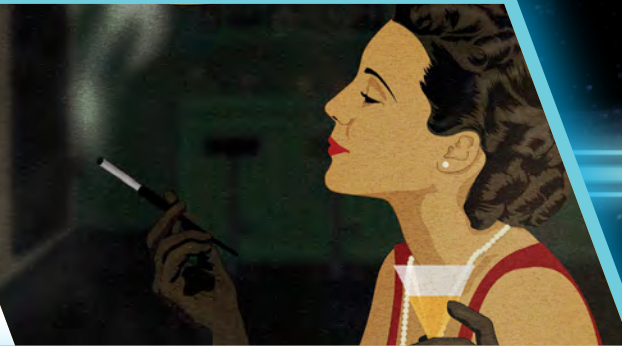


# PROFESSIONAL // SILVER

AD CLUB OR MARKETING CLUB ADVERTISING

## Addy 2020

**ENTRANT:** American Advertising Federation of Baton Rouge  
**ADVERTISER:** AAF of Baton Rouge  
**CREDITS:** Dafna Dervishi - Illustration,  
 Rebel Graphix - Event Installations



ADVERTISING INDUSTRY SELF-PROMOTION AMBIENT MEDIA

## Project Firefly: Light Canvas

**ENTRANT:** ThreeSixtyEight  
**ADVERTISER:** ThreeSixtyEight & Luminary Design  
**CREDITS:** Brian Beyt - Luminary Design / Lead Designer,  
 Kevin Louth/Camille Wetekamm/John Landry -  
 Luminary Design / Design + Technology Team,  
 Jeremy Beyt - Threesixtyeight / Chief Strategy Officer,  
 Gus Murillo - Threesixtyeight / Coo / Executive Producer



ADVERTISING INDUSTRY SELF-PROMOTION  
 FILM/VIDEO/SOUND

## Project Turntable Social Video

**ENTRANT:** ThreeSixtyEight  
**ADVERTISER:** ThreeSixtyEight  
**CREDITS:** Corey Schneider - Designer/Art Director,  
 Eddie Snyder - Creative Director,  
 Hailey Johnson/Cody Coumes - Content Strategists,  
 David Probst Jr - Animation



ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

## We're Minding the Forest for You

**ENTRANT:** Launch Media  
**ADVERTISER:** Louisiana Forestry Association  
**CREDITS:** John Jackson - Executive Producer/Director,  
 Ryan Golden - Design/Animation  
 Jeff English - Copywriter, Taylor Stoma - Sound Design



ELEMENT

# EXCEPTIONAL

Event Rentals  
 Production  
 Design



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# ... PROFESSIONAL ...

# SILVER AWARDS

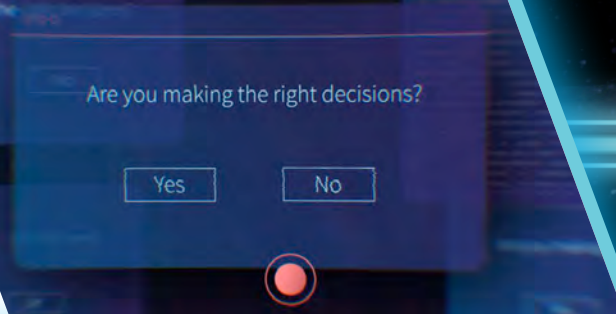
ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

## TALEND Explainer Video

**ENTRANT:** ThreeSixtyEight

**ADVERTISER:** TALEND

**CREDITS:** Corey Schneider - Art Director,  
David Probst Jr - Motion Designer/Animation,  
Luke Jones - Writer, Eddie Snyder - Creative Director,  
Phil Roberts - Executive Producer/Director



BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

## Coca-Cola Share A Coke Holiday

**ENTRANT:** SASSO

**ADVERTISER:** Coca-Cola

**CREDITS:** SASSO Agency - Agency/Creative,  
David Coner - Director of Photography



ART DIRECTION-SINGLE

## DCFS Safe Haven "A Trusted Place"

**ENTRANT:** Echo Tango

**ADVERTISER:** Louisiana Department of  
Children & Family Services

**CREDITS:** Erick Martin/Tommy Talley - Directors,  
Dayna Zrinski - Art Director



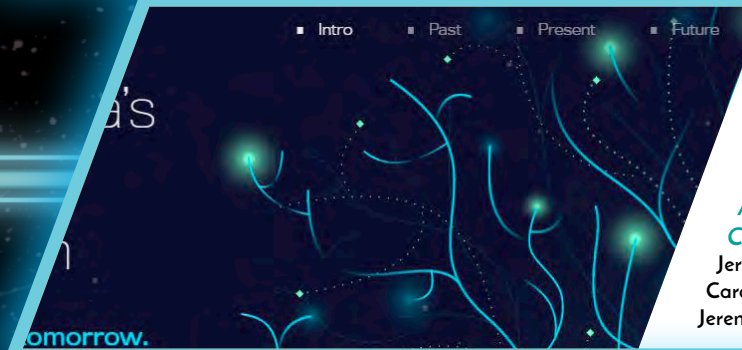
BUSINESS-TO-BUSINESS WEBSITE

## LED FastStart

**ENTRANT:** ThreeSixtyEight

**ADVERTISER:** Louisiana Economic Development

**CREDITS:** Shelby Buquet/Timothy Ricks - Designer/Developer,  
Jeremy Beyt/Eddie Snyder - Writers/Creative Directors,  
Carolina Munguia - Account Director, Maria Do - Project Manager  
Jeremy Beyt/Kimberly Cadena - Strategists



BRANDED CONTENT & ENTERTAINMENT -  
NON-BROADCAST

## Coca-Cola Share A Coke Holiday

**ENTRANT:** SASSO

**ADVERTISER:** Coca-Cola

**CREDITS:** SASSO Agency - Agency/Creative,  
David Coner - Director of Photography



CINEMATOGRAPHY-SINGLE

## Morning :30

**ENTRANT:** Digital FX

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

**CREDITS:** Digital FX, BCBSLA Marketing



BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

## MeeMaw C'est What Video Series

**ENTRANT:** BBR Creative

**ADVERTISER:** Cajun Country Rice

**CREDITS:** Blake Lagneaux - Creative Director,  
Kirstie Watkins - Copywriter, Brie Hodges - Account Service,  
Lizzie Anderson - Project Manager, Jamie Orillion - Videographer



CINEMATOGRAPHY-SINGLE

## Shorelight "Student Stories"

**ENTRANT:** Echo Tango

**ADVERTISER:** Shorelight Education

**CREDITS:** Directed By Echo Tango





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## PROFESSIONAL // SILVER



CINEMATOGRAPHY-SINGLE

### Coca-Cola Share A Coke Holiday

**ENTRANT:** SASSO  
**ADVERTISER:** Coca-Cola  
**CREDITS:** SASSO Agency - Agency/Creative,  
David Coner - Director of Photography



CINEMATOGRAPHY-SINGLE

### EATEL We're ON Brand Anthem

**ENTRANT:** ThreeSixtyEight  
**ADVERTISER:** EATEL  
**CREDITS:** Phil Roberts - Director, Andrew Manne - Editor,  
Eddie Snyder - Creative Director/Art Director/Writer,  
Gus Murillo - Account Director,  
Carolina Munguia/Shay Brown - Account Manager,  
Maria Do - Project Manager, Jeremy Beyt - Lead Strategist,  
Phil Roberts/Gus Murillo - Producer



CONSUMER WEBSITE

### Southland Steel Fabricators Inc.

**ENTRANT:** Anntoine Marketing + Design  
**ADVERTISER:** Southland Steel Fabricators Inc.  
**CREDITS:** Anntoine Marketing + Design



