



LET'S GET

Physical

2023

AMERICAN
ADVERTISING
AWARDS

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A letter from your
American Advertising
Awards Chair

Rachel Harvey



Thank You

LOGO/BRANDING/SOCIAL GRAPHICS

Maia Meadors,
Diane Allen & Associates

WINNER'S BOOK

Maia Meadors, Jay Watson,
Rachel Harvey

SHOW VIDEO PRODUCTION

Ryan Golden/The Golden Goose

SHOW SCRIPT

Jennifer Berthelot

EVENT ENTRYWAY

Julia Yarbrough,
Rebel Graphix Production

STAGE PROPS

Jay Watson, Randy Wallis,
Lamar Graphics

JUDGE'S VIDEOS

James Peck/The Pixel House

EVENT PHOTOGRAPHY

Sean Gasser

SHOW VOICEOVER

Clay Achee

DAY OF HELP

Jeanne' Lewis, Ashley Motsinger,
Lisa Thibodaux, Becky Sadler

We began planning for this year's event by traveling back to the 80's with a classic theme of "Let's Get Physical." The idea stemmed from the original news that we'd received from our national chapter that all judging would be taking place in person, and with this we prepared to have physical entries. So what better way is there to celebrate this return to normalcy, then to make the entire theme revolve around it? Sounded like a great idea until a NEW decision was made on both the national and district levels to forego the physical (in-person) judging of entries for one more year. We could have stayed the course with our plan to have physical entries for our local competition, but we knew that could put those that win gold awards at a disadvantage since their entries will automatically be forwarded up to the next tier. Any of those entries that scored highly with the help of an actual physical entry, would no longer have that physical piece to help it through at the next level.

We wondered if our theme would still make sense, but once the wheels are put in motion on such a large machine (The American Advertising Awards), simply starting over just is not an option. So we did exactly what everyone has done for the past few years and we adapted to the situation. We were still ready to celebrate with our theme of "Let's Get Physical", which conveniently brings me to my next point. After getting a little physical on my own, I spent the bulk of the year planning away while I was also pregnant with my sweet baby girl!

As with any large event, you have to expect a few curve balls; baby made an early, unexpected arrival. This leading to the perfect introduction of my co-chair, Baby Laurel. With that being said, I must thank the AAF-BR board for jumping in when help was severely needed. Special thanks to Jay Watson, who took the bulk of the work while I was out, and honestly should be listed here with me as a co-chair. I am proud to be a part of a club who works together and values each other and the amazing work we all create.

I hope you enjoy the event; and congratulations to all the winners. The display of work in this book is proof that our local advertising industry has mad talent. You should all be patting yourselves on the back. And with another gnarly show in the books... peace out bitches, see you next year!



guaranty
media

*Congratulates
all of
this year's winners!*

100.7
THE TIGER
LOUISIANA'S
COUNTRY STATION

Eagle 98.1
The ROCK Station

104.5 FM
ESPN
BATON ROUGE

TALK
107.3 FM

SOLID

MOTION GRAPHICS - VIDEO PRODUCTION - PROJECTION MAPPING



THE GOLDEN GOOSE

✉ ryan@TheGoldenGoose.co

📷 [@the_goldengoose_](https://www.instagram.com/the_goldengoose_)

📘 [@goosemotion](https://www.facebook.com/goosemotion)

GOLD

E. A. PETE

Goldsby

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

HONOREES - OF THE - PAST

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

Nicole Duet Latiolais



Nicole Duet Latiolais is a New Orleans girl but has called Baton Rouge her home since her graduation from LSU in the 90s. She worked tirelessly, and many late nights proving herself at several notable creative agencies in the 90s and 2000s; as senior graphic designer at Otey White & Assoc and then art director at DSI-LA until 2000. At that point, she launched her own boutique design studio, Solo Designs by Duet. She still manages that "side hustle" while maintaining her new "Day Job". She now holds a position as senior designer at Franciscan Missionaries of Our Lady Health System. Taking on healthcare with the same vigor she does everything. She has made her mark in the advertising community with her distinct style and dynamic energy. To know her is to love her creative energy and "never say no" attitude and giving heart. Her bubbly personality is infectious. Her creative work has garnered her Best of ADDY Awards and a prestigious award from the Louisiana Press Association. Additionally, she has been recognized nationally by industry leaders and publications.

Nicole was a very active board member with AAF-Baton Rouge and has chaired most all the committees at least once. She served as president of the club in its 1999-2000 year. Additionally, she served with AAF District III.

She also went above and beyond to help the club during a tumultuous financial time, performing executive director and treasurer duties during her free time. Without her efforts to balance the budget and plan for the future, AAF-BR may very well not be here today.

In 2000, she was named AAF Division III National President of the Year and AAF Division III 7th District President of the Year. Only one other president had been given that distinct honor at that time in our 50+ year history.

Never one to sit idle, Nicole took up her creative torch after her time with the Advertising Federation in the mid 2000s and began to teach graphics in various ways in and around our community. She was an instructor at LSU College of Design in Graphic Design and Typography and eventually took on the challenge of teaching at her son's school, Runnel School for 5 years until 2020. She taught Graphic Arts, Yearbook and Communications to hundreds of students in her time at Runnels and handled all the Marketing needs for the school during her tenure.

Nicole is an inspiration to all who know her and she has touched many creative lives. She is one of the most compassionate and caring persons I have ever known. She spends her free time even now giving in other ways with Scouts of America. She truly lives a creative life and shares that with the community of Baton Rouge.

Truly, this recognition is long overdue and we are proud to announce Nicole Duet Latiolais as the recipient of the E.A. "Pete" Goldsby Award.

YOU HANDLED IT

Just Right!

YOU KNOW
WHAT I MEAN!



