

# GAME OF THrones

AMERICAN  
ADVERTISING  
AWARDS

20  
26

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# A LETTER FROM THE PRESIDENT

Greetings, Baton Rouge!

It is an honor to celebrate the remarkable talent, creativity, and craftsmanship represented in these pages. Each recognized entry reflects not only exceptional execution, but also the passion and purpose that define our local creative community. The work showcased here highlights the ideas, collaboration, and innovation that continue to move our industry forward.

Our club continues to build on strong momentum. Over the past year, AAF-Baton Rouge earned recognition in all five AAF National Club Achievement categories, and our Executive Director, Lisa Thibodaux, received the prestigious Betty Riehl Excellence in Service Award; a testament to the leadership and dedication that support everything we do. That same spirit of excellence is clearly reflected in the winning work you are about to see.

We remain committed to growth, education, and engagement; from evolving the American Advertising Awards experience to expanding student outreach and strengthening connections across our professional community. None of this is possible without the involvement, generosity, and creative energy of our members.

To our entrants and winners: thank you for raising the bar and representing Baton Rouge with distinction. To our judges, sponsors, volunteers, and supporters: thank you for making this celebration possible. And to the next generation of talent: we hope these pages inspire you to push boundaries and pursue bold ideas.

Congratulations to this year's winners. Your work makes our community proud.

With appreciation and congratulations,

## KRIS BORDELON

President, AAF-Baton Rouge



# President's

— SERVICE AWARD —

## 2026 RECIPIENT

### HEATHER GAUDIN

Heather Gaudin embodies the very spirit of the AAF-Baton Rouge President's Service Award through her unwavering dedication, generosity, and commitment to the success of the club. Throughout the year, Heather has consistently shown up in meaningful and impactful ways; often behind the scenes, always with the best interests of AAF-BR at heart.

Heather generously volunteered her time and talent as the auctioneer for the AAF-BR Media Auction, bringing energy, professionalism, and enthusiasm that elevated one of the organization's most important fundraising events. Her ability to engage and inspire participants played a key role in driving excitement and support for the club's mission.

Beyond the auction, Heather has used her platform and leadership role at WAFB to directly benefit the next generation of advertising professionals. Through her efforts to secure sponsorship support for students, she has helped ensure they feel valued, encouraged, and welcomed within the AAF-BR community.

Time and again, Heather has leveraged her extensive network and media reach to amplify the club's mission; opening doors,



creating opportunities, and strengthening visibility for AAF-BR in ways that would not be possible without her involvement.

What truly sets Heather apart is not just what she does, but how she does it. She gives freely of her time, energy, creativity, and influence, approaching every opportunity to help with enthusiasm and a genuine desire to see the organization thrive.

Heather Gaudin's service this year has made a lasting impact on AAF-BR and its members. She is a true champion of the club, and a deeply deserving recipient of the President's Service Award.

# 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. This year, the recipient is WAFB.



WAFB Channel 9 is a trusted leader in Baton Rouge media and a powerful champion of community engagement; and in the past year, their partnership with AAF-Baton Rouge has been nothing short of exceptional. As the recipient of the Company Service Award, WAFB is being recognized for the meaningful and lasting contributions they have made to support the organization and its mission.

Throughout the year, WAFB demonstrated an outstanding level of commitment, generosity, and collaboration. In addition to serving as both a luncheon sponsor and student conference sponsor, their team went above and beyond by providing professional photography coverage for every AAF-BR luncheon. This invaluable contribution elevated the quality, consistency, and professionalism of AAF-BR's events, ensuring moments were captured and shared in a way that strengthened both engagement and visibility.

WAFB's team has consistently been responsive, dependable, and eager to help; always stepping in with solutions and support whenever needed. Their willingness to contribute time, talent, and resources reflects a genuine belief in the importance of nurturing the advertising and communications community.

As "Louisiana's News Channel," WAFB has long been recognized for its dedication to public service, community involvement, and civic leadership. Those same values are reflected in their partnership with AAF-BR, making them a true model of corporate support and community-minded leadership.

For their outstanding service, professionalism, and commitment to helping AAF-BR thrive, WAFB Channel 9 is a truly deserving recipient of the Company Service Award.