CONSUMER WEBSITE

### Modesto Website

**ENTRANT:** SASSO  
**ADVERTISER:** Modesto Taco Tequila Whiskey  
**CREDITS:** SASSO Agency - Agency/Creative

2021 AMERICAN ADVERTISING AWARDS



MAYBE IT'S BECAUSE  
WE'RE SO **VERSATILE**

— INTERGALACTIC  
BEASTIE BOYS

VEHICLE WRAPS

EVENT SIGNAGE

WALL MURALS

GRAPHIC DESIGN

SAFETY SIGNAGE



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# PROFESSIONAL // SILVER



CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

## We Carry Each Other

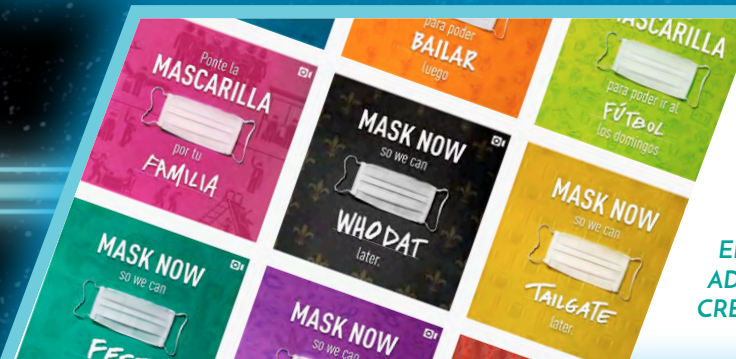
**ENTRANT:** Blue Cross and Blue Shield of Louisiana  
**ADVERTISER:** Blue Cross and Blue Shield of Louisiana  
**CREDITS:** Blue Cross In-House Creative Team,  
Jep Epstein - Music and Voiceover



CORPORATE SOCIAL RESPONSIBILITY FILM,  
VIDEO & SOUND

## Straight Talk on Turning 26

**ENTRANT:** Blue Cross and Blue Shield of Louisiana  
**ADVERTISER:** Blue Cross and Blue Shield of Louisiana  
**CREDITS:** Blue Cross In-House Creative,  
Echo Tango - Video Production



CORPORATE SOCIAL RESPONSIBILITY  
ONLINE/INTERACTIVE CAMPAIGN

## Mask Now

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



FILM/VIDEO/SOUND BRANDED CONTENT,  
:60 SECONDS OR LESS

## Coca-Cola Share A Coke Holiday

**ENTRANT:** SASSO  
**ADVERTISER:** Coca-Cola  
**CREDITS:** SASSO Agency - Agency/Creative,  
David Coner - Director of Photography

2021 AMERICAN ADVERTISING AWARDS



# PROFESSIONAL // SILVER

ILLUSTRATION

## DCFS Safe Haven "A Trusted Place"

ENTRANT: Echo Tango

ADVERTISER: Louisiana Department of  
Children & Family Services

CREDITS: Erick Martin/Tommy Talley - Directors,  
Dayna Zrinski - Art Director, Rachael Saunders - Illustrator



ILLUSTRATION

## Wally Mascot Illustration

ENTRANT: Octagon Media

ADVERTISER: Walk-Ons Sports Bistreaux

CREDITS: Octagon Media



INTEGRATED BRAND IDENTITY CAMPAIGN

## Modesto Taco Tequila Whiskey

ENTRANT: SASSO

ADVERTISER: Modesto Taco Tequila Whiskey

CREDITS: SASSO Agency - Agency/Creative



INTEGRATED BRAND IDENTITY CAMPAIGN

## Phil's Oyster Bar Branding

ENTRANT: Xdesign

ADVERTISER: Phil's Oyster Bar & Seafood

CREDITS: Xdesign Team



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Promotional Items | Project Management | Digital Form Conversion



# ... PROFESSIONAL ...

# SILVER AWARDS

INTEGRATED BRANDED CONTENT CAMPAIGN

## The Summit Challenge

**ENTRANT:** Lamar Advertising  
**ADVERTISER:** Lamar Advertising  
**CREDITS:** Lamar Advertising



INTERNET COMMERCIAL

## Coca-Cola Share A Coke Holiday

**ENTRANT:** SASSO  
**ADVERTISER:** Coca-Cola  
**CREDITS:** SASSO Agency - Agency/Creative, David Coner - Director of Photography