2023

LAMAR
graphics

Presidents' SERVICE AWARD

Jay Watson

President-Elect, AAF-BR



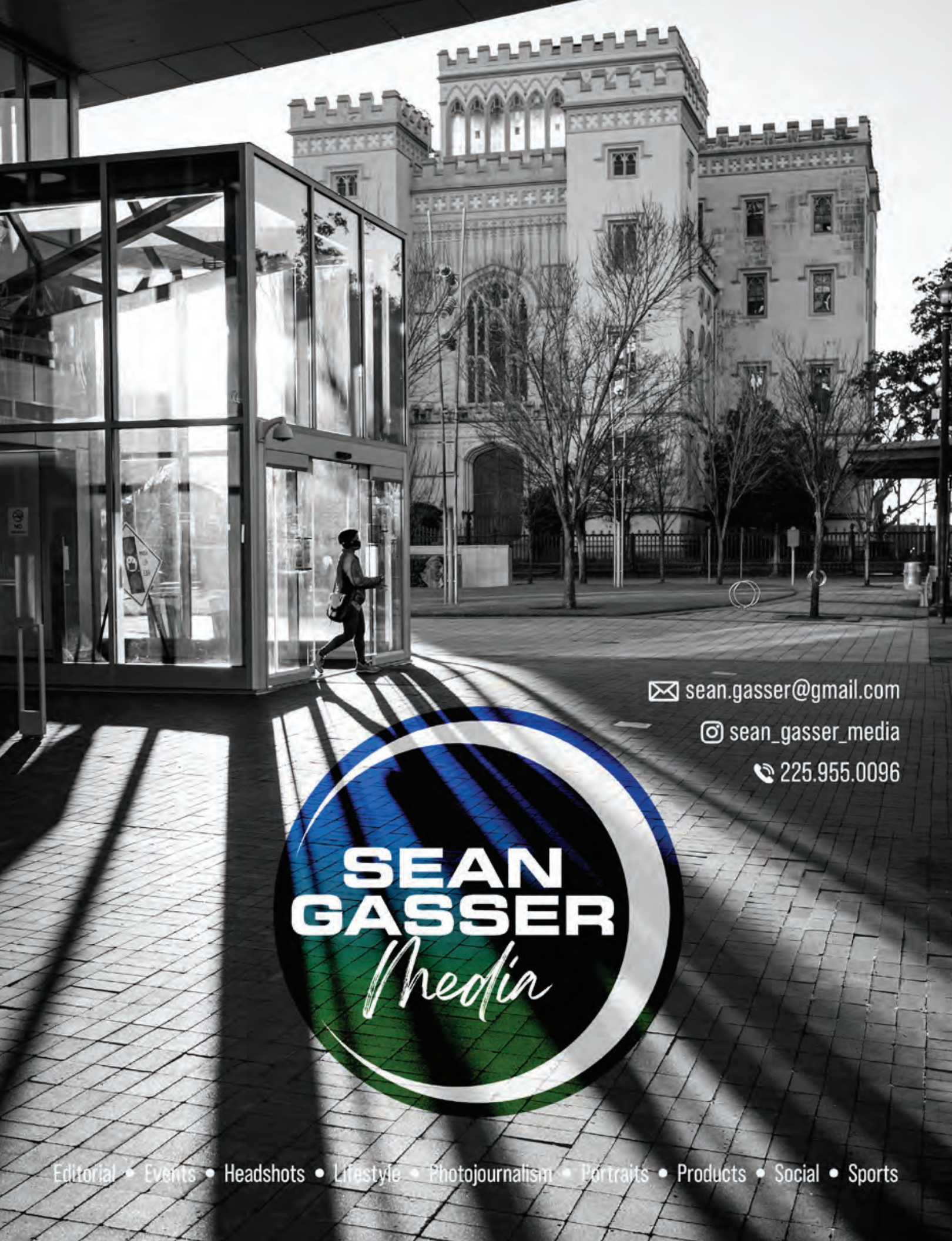
The President's Service Award is given annually to the member who has given the most toward the betterment of AAF-Baton Rouge during the previous calendar year. This year, Jay Watson has exhibited the kind of dedication, teamwork and drive that makes AAF a successful club.

Jay has been an invaluable board member for the past 5 years, but his involvement with the club goes back much further than that. His larger-than-life 3D stage props have been a mainstay for the American Advertising Awards for the past 11 years which is one of the many things that our members and attendees look forward to seeing each year.

As a member of the Executive Committee and also this year's Programs Chair, he has gone above and beyond at every possible opportunity. Jay has booked a wide variety of exciting and groundbreaking speakers, which is one of the most important parts of keeping our club successful.

On top of this crucial and cumbersome board position he didn't hesitate to step in to help with the American Advertising Awards when the need arose (making this his 3rd time to chair this committee — albeit, this time in an official capacity). From coordinating judging, working closely with the sponsors, organizing and finalizing the contracts A/V with L'Auberge, and even working on the winner's book, not enough can be said about all of his contributions.

Jay continues to demonstrate his willingness to support the club in any way that it is needed, and for this he is being honored with the President's Service Award as a thank you for being an exemplary member of AAF-Baton Rouge.



✉ sean.gasser@gmail.com

📷 [sean_gasser_media](https://www.instagram.com/sean_gasser_media)

☎ 225.955.0096

Editorial • Events • Headshots • Lifestyle • Photojournalism • Portraits • Products • Social • Sports

Company SERVICE AWARD

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

Sean Gasser Media

Sean Gasser is a commercial photographer in Baton Rouge specializing in portraits, editorial and events. In his free time he enjoys doing street photography around town. Sean's background is in motion picture production where he earned an MFA from the University of Miami, so the cinema has influenced his work.

Sean has generously donated countless hours shooting photography for AAF-BR luncheons, workshops, events and fundraisers. He is always there, smiling and ready to jump in to take the shot. Thanks to Sean, AAF-BR has more than enough photography to utilize in any of our self promotion. Having someone as talented as Sean agree to produce such high-quality work at no charge is an enormous benefit to the club.



Mosaic

ADDY AWARD

& Gold Award Winner

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



CORPORATE SOCIAL RESPONSIBILITY ONLINE/INTERACTIVE

Tear the Paper Ceiling site

ENTRANT: ThreeSixtyEight

ADVERTISER: Opportunity @ Work

CREDITS: Tim Ricks - Designer; Tim Ricks - Developer; Hailey Johnson - Experience Strategist; Natalia Weil - Account Manager; Kenny Nguyen - CEO; Adrian Owen-Jones - Chief Growth Officer; Jeremy Beyt - Chief Creative Officer; Brian Tawls - Creative Director; Heather Gantz - Account Manager; Justin Hutchinson - Director of Business Development; Luke Jones - Writer; Tara Lirette - Director of Strategy; Maria Do - Project Manager

Mosaic

CHAMPION AWARD

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



Dima Ghawi

Speaker | Author | Coach

Dima's story is one of escaping confinements, shattering barriers, crossing continents, and daring to discover and create a bold identity and transformational life purpose.

Through keynote speeches, workshops, training programs, coaching, and the development of a global online community, Dima continues to share her unique leadership journey with one goal in mind: motivate and activate those around her to dare to grow into leadership roles and reimagine what they are truly capable of achieving.

Dima's commitment to diversity and inclusion includes storytelling and personal narratives, as she guides the attendees to address common workplace resistance to DEI. She deconstructs these conscious and unconscious biases and demonstrates how to address them in order to build a

safe and inclusive workplace culture. Dima shares specific tips that equip the attendees with the tools needed to overcome the leadership team's resistance to DEI initiatives, helping ensure that the positive ripple effect of DEI can expand across all their organization's levels.

Through keynote speeches, workshops, training programs, coaching, and the development of a global online community, Dima continues to share her unique leadership journey with one goal in mind: motivate and activate those around her to dare to grow into leadership roles and reimagine what they are truly capable of achieving.

"My journey is no longer about me, it is about the women, men, students, and leaders I meet; it's about everyone that I can inspire, encourage and empower."



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Judge

Elka Olsen Carroll

Elka Olsen Carroll is a Dallas-based writer and creative director with 30 years of experience in advertising, marketing, and sales promotions. She currently works for AT&T Business Marketing where she built and managed their first in-house team of copywriters and editors, and she owns The Bergen Haus | Content + Marketing. Throughout her career, Elka has conceived and written television, radio, print, PR, social media, OOH, web, and packaging for brands such as MasterCard, The Container Store, Pizza Hut, Pepsi, Miller Brewing Company, JCPenney, E*Trade, Bank of America, The Perot Museum of Nature and Science, Nokia, Sara Lee, and Bacardi. She also leads writing bootcamps, taught at the Miami Ad School in Minneapolis, and has judged the Addy awards for the AAF Central Minnesota. Elka lives in Dallas with her two teenage sons.



Elka's Judge's Award & Gold Award Winner

PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND

Transform Their World

ENTRANT: elbow/room
ADVERTISER: Line4Line
CREDITS: elbow/room - creative direction;
Clara Clark - illustration + animation + editing + color;
Fireside Films - cinematography



Judge



Adam Taylor Brown

Adam Taylor Brown is the brand strategy and design consultant behind Marrow (madebymarrow.com). He's won a couple dozen ADDY™ Awards including Best of Show, Best Design, Best Copywriting, Judge's Choice, Audience Choice, and Public Service Excellence. In addition to his consultancy practice, Adam works with Section4 as a teaching assistant. He's taught under Scott Galloway (NYU), Julie Channing (AllBirds), April Dunford (positioning expert), and Jonah Berger (Wharton). He serves on the Lexington American Advertising Federation board; mentors startup founders as an Advisor-in-Residence with Launch Blue; sits on the BCTC Graphic Design Program board; and is a founder of the No™ designer collective. A frequent guest speaker, Adam has cultivated a reputation as a provocative and influential voice among design, brand, and business leaders.

Adam's Judge's Award & Gold Award Winner

INTEGRATED BRAND IDENTITY CAMPAIGN

Jubans Branding

ENTRANT: Xdesign
ADVERTISER: Jubans Restaurant and Bar
CREDITS: Team Xdesign



Judge

Jamal Millner

Jamal Millner is the President of M3:GRAFIX—a boutique programming firm providing comprehensive back-end web development expertise to businesses and marketing agencies. He specializes in creating custom applications and integration that provide access to services and content from internal or third party services. Jamal has served his community through a variety of organizations such as the ROTEC Advisory Council with Roanoke City Public Schools, the Roanoke Regional Chamber of Commerce, Junior Achievement, and the American Advertising Federation's Third District (AAF District 3) and Roanoke chapter (AAF Roanoke). With AAF Roanoke Jamal championed AdScape - a program providing professional guidance, leadership, and networking opportunities that enhanced students' understanding of marketing communications. Through his efforts, the AdScape program won a prestigious National Mosaic Award from the American Advertising Federation. In his spare time, Jamal enjoys baking desserts or playing video games.



Jamal's Judge's Award Winner

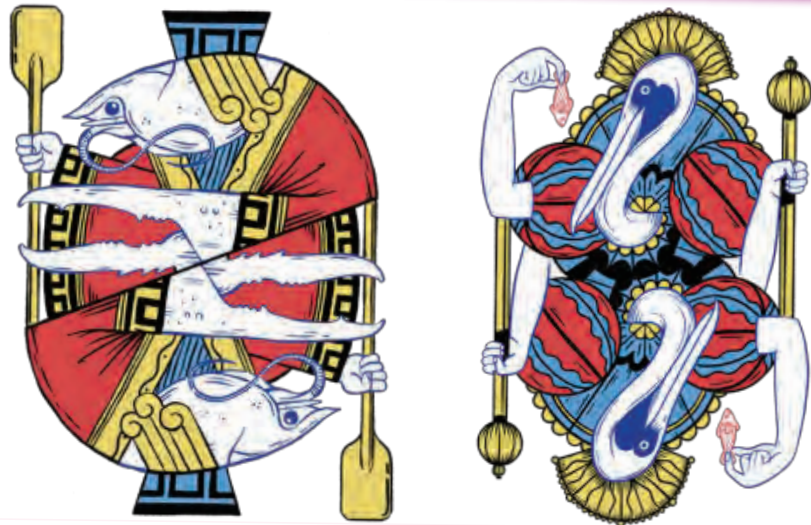
MAGAZINE ADVERTISING - FULL PAGE OR LESS

Son of a Saint Print Ad

ENTRANT: DAA Media + Marketing
ADVERTISER: Window World of Baton Rouge
CREDITS: DAA Media + Marketing - Concept; Maia Meadors - Graphic Designer; Chris Steiner - Art Director; Jerell Thomas - Copywriter; Jim Overbey - Copywriter



PROFESSIONAL Best of Show & Gold Award Winner



OVERALL BEST OF SHOW: ILLUSTRATION SERIES

Change the Game Playing Cards

ENTRANT: ThreeSixtyEight
ADVERTISER: Greater New Orleans Regional Economic Development
CREDITS: Trevor Navarre - Illustrator; Kelsey Leblanc - Account Manager; Micah Breaux - Project Manager; Kenny Nguyen - CEO

PROFESSIONAL Bests of Show



BEST OF SHOW: BROADCAST INTERNET COMMERCIAL

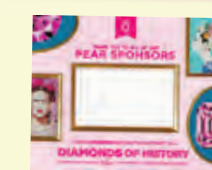
LSU Welcome Week

ENTRANT: ThreeSixtyEight
ADVERTISER: Louisiana State University
CREDITS: Phil Roberts - Exec Producer; Aisle 3 - Video Production