INTERNET COMMERCIAL

## Ad Council "Mask is My Cheat Code"

**ENTRANT:** Echo Tango  
**ADVERTISER:** Twitch  
**CREDITS:** Frank "Techniq" Ellerbe - Twitch Streamer, Patrick Moses - Twitch Production Lead, Erick Martin/Tommy Talley - Directors, Andy Lemoine - Editor, Dayna Zrinski - Art Director, Chantel Hebert - Producer, Fireside Films - Videography



LOGO DESIGN

## COVID Defense Logo Design

**ENTRANT:** ThreeSixtyEight  
**ADVERTISER:** Louisiana Department of Health  
**CREDITS:** Nathan Calhoun - Designer/Art Director, Eddie Snyder - Creative Director, Jeremy Beyt - Lead Strategist



INTERNET COMMERCIAL

## LWCC, Louisiana Loyal, Brand Anthem

**ENTRANT:** MESH  
**ADVERTISER:** LWCC  
**CREDITS:** Mesh Creative Team - Creative, Lauren Hatcher - Consultant, MESH/David Coner - Production



MICROSITE

## LED Rural Website

**ENTRANT:** ThreeSixtyEight  
**ADVERTISER:** 617 N 3rd Street  
**CREDITS:** Timothy Ricks - Designer, Kimberly Cadena - Writer/Strategist, Eddie Snyder - Creative Director, Carolina Munguia/Shay Brown - Account Director, Maria Do - Project Manager

From Wide, Open Spaces to  
**Wide-Open Futures**



INTERNET COMMERCIAL

## Summer Classics & Gabby, Feel Good

**ENTRANT:** MESH  
**ADVERTISER:** Summer Classics  
**CREDITS:** Creative - Mesh Creative Team, Mesh Creative Team/Sophie Goodgion/Contrast Films - Production



MICROSITE

## Always Fresh Always Easy Microsite

**ENTRANT:** Xdesign  
**ADVERTISER:** Capitol City Produce  
**CREDITS:** Xdesign Team





# PROFESSIONAL // SILVER

OUT-OF-HOME CAMPAIGN

## OW! CanyonVet

**ENTRANT:** Lamar Graphics

**ADVERTISER:** CanyonVet

**CREDITS:** Krystal Harris - Senior Graphic Designer,  
Darlene Lewis - Account Executive



PACKAGING

## Parish Brewing Co. Holy Ghost

**ENTRANT:** Adjunct Creative

**ADVERTISER:** Parish Brewing Company

**CREDITS:** Daniel Duvic - Creative



PRO BONO ONLINE/INTERACTIVE

## Viral Positivity

**ENTRANT:** ThreeSixtyEight

**ADVERTISER:** EBR District Hillar Moore/Baton Rouge Area Foundation

**CREDITS:** Corey Schneider / Timothy Ricks - Designers,  
Corey Schneider - Design Director, Timothy Ricks - Developer,  
Kara Pitre - Account Manager, Brie Ehle - Project Manager,  
Tara Lirette - Lead Strategist,  
Hailey Johnson/Greg Fischer - Content Strategist, Phil Roberts - Animation



REGIONAL/NATIONAL TELEVISION COMMERCIAL

## Morning :30

**ENTRANT:** Digital FX

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

**CREDITS:** Digital FX, BCBSLA Marketing



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# ... PROFESSIONAL ...

# SILVER AWARDS

SOCIAL MEDIA, CAMPAIGN

## Serving You Through It All - Social

**ENTRANT:** Rockit Science Agency  
**ADVERTISER:** The Hospice of Baton Rouge  
**CREDITS:** Rockit Science Agency - Agency,  
 Fireside Films - Production



**225-767-4673**

Serving you through it all.



SUPER-SIZED, EXTENSION/DIMENSIONAL, DIGITAL OR ANIMATED - SINGLE UNIT

## Ruth Bader Ginsburg Tribute

**ENTRANT:** Lamar Advertising  
**ADVERTISER:** Lamar Advertising  
**CREDITS:** Lamar Advertising

SOUND DESIGN-SINGLE

## Jersey Mike's "Sub Simulator"

**ENTRANT:** Echo Tango  
**ADVERTISER:** Twitch  
**CREDITS:** Paul Knox - Sound Design, Jason Dotts - Sound Mix,  
 Patrick Moses - Twitch Production Lead,  
 Erick Martin/Tommy Talley - Director, Fireside Films - Videography



SUPER-SIZED, EXTENSION/DIMENSIONAL, DIGITAL OR ANIMATED - SINGLE UNIT

## Kobe Bryant Tribute

**ENTRANT:** Lamar Advertising  
**ADVERTISER:** Lamar Advertising  
**CREDITS:** Lamar Advertising

SPECIAL EVENT MATERIALS  
 (PRINTED OR DIGITAL)

## BBRRightside Calendar

**ENTRANT:** BBR Creative  
**ADVERTISER:** BBR Creative  
**CREDITS:** Blake Lagneaux - Creative Director/Illustrator,  
 Kellie Viola - Art Director/Illustrator, Terez Molitor - Illustrator,  
 Allison Billeaud - Project Manager



VIDEO DIRECTION

## Belief is Contagious

**ENTRANT:** Digital FX  
**ADVERTISER:** Our Lady of the Lake Children's Hospital  
**CREDITS:** Digital FX/Revive Health

SPECIAL EVENT MATERIALS  
 (PRINTED OR DIGITAL)

## BBR Cajun Valentine Cards

**ENTRANT:** BBR Creative  
**ADVERTISER:** BBR Creative  
**CREDITS:** Terez Molitor - Illustrator,  
 Cali Comeaux - Copywriter



VIDEO DIRECTION

## Morning :30

**ENTRANT:** Digital FX  
**ADVERTISER:** Blue Cross and Blue Shield of Louisiana  
**CREDITS:** Digital FX, BCBSLA Marketing





# WEEKNIGHTS

AT 5:30PM & 9PM



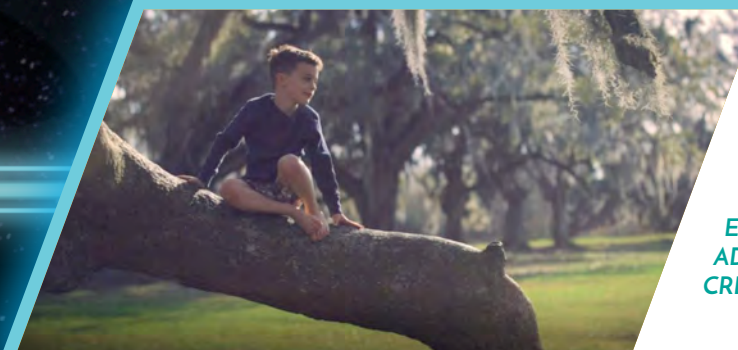
**Chad Sabadie**  
Evening Anchor

**Kellie Ann Beile**  
Evening Anchor

**Brian Holland**  
Sports Director

**Jesse Gunkel**  
Meteorologist

# PROFESSIONAL // SILVER



VIDEO EDITING

## Morning :30

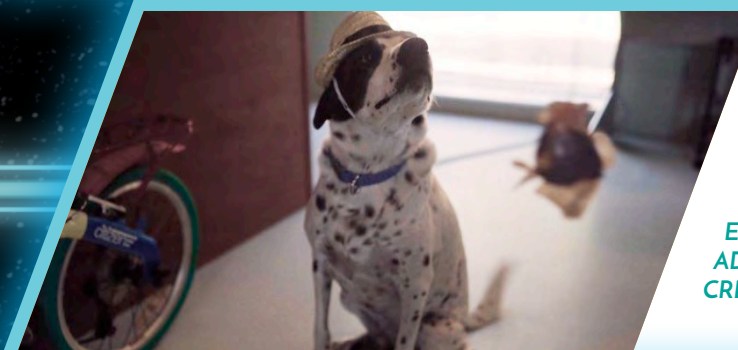
**ENTRANT:** Digital FX  
**ADVERTISER:** Blue Cross and Blue Shield of Louisiana  
**CREDITS:** Digital FX, BCBSLA Marketing