BEST OF SHOW: OUT-OF-HOME OUT-OF-HOME MULTIPLE INSTALLATIONS

Inspiration For Education

ENTRANT: Red Six Media
ADVERTISER: Bains Elementary School
CREDITS: Red Six Media - Creative



BEST OF SHOW: INTERACTIVE SOCIAL MEDIA, CAMPAIGN

Diamonds of History Social Media

ENTRANT: Xdesign
ADVERTISER: Louisiana Art & Science Museum
CREDITS: Team Xdesign

Professional GOLD AWARDS

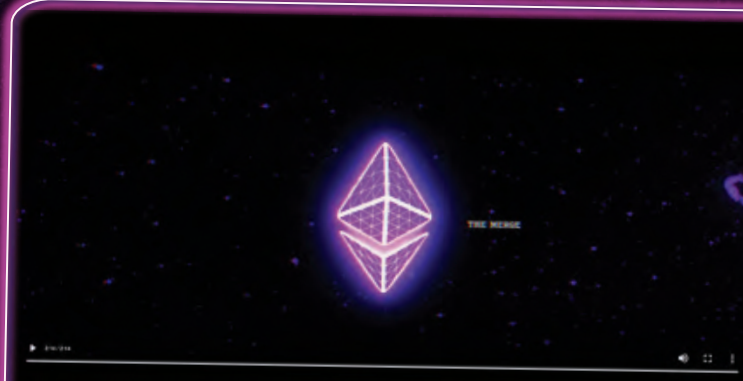


OUTDOOR BOARD

Myers Contracting Posters

ENTRANT: Lamar Graphics
ADVERTISER: Myers Contracting, LLC
CREDITS: Torie Christ - Graphic Designer

Professional GOLD AWARDS



SOUND DESIGN—SINGLE

The Merge: Beacon Chain Launch

ENTRANT: Echo Tango
ADVERTISER: Ethereum
CREDITS: Paul Knox - Sound Design

SOUND DESIGN—CAMPAIGN

Pizza Dimension!?

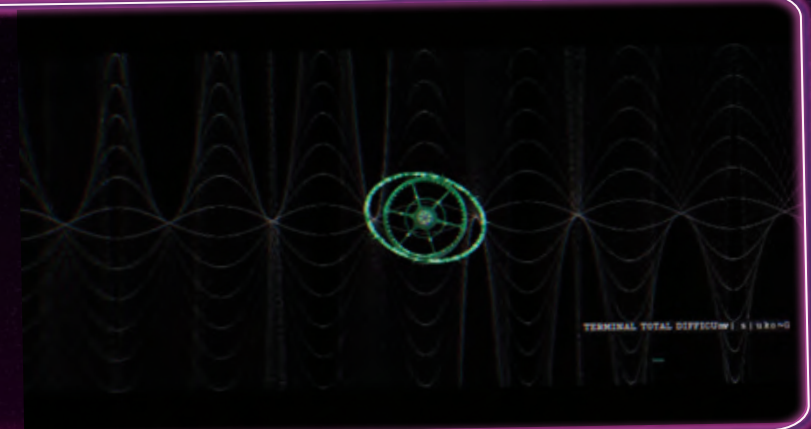
ENTRANT: Echo Tango
ADVERTISER: Papa Johns for Twitch
CREDITS: Jason Latorre - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead;
Paul Knox - Sound Design



FILM/VIDEO/SOUND BRANDED CONTENT, MORE THAN :60 SECONDS

The Merge: Beacon Chain Launch

ENTRANT: Echo Tango
ADVERTISER: Ethereum



ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

Pizza Dimension!?

ENTRANT: Echo Tango
ADVERTISER: Papa Johns for Twitch
CREDITS: Jason Latorre - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead



PACKAGING

Parish Brewing Co. "Infinite Ghost"

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



Professional GOLD AWARDS



BOOK DESIGN

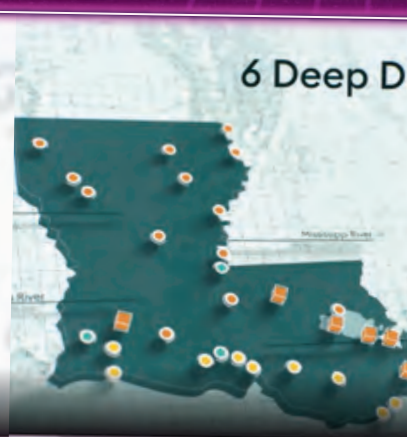
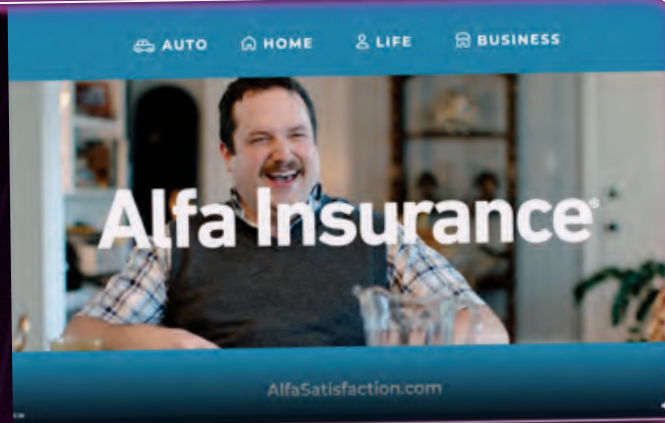
Adventures with Alfa

ENTRANT: ThreeSixtyEight
ADVERTISER: Alfa Insurance
CREDITS: Jeremy Beyt - Chief Creative Officer;
Trevor Navarre - Illustrator; Corey Schneider - Art Director;
Heather Gantz - Account Manager; Lunden Mouton -
Project Manager; Heather Gantz & Jeremy Beyt - Author

REGIONAL/NATIONAL TELEVISION COMMERCIAL CAMPAIGN

Just Like Family

ENTRANT: ThreeSixtyEight
ADVERTISER: Alfa Insurance
CREDITS: Phil Roberts - Exec Producer; Corey Schneider - Art Director;
Luke Jones - Copywriter; Heather Gantz - Account Manager; Lunden
Mouton - Project Manager; Trevor Navarre - Designer; Brian Tawls -
Creative Director; Jeremy Beyt - Chief Creative Officer; Kara Pitre -
Director of Operations; Adrian Owen-Jones - Chief Growth Officer;
Aisle 3 - Video Production; Countertake - Video Production;
Brian Kelly - Strategist; Caroline Stoltzfus - Media Strategist



INTERNET COMMERCIAL


Logistics

ENTRANT: ThreeSixtyEight
ADVERTISER: Louisiana Economic Development
CREDITS: Kelsey Leblanc - Account Manager;
David Probst - Motion Designer; Trevor Navarre -
Designer; Maria Do - Project Manager; Phil Roberts -
Exec Producer; Kimberly Cadena - Strategist



Large Format Printing ||| Fleet Graphics ||| Event Signage
Vehicle Wraps ||| Wall Graphics ||| Order Fulfillment ||| Laser Engraving

Professional GOLD AWARDS



MICROSITE



Tear the Paper Ceiling site

ENTRANT: ThreeSixtyEight
 ADVERTISER: Opportunity @ Work
 CREDITS: Tim Ricks - Designer; Tim Ricks - Developer; Hailey Johnson - Experience Strategist; Natalia Weil - Account Manager; Kenny Nguyen - CEO; Adrian Owen-Jones - Chief Growth Officer; Jeremy Beyt - Chief Creative Officer; Brian Tawlks - Creative Director; Heather Gantz - Account Manager; Justin Hutchinson - Director of Business Development; Luke Jones - Writer; Tara Lirette - Director of Strategy; Maria Do - Project Manager

PUBLIC SERVICE ONLINE/INTERACTIVE

Tear the Paper Ceiling site

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 ADVERTISER: Opportunity @ Work
 CREDITS: Tim Ricks - Designer; Tim Ricks - Developer; Hailey Johnson - Experience Strategist; Natalia Weil - Account Manager; Kenny Nguyen - CEO; Adrian Owen-Jones - Chief Growth Officer; Jeremy Beyt - Chief Creative Officer; Brian Tawlks - Creative Director; Heather Gantz - Account Manager; Justin Hutchinson - Director of Business Development; Luke Jones - Writer; Tara Lirette - Director of Strategy; Maria Do - Project Manager





REGIONAL/NATIONAL TELEVISION COMMERCIAL

Unexpected in St. Francisville

ENTRANT: Launch Media
 ADVERTISER: St. Francisville and West Feliciana Parish
 CREDITS: John Jackson - Executive Producer; Deirdre Peterson - Producers; Chris Jeansonne - Director; Taylor Stoma - Editor; Brock Gomez - Director of Photography; Jonathan Harsongram - Colorist; Baron Creighton - Composer; Luke Jones - Copywriter

Professional GOLD AWARDS



BROCHURE/SALES KIT


The Angel Award Program

ENTRANT: Blue Cross and Blue Shield of Louisiana
 ADVERTISER: Blue Cross and Blue Shield of Louisiana Foundation
 CREDITS: BCBSLA - In-House Creative; The Pixel House - Photography; Tim's Letterpress - Foil Production

POSTER

Baton Rouge Blues Festival 2022

ENTRANT: Krist Norsworthy
 ADVERTISER: Baton Rouge Blues Foundation
 CREDITS: Krist Norsworthy - Design & Illustration

ART DIRECTION—SINGLE

Inspiration For Education

ENTRANT: Red Six Media
 ADVERTISER: Bains Elementary School
 CREDITS: Red Six Media - Creative

EXPERIENCE IT.

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Professional GOLD AWARDS



CINEMATOGRAPHY—SINGLE

Let Louisiana Shine

ENTRANT: Red Six Media
ADVERTISER: Keep Louisiana Beautiful
CREDITS: Red Six Media - Creative;
Reyna Hope - Cinematographer

**DIRECT MARKETING & SPECIALTY
ADVERTISING (PRINTED OR DIGITAL)**

No Place Like Home

ENTRANT: Red Six Media
ADVERTISER: Red Six Media
CREDITS: Red Six Media - Creative



INTEGRATED BRAND IDENTITY CAMPAIGN

Soulshine Kitchen & Bar

ENTRANT: Red Six Media
ADVERTISER: Soulshine Kitchen & Bar
CREDITS: Red Six Media - Creative

Professional GOLD AWARDS



LOGO DESIGN

Soulshine Kitchen & Bar

ENTRANT: Red Six Media
ADVERTISER: Soulshine Kitchen & Bar
CREDITS: Red Six Media - Creative

ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

Bring It

ENTRANT: elbow/room
ADVERTISER: Baton Rouge Area Chamber
CREDITS: elbow/room - concept/creative; Tilt - illustration;
Blank - drone photography; elbow/room + Daron Short -
animation



ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

Much More Than Paper

ENTRANT: elbow/room
ADVERTISER: Louisiana Community Forrests/Baton Rouge Green
CREDITS: elbow/room - concept/creative/copy; Tilt - illustration; elbow/
room - art direction; elbow/room + Daron Short - character animation;
elbow/room + Samara Thomas + Luce Tremblay-Gaudette - set building
+ paper crafting; Blank - fabrication + robotics + motion control
programing + problem solving; elbow/room - stop motion animation +
stop motion photography; Ford Sound Design - Original Score + Sound
design; Colie Champion @ Rebel Graphix - additional laser cutting



Professional GOLD AWARDS



ART DIRECTION—SINGLE

Much More Than Paper

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ADVERTISER: Louisiana Community Forrests/Baton Rouge Green
CREDITS: elbow/room - concept/creative/copy; Tilt - illustration; elbow/
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stop motion photography; Ford Sound Design - Original Score + Sound
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CORPORATE SOCIAL RESPONSIBILITY TELEVISION

Much More Than Paper

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ADVERTISER: Louisiana Community Forrests/Baton Rouge Green
CREDITS: elbow/room - concept/creative/copy; Tilt - illustration; elbow/
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+ paper crafting; Blank - fabrication + robotics + motion control
programing + problem solving; elbow/room - stop motion animation +
stop motion photography; Ford Sound Design - Original Score + Sound
design; Colie Champion @ Rebel Graphix - additional laser cutting



INTERNET COMMERCIAL

First Day of School - Sacred Heart

ENTRANT: 4TH FLR Creative Agency
ADVERTISER: Sacred Heart of Jesus Catholic School
CREDITS: Victoria Armstrong - Director; Ross Armstrong -
Director of Photography; Shannon Grant - Photographer





JAMES PECK
THE PIXEL HOUSE
PHOTOGRAPHY - VIDEOGRAPHY



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Promotional Items | Project Management | Digital Form Conversion

Professional SILVER AWARDS



SOUND DESIGN—SINGLE

Life Happens in 5

ENTRANT: Echo Tango
ADVERTISER: 5GUM for Twitch
CREDITS: Sean Gras - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead; Cartuna - Sound Design

**ANIMATION, SPECIAL EFFECTS
OR MOTION GRAPHICS**

Life Happens in 5

ENTRANT: Echo Tango
ADVERTISER: 5GUM for Twitch
CREDITS: Sean Gras - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead



ART DIRECTION—SINGLE

Life Happens in 5

ENTRANT: Echo Tango
ADVERTISER: 5GUM for Twitch
CREDITS: Sean Gras - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead



INTERNET COMMERCIAL

Pizza Dimension!?