VIDEO EDITING

## Faces of Hope :30

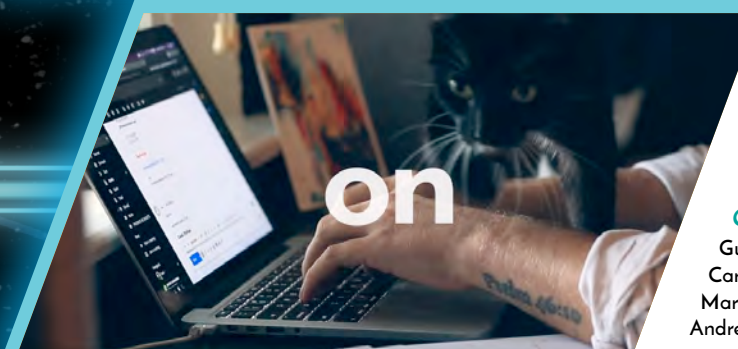
**ENTRANT:** Digital FX  
**ADVERTISER:** Blue Cross and Blue Shield of Louisiana  
**CREDITS:** Digital FX, BCBSLA Marketing



VIDEO EDITING

## Kerigan Demo Reel

**ENTRANT:** Digital FX  
**ADVERTISER:** Kerigan Marketing  
**CREDITS:** Digital FX, Kerigan Marketing



VIDEO EDITING

## We're ON Anthem

**ENTRANT:** ThreeSixtyEight  
**ADVERTISER:** EATEL  
**CREDITS:** Eddie Snyder - Art Director/Writer/Creative Director,  
Gus Murillo - Account Director, Phil Roberts - Director,  
Carolina Munguia/Shay Brown - Account Manager,  
Maria Do - Project Manager, Jeremy Beyt - Lead Strategist,  
Andrew Manne - Editor



.... PROFESSIONAL ....

# SILVER AWARDS

**Gabby Furniture, Art of Upholstery**

VOICEOVER

ENTRANT: MESH

ADVERTISER: Gabby

CREDITS: Mesh Creative Team - Creative,  
Mesh/Sophie Goodgion/Contrast Films - Production



*We Love*  
**Audiences in Cars**

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THE  
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BONES**  
SHOW

WEEKDAY MORNINGS 5-10AM



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.... STUDENT OVERALL ....

# BEST OF SHOW



ANIMATION OR SPECIAL EFFECTS

## Wanderer of Planet Parallelogram

**ENTRANT:** Nmandi Anyaele

**SCHOOL:** Louisiana State University

**CREDITS:** Nnamdi Anyaele - Creator

.... STUDENT ....

# GOLD AWARDS



ILLUSTRATION

## CABANA! Hotsauce Label Illustration

**ENTRANT:** Jessie Quantrille

**SCHOOL:** University of Louisiana at Lafayette

**CREDITS:** Jessie Quantrille - Graphic Designer



ILLUSTRATION

## Cornerstone Cover "Giving Our All"

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

**SCHOOL:** Louisiana State University

**CREDITS:** Yerin Heo - Graphic Designer,  
Luisa Restrepo - Creative Director,  
Lynne Baggett - Faculty Advisor



MAGAZINE DESIGN

## LSU CoAD QUAD Magazine

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

**SCHOOL:** Louisiana State University

**CREDITS:** Lindsey Henriques - Graphic Designer,  
Gabrielle Trupiano - Graphic Designer,  
Luisa Restrepo - Creative Director,  
Kitty Phenev - Project Director, Ellen Matis - Copy Editor,  
Micah Viccinelli - Cover Photo



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1012industryreport.com

## STUDENT // SILVER



### DIGITAL PUBLICATIONS

#### CoAD, Annual Report 2019-2020

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

**SCHOOL:** Louisiana State University

**CREDITS:** Coby Naquin - Graphic Designer,  
Luisa Restrepo - Creative Director, Lynne Baggett - Faculty Advisor,  
Elizabeth Mariotti - Editor/Writer