ENTRANT: Echo Tango
ADVERTISER: Papa Johns for Twitch
CREDITS: Jason Latorre - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead



Professional SILVER AWARDS



ART DIRECTION—CAMPAIGN

Pizza Dimension!?

ENTRANT: Echo Tango
ADVERTISER: Papa Johns for Twitch
CREDITS: Jason Latorre - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead

ART DIRECTION—SINGLE

Pizza Dimension!?

ENTRANT: Echo Tango
ADVERTISER: Papa Johns for Twitch
CREDITS: Jason Latorre - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead



INTERNET COMMERCIAL

Seum's Pizza Dimension!?

ENTRANT: Echo Tango
ADVERTISER: Papa Johns for Twitch
CREDITS: Jason Latorre - Twitch Creative Producer;
Patrick Moses - Twitch Production Lead



MUSIC WITHOUT LYRICS—SINGLE

The Merge: Beacon Chain Launch

ENTRANT: Echo Tango
ADVERTISER: Ethereum
CREDITS: Jonathan Richmond - Composer



Professional SILVER AWARDS



LOGO DESIGN

S&W Foods

ENTRANT: Anntoine Marketing + Design
ADVERTISER: S&W Foods
CREDITS: Anntoine Marketing + Design

CAMPAIGN

Cane River Pecan Print Ad Campaign

ENTRANT: BBR Creative Marketing Partners
ADVERTISER: Cane River Pecan
CREDITS: Romero & Romero Photography - Photography



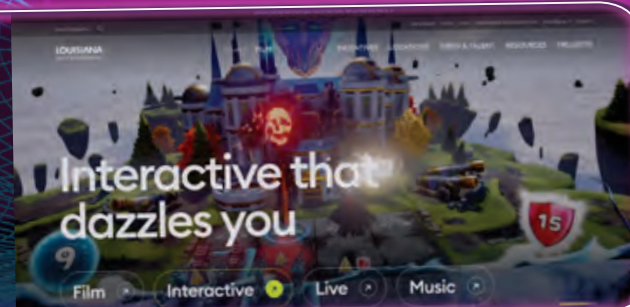
CARD, INVITATION OR ANNOUNCEMENT

Louisiana Travel Rose Parade Pin

ENTRANT: Louisiana Economic Development
ADVERTISER: Louisiana Office of Tourism
CREDITS: Doug Bourgeois - Assistant Secretary; Jennifer Berthelot - Director of Communications; Lauren Verrett - Chief Graphic Designer

PUBLIC SERVICE ONLINE/INTERACTIVE Entertainment site

ENTRANT: ThreeSixtyEight ADVERTISER: Louisiana Economic Development CREDITS: Kelsey Leblanc - Account Manager; Maria Do - Project Manager; Tim Ricks - Designer; Tim Ricks - Developer; Hailey Johnson - Experience Strategist; Phil Roberts - Exec Producer; Kimberly Cadena - Strategist; Jeremy Beyt - Chief Creative Officer; Brian Tawls - Creative Director; Nick Defellice - Development; Cody Coumes - Experience Strategist; Liz McCulla - Designer; Kenny Nguyen - CEO



Professional SILVER AWARDS



INTEGRATED ADVERTISING CAMPAIGN - REGIONAL/NATIONAL - CONSUMER

Just Like Family campaign

ENTRANT: ThreeSixtyEight ADVERTISER: Alfa Insurance CREDITS: Corey Schneider - Art Director; Luke Jones - Copywriter; Heather Gantz - Account Manager; Lunden Mouton - Project Manager; Tim Ricks - Developer; Phil Roberts - Exec Producer; Countertake - Video Production; Jeremy Beyt - Chief Creative Officer; Brian Tawls - Creative Director; Caroline Stoltzfus - Media Strategist; Brian Kelly - Strategist; Hailey Johnson - Experience Strategist; Nathan Calhoun - Designer; Trevor Navarre - Illustrator; Brittany Alford - Designer

INTEGRATED ADVERTISING CAMPAIGN - REGIONAL/NATIONAL - CONSUMER

KIVA - Create Opportunity Anywhere

ENTRANT: ThreeSixtyEight ADVERTISER: KIVA CREDITS: Trevor Navarre - Designer; Trevor Navarre - Motion Graphics; Trevor Navarre - Illustrator; Natalia Weil - Account Manager; Bri Ehle - Project Manager; Caroline Stoltzfus - Media Strategist; Kaitlyn Hieb - Strategist; Jeremy Beyt - Chief Creative Officer; Brian Tawls - Creative Director; Caroline Stoltzfus - Writer



ART DIRECTION—CAMPAIGN

KIVA - Create Opportunity Anywhere

ENTRANT: ThreeSixtyEight ADVERTISER: KIVA CREDITS: Trevor Navarre - Designer; Trevor Navarre - Motion Graphics; Trevor Navarre - Illustrator; Natalia Weil - Account Manager; Bri Ehle - Project Manager; Caroline Stoltzfus - Media Strategist; Kaitlyn Hieb - Strategist; Jeremy Beyt - Chief Creative Officer; Brian Tawls - Creative Director; Caroline Stoltzfus - Writer

GAMES

Retreat Reveal

ENTRANT: ThreeSixtyEight ADVERTISER: ThreeSixtyEight Retreat Reveal Game CREDITS: Tim Ricks - Developer; Tim Ricks - Designer; Trevor Navarre - Designer; Trevor Navarre - Illustrator; Jeremy Beyt - Chief Creative Officer; Jeremy Beyt - Sound FX; Brian Tawls - Creative Director