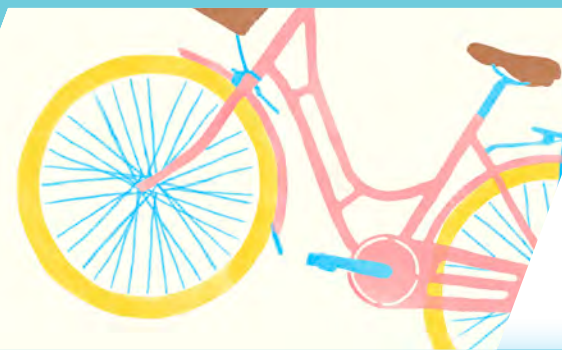
### LOGO DESIGN

#### LSU MoA 15th Anniversary Logo

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

**SCHOOL:** Louisiana State University

**CREDITS:** Coby Naquin - Graphic Designer,  
Luisa Restrepo - Creative Director, Lynne Baggett - Faculty Advisor,  
Elizabeth Mariotti - Editor/Writer



### OUT-OF-HOME POSTER CAMPAIGN

#### Try Riding A Bike!

**ENTRANT:** Jessie Quantrille

**SCHOOL:** University of Louisiana at Lafayette  
**CREDITS:** Jessie Quantrille - Graphic Designer



### PRINT ADVERTISING CAMPAIGN

#### Pair with Krave

**ENTRANT:** Catherine Carpenter

**SCHOOL:** Louisiana State University

**CREDITS:** Catherine Carpenter - Art Director,  
Lauren Leonard - Art Director



... STUDENT ...

# SILVER AWARDS

SPECIAL EVENT MATERIALS

## From Every Angle Exhibit Postcard

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

**SCHOOL:** Louisiana State University

**CREDITS:** Nhu Dao - Graphic Design,  
Luisa Restrepo - Creative Director, Lynne Baggett - Faculty Advisor



# JUDGES

## DAN GOLDGEIER



Dan Goldgeier is a Seattle-based freelance senior copywriter with over 20 years' experience at advertising agencies across the U.S. He is a graduate of the Creative Circus ad school, and has won American Advertising Awards in Atlanta, Cleveland, Nashville, Cincinnati, Rochester, and Seattle. In addition, he is a writer on AdPulp.com and co-host of its Ad Chatter podcast.

As a longtime columnist musing on the idiosyncrasies of advertising, Dan has published two books about the ad industry including "Killer Executions and Scrubbed Decks: An Outside-the-Box Look at Obnoxious Advertising and Marketing Jargon." It's available on Amazon and all proceeds from book sales go to feed his dog Geoffrey.

... DAN'S PICK ...



OUT-OF-HOME, INTERIOR OR EXTERIOR SITE

## Gov't Taco Restaurant Signage

**ENTRANT:** Echo Tango

**ADVERTISER:** Gov't Taco

**CREDITS:** Erick Martin - Creative Director,  
Tommy Talley - Chief Storyteller,  
Dayna Zrinski - Art Director,  
Chantel Hebert - Project Director



# SAM BONDS

Sam is an award-winning creative leader with 20 years of experience and demonstrated effectiveness guiding and developing creative executions of TV and online advertising campaign efforts.

He brings a broad range of expertise, with a skillset spanning the gamut of 365° consumer and B2B marketing. In his current role, Sam is SVP, Creative Director at Barkley, in Kansas City.