WEEKDAYS

5, 6 & 10 PM



Renae Skinner
Evening Anchor

Ashley Ruiz
Chief Meteorologist

Jacob Bradford
Evening Anchor

Brian Holland
Sports Director



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Professional SILVER AWARDS



**ADVERTISING INDUSTRY SELF-PROMOTION
ONLINE/INTERACTIVE/ VIRTUAL REALITY**

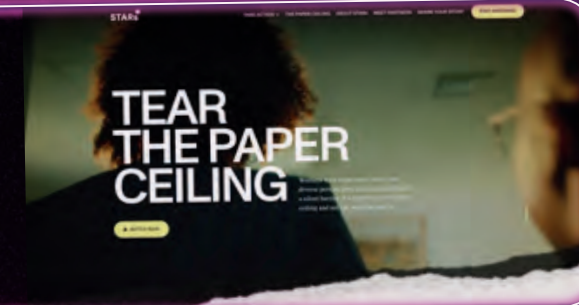
Retreat Reveal

ENTRANT: ThreeSixtyEight
ADVERTISER: ThreeSixtyEight Retreat Reveal Game
CREDITS: Tim Ricks - Developer; Tim Ricks - Designer; Trevor Navarre - Designer; Trevor Navarre - Illustrator; Jeremy Beyt - Chief Creative Officer; Jeremy Beyt - Sound FX; Brian Tawlks - Creative Director

CONSUMER WEBSITE

Tear the Paper Ceiling site

ENTRANT: ThreeSixtyEight ADVERTISER: Opportunity @ Work
CREDITS: Tim Ricks - Designer; Tim Ricks - Developer; Hailey Johnson - Experience Strategist; Natalia Weil - Account Manager; Kenny Nguyen - CEO; Adrian Owen-Jones - Chief Growth Officer; Jeremy Beyt - Chief Creative Officer; Brian Tawlks - Creative Director; Heather Gantz - Account Manager; Justin Hutchinson - Director of Business Development; Luke Jones - Writer; Tara Lirette - Director of Strategy; Maria Do - Project Manager



EDITORIAL SPREAD OR FEATURE DESIGN

Move it

ENTRANT: 225 Magazine, Melara Enterprises
ADVERTISER: 225 Magazine
CREDITS: Melinda Gonzalez Galjour - Senior Designer; Jennifer Tormo Alvarez - Editor; Collin Richie - Photographer

COPYWRITING

Launch Media Reel

ENTRANT: Launch Media
ADVERTISER: Launch Media
CREDITS: John Jackson - Executive Producer; Deirdre Peterson - Producer; Chris Jeansonne - Creative Producer; Taylor Stoma - Editor; Ari Ross - Editor; Chris Jeansonne - Copywriter



Professional SILVER AWARDS



**BRANDED CONTENT & ENTERTAINMENT -
NON-BROADCAST**

The Beauty of Brody

ENTRANT: Launch Media
ADVERTISER: The Emerge Center
CREDITS: John Jackson - Executive Producer; Deirdre Peterson - Producer; Chris Jeansonne - Director; Taylor Stoma - Editor; Brock Gomez - Director of Photography; Ari Ross - Sound Engineer

BRAND ELEMENTS

The Angel Award Invitation

ENTRANT: Blue Cross and Blue Shield of Louisiana
ADVERTISER: Blue Cross and Blue Shield of Louisiana Foundation
CREDITS: BCBSLA - In-House Creative; The Pixel House - Photography



BRAND ELEMENTS

The Angel Award Logo

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

**ADVERTISING INDUSTRY SELF-PROMOTION
AMBIENT MEDIA**

How It's Made Entry Installation

ENTRANT: Rebel Graphix
ADVERTISER: AAF-BR
CREDITS: Julia Yarbrough - Designer



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SILVER AWARDS



LOCAL TELEVISION COMMERCIAL CAMPAIGN

Banking for Life

ENTRANT: MESH
ADVERTISER: Community Bank of Louisiana
CREDITS: MESH Creative Team

VOICEOVER

Banking for Life

ENTRANT: MESH
ADVERTISER: Community Bank of Louisiana
CREDITS: MESH Creative Team



REGIONAL/NATIONAL TELEVISION COMMERCIAL CAMPAIGN

**Game Day
The Walk-On's Way**

ENTRANT: MESH
ADVERTISER: Walk-On's Sport Bistreaux
CREDITS: MESH Creative Team

REGIONAL/NATIONAL TELEVISION COMMERCIAL

We're Ready

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative Team



Professional
SILVER AWARDS



VIDEO EDITING

We're Ready

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative Team

CINEMATOGRAPHY—SINGLE

We're Ready

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative Team



REGIONAL/NATIONAL TELEVISION COMMERCIAL CAMPAIGN

We're Ready

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative Team

INTEGRATED ADVERTISING CAMPAIGN -
REGIONAL/NATIONAL - CONSUMER

We're Ready

ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative Team



Professional SILVER AWARDS



**FILM/VIDEO/SOUND BRANDED CONTENT,
MORE THAN :60 SECONDS**



**First Day of School -
Sacred Heart**

ENTRANT: 4TH FLR Creative Agency ADVERTISER: Sacred Heart of Jesus Catholic School CREDITS: Victoria Armstrong - Director; Ross Armstrong - Director of Photography; Shannon Grant - Photographer

COPYWRITING

**Manda Fine Meats -
75th Anniversary**

ENTRANT: Covalent Logic
ADVERTISER: Manda Fine Meats
CREDITS: Fernanda Collins - Creative Director; Jim Overbey - Copy Chief; Trae Russell - Vice President; Theresa Stewart - Account Manager

WEBISODE SERIES Lets Make Some Noise

ENTRANT: Blue Cassette ADVERTISER: Spiral Caster Plays Pedals
CREDITS: Blue Cassette - Production Company, Agency; Cohen Hartman - Executive Producer; Taylor Stoma - Director, Producer, Editor, Animator; Christopher Jeansonne - Director of Photography, Camera Operator, Producer, Assistant Editor; Ari Ross - Gaffer, Camera Operator, Editor, Producer; Earthship Records and The Legendary Noise Floor - Recording Studio; Nicholas "Nickie Baybee" Johnson - Grip, DIT, Audio; Chris Cox - Production Assistant; Phoebe Koontz - Production Assistant; Lee White - Producer; Pedatrain - Sponsor; Disaster Area Designs - Sponsor; PreSonus - Sponsor; Revelation Cable Co. - Sponsor; Stringjoy - Sponsor; Mike Cole - Producer; Max Stratmann - Producer; Michael Williams - Producer; Ben Livingston - Producer