## ... SAM'S PICK ...

ADVERTISING INDUSTRY SELF-PROMOTION  
ONLINE/INTERACTIVE

### Project Turntable

**ENTRANT:** ThreeSixtyEight

**ADVERTISER:** ThreeSixtyEight

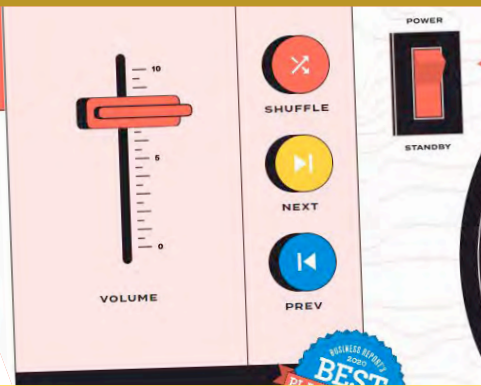
**CREDITS:** Shelby Buquet - Designer,

Eddie Snyder - Creative Director, Corey Schneider - Art Director,

Timothy Ricks - Developer, Tara Lirette - Lead Strategist,

Hailey Johnson - Content Strategist, Cody Coumes - Ux Strategist,

Phil Roberts - Motion Graphics



# JUDGES

## GIAVONA WILLIAMS



CEO+Creative Director, Grova Creative

Giavona packs so much into everything she does that she goes by one letter – G. Over the last decade, G has worked on creative for brands such as Atlanta Bread Company, World of Beer, Cooper Tires, Urban Plates, Dollywood, and the Cayman Islands. Before starting her own agency, Grova Creative, in 2016, she previously worked at O, The Oprah Magazine, Sachs Media Group, BowStern Marketing and Communications, and served in the United States Navy. G's award-winning work has covered everything from print, T.V., radio, digital, and social.

Her agency was awarded "Agency of the Year" in 2019 and 2020 in the Tallahassee area. She holds a B.S. degree in graphic design from S.I. Newhouse School of Public Communications at Syracuse University. Outside of working hours, G is an avid soccer player and volunteers with AAF.

## ... GIAVONA'S PICK ...



BUSINESS-TO-BUSINESS WEBSITE

### LDH Natural Disaster Animation

**ENTRANT:** ThreeSixtyEight

**ADVERTISER:** Louisiana Department of Health

**CREDITS:** Timothy Ricks/Adam Graves - Designers,

Greg Fischer - Writer, Adam Graves - Design Director/Illustrator,

Tim Ricks - Developer, Cody Coumes - Ux Strategist,

Tara Lirette - Lead Strategist, Kara Pitre - Account Manager,

Bri Ehle - Project Manager, Phil Roberts - Producer,

David Probst Jr - Animation

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# IN MEMORIAM



## DONALD "DON" STEWART



Donald "Don" Stewart, also nicknamed "Duck," passed away this year at the age of 80. He was a true advertising titan with more than four decades in the newspaper industry. In 1962 he began working at The Morning Advocate (now known as The Advocate).

Mr. Stewart was the 1971-72 President of the American Advertising Federation - Baton Rouge and also the 1982 recipient of the E. A. Pete Goldsby Silver Medal Award for excellence in advertising, the club's highest personal honor.

Perhaps the best measure of a man's character is what those who knew and loved him will say about him once he is gone. Another past AAF-BR President and Goldsby Award Winner, Don Cassano of The Advocate had the following to say about Mr. Stewart..."Worked with and under him for 35-40 years. Best boss ever, most fun on the golf course friend, most skilled teacher, most creative and smartest advertising man I ever met!! Knew everything about every advertiser, agency, campaign, etc you could ever deal with loved and respected him."

Don Stewart will surely be missed, but both his passion for his field and the legacy that he leaves behind will live on through the many that he has mentored.



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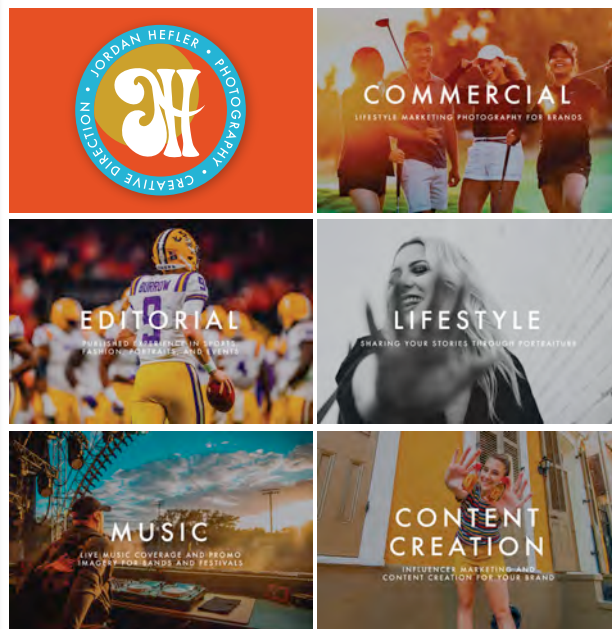
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