INTEGRATED BRAND IDENTITY CAMPAIGN

**Diamonds of History
Gala Branding**

ENTRANT: Xdesign
ADVERTISER: Louisiana Art & Science Museum
CREDITS: Team Xdesign



Professional SILVER AWARDS



INTEGRATED BRAND IDENTITY CAMPAIGN


Freshter Branding

ENTRANT: Xdesign
ADVERTISER: Freshter Healthy Prepared Meals
CREDITS: Team Xdesign

SPECIALTY ADVERTISING CAMPAIGN

Phil's Swag

ENTRANT: Xdesign
ADVERTISER: Phil's Oyster Bar & Seafood Restaurant
CREDITS: Team Xdesign



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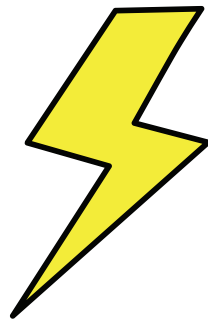
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STUDENT *Best of Show* & Gold Award Winner



STUDENT BEST OF SHOW: SOCIAL MEDIA, CAMPAIGN

MFA Exhibition Social Media Promos

ENTRANT: GDSO

SCHOOL: LSU School of Art | GDSO

CREDITS: Vicky Chen - Graphic Designer; Courtney Barr - Faculty Advisor; Luisa Restrepo - Creative Director

Student GOLD AWARDS



OUT-OF-HOME - POSTER - SINGLE

CoAD Lecture Series Poster 2022-23

ENTRANT: GDSO
SCHOOL: LSU School of Art | GDSO
CREDITS: Vicky Chen - Graphic Designer;
Courtney Barr - Faculty Advisor; Luisa Restrepo - Creative Director

ONLINE/INTERACTIVE - APP
(MOBILE OR WEB-BASED)

Touer

ENTRANT: Vicky Chen
SCHOOL: Louisiana State University
CREDITS: Vicky Chen - Graphic Designer



Student SILVER AWARDS



STILL PHOTOGRAPHY - DIGITALLY
ENHANCED, SINGLE

Beyond The Surface

ENTRANT: Kathleen McVea
SCHOOL: Louisiana State University
CREDITS: Kathleen McVea - Graphic Designer

ONLINE/INTERACTIVE - APP
(MOBILE OR WEB-BASED)

Touer

ENTRANT: Vicky Chen
SCHOOL: Louisiana State University
CREDITS: Vicky Chen - Graphic Designer



PRODUCT OR SERVICE SALES
PROMOTION - PACKAGING

Culinary Kids Soup Cans

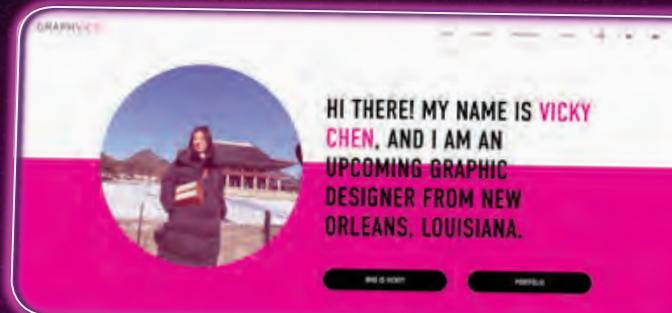
ENTRANT: Emma LaRose
SCHOOL: Nicholls State University
CREDITS: Emma LaRose - Graphic Artist



PRODUCT OR SERVICE SALES
PROMOTION - PACKAGING

Culinary Kids Soup Cans

ENTRANT: Emma LaRose
SCHOOL: Nicholls State University
CREDITS: Emma LaRose - Graphic Artist



ONLINE/INTERACTIVE - WEBSITE
(DESKTOP OR MOBILE)

GRAPHVICS

ENTRANT: Vicky Chen
SCHOOL: Louisiana State University
CREDITS: Vicky Chen - Graphic Designer

BRAND FLAVORS

Slimline



INTEGRATED BRAND IDENTITY
CAMPAIGN

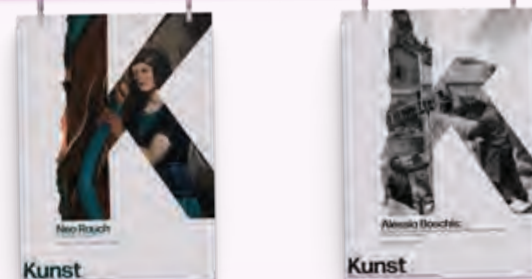
Slimline

ENTRANT: Krystal Figueroa
SCHOOL: Louisiana State University
CREDITS: Krystal Figueroa - Graphic Designer

OUT-OF-HOME - POSTER - CAMPAIGN

Kunst Poster Series

ENTRANT: Annabelle Pavy
SCHOOL: Louisiana State University
CREDITS: Annabelle Pavy - Graphic Designer



PUBLICATION DESIGN - EDITORIAL
SPREAD OR FEATURE

Type Guru

ENTRANT: Krystal Figueroa
SCHOOL: Louisiana State University
CREDITS: Krystal Figueroa - Graphic Designer



Student SILVER AWARDS



STATIONERY PACKAGE - SINGLE OR MULTIPLE PIECES

Biblioteca del Kunsthistorisches

ENTRANT: Annabelle Pavy
SCHOOL: Louisiana State University
CREDITS: Annabelle Pavy - Graphic Designer

CARD, INVITATION OR ANNOUNCEMENT

Dean's Tailgate Invitation

ENTRANT: GDSO
SCHOOL: LSU School of Art | GDSO
CREDITS: Safiyeh Niknami - Graphic Designer; Courtney Barr - Faculty Advisor; Luisa Restrepo - Creative Director



ILLUSTRATION - CAMPAIGN

Max Kisman Magazine

ENTRANT: Annabelle Pavy
SCHOOL: Louisiana State University
CREDITS: Annabelle Pavy - Graphic Designer and Illustrator

ILLUSTRATION - CAMPAIGN

Café Détente Illustrations

ENTRANT: Annabelle Pavy
SCHOOL: Louisiana State University
CREDITS: Annabelle Pavy - Illustrator



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If you're looking to keep up with the latest news on business, entertainment, lifestyles and social events—we have it covered. Our collection of magazines covers each of these areas of living in and enjoying the Capital City—and Region. In addition, you can stay connected online with one of our many e-newsletters.

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**INDUSTRY
REPORT**



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