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E . A . P E T E

# Goldsby

— SERVICE AWARD —

The highest personal award presented by the American Advertising Federation-Baton Rouge is the E. A. Pete Goldsby Silver Medal Award, presented each year to the person who has made the greatest overall contribution to the advertising profession. The Goldsby Silver Medal 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	1974 – Charles Manship	1992 – Sonny Cranch	2011 – Don Cassano
1956 – Roland Caldwell	1975 – Lamar Simmons	1993 – Gus Wales	2012 – Julio Melara
1957 – Alvin H. Meyer	1976 – Charlie Kantrow	1994 – Pat Cheramie	2013 – Tommy Teepel
1958 – Frank Kean	1977 – Kevin Reilly	1995 – Al McDuff	2014 – Curtis Vann
1959 – Vic Ehr	1978 – Jerry Turk	1996 – Charles East, Jr.	2015 – Jeff Wright
1960 – J.B. Myers	1979 – Mervin Rhys	1997 – Gerald Bower	2016 – Steve Davison
1961 – Charles Garvey	1980 – Art Root	1998 – Rolfe McCollister, Jr.	2017 – Connie McLeod
1962 – Lee Herzberg	1981 – Bob Furlow	1999 – Rod Parker	2018 – John Maginnis
1963 – Tommy McGuire	1982 – Don Stewart	2000 – Otey White	2019 – Stafford Wood
1964 – Bob Earle	1983 – Jules Mayeux	2000 – Karen Gaupp-Wozniak	2020 – Marie Constantin
1965 – Pres Kors	1983 – Grace McElveen	2001 – Jensen Holiday	2021 – Taylor Bennett
1966 – Allan Brent	1984 – Don Berlin	2003 – David Humphreys	2022 – Ace Bourgeois
1967 – Tom Gibbens	1985 – Allen McCarty	2004 – Angela deGravelles	2023 – Nicole Duet Latiolais
1968 – Jack Sanders	1986 – Gus Weill	2005 – Gerry Lane	2024 – Danielle Gremillion
1969 – Annie-Claire Mote	1987 – Cyril Vetter	2006 – Greg Milneck	2025 – Nancy Steiner
1970 – Roger Davison	1988 – Martin Flanagan	2007 – Jeff English	
1971 – Douglas L. Manship	1989 – Sandy Deslatte	2008 – Saundra Lane	
1972 – Orene Muse	1990 – J.H. Martin	2009 – Francelle Theriot	
1973 – Ralph Sims	1991 – Diane Allen	2010 – Elizabeth Perry	

## 2026 RECIPIENT

# BECKY SADLER

Becky Sadler is a leader whose career has been defined by service, mentorship, and a deep commitment to strengthening both the advertising profession and the Baton Rouge community. Her work sits at the powerful intersection of education, inclusion, and professional development; where she has spent years creating pathways for others to succeed.

Through her leadership and long-standing involvement with AAF-Baton Rouge, Becky has consistently elevated both the organization and the people it serves. She played a pivotal role in the success of Junior Achievement of Baton Rouge, contributing to major fundraising efforts and community service initiatives. Most notably, she helped launch the Junior Achievement Advertising Pitch Competition; recruiting sponsors, mentors, and judges while shaping the program's structure to provide students with a meaningful, real-world learning experience.

Becky was also a driving force behind AAF-BR's Dialogue on Race diversity initiative, a program that continues to this day. A steadfast champion of diversity, equity, and inclusion, she has led and sustained conversations and programming that ensure all voices are heard, respected, and represented within the creative community.

Her commitment to community impact extended even further through her leadership of the Campaign for Community, which helped launch The Futures Fund. This initiative continues to teach children and young adults coding and technical skills that open doors to gainful employment and provide a path out of generational poverty; bringing Becky's belief in education as a catalyst for lasting change to life.

Since 2021, Becky has expanded her reach in her role at LSU's Manship School of Mass Communication, where she is deeply



hands-on in mentoring and preparing students for careers in advertising and communications. She connects students with industry professionals, guides them through professional expectations, and actively champions their participation in organizations, competitions, and scholarship opportunities. Her efforts bridge the gap between classroom learning and real-world success, giving students both confidence and opportunity as they enter the industry.

Throughout her career, Becky Sadler has gone the extra mile to lift others; inviting young people into professional spaces, nurturing their creative growth, and ensuring they feel supported, seen, and empowered. Her lasting impact on education, inclusion, and the advertising community makes her a truly deserving recipient of the E.A. Pete Goldsby Silver Medal Award.

# Mosaic

AWARD

A Mosaic ADDY Award is chosen by the judges and given to one (or more) entries that exemplify a spirit of diversity and inclusion. The Mosaic ADDY Award should demonstrate understanding and sensitivity of targeted multicultural audiences. This year's recipient company is Blind Grace, a visual impairment nonprofit organization.

The image displays a collection of brand identity elements for Blind Grace. On the left, the logo features the text "of Blind grace" in a white, elegant serif font against a dark teal background. Below this is a photograph of a young girl with glasses and a white dress. To the right, a photograph shows a woman with glasses hugging a child. A vertical tagline on the far right reads "walk by faith, not by sight". The bottom section contains the "Our Mission" statement: "The purpose of Blind Grace shall be to provide and facilitate the provision of services, assistance and other resources to the blind and visually impaired community in Louisiana regardless of age, location or other factors." Below the mission statement is a row of seven colored circles. To the right, the slogan "Feeling Beyond Sight" is accompanied by four circular icons and a Braille representation of the slogan.

*Integrated Brand Identity Campaign*

## Blind Grace

**Entrant:** Red Six Media

**Advertiser:** Blind Grace

**Credits:** Red Six Media - Creative

# Mosaic

— CHAMPION —

**2026 RECIPIENT**

## JUSTIN HUTCHINSON

Justin has grown from partnership coordinator to Vice President of Growth at ThreeSixtyEight, where he leads new business, strategy and multimillion-dollar growth initiatives while advancing inclusive talent practices. He's not only growing revenue, he's redefining equitable leadership.

A national voice for STARs workers and skills-based hiring, Justin has shared his own skills-first career journey at events like Indeed FutureWorks 2025. Starting as a Smoothie King employee before interning at ThreeSixtyEight, he quickly advanced to lead business development, helping scale the agency from \$800K to nearly \$5M. Today, he represents more than 70 million STARs nationwide, with recognition from Opportunity@Work, the U.S. Department of Labor and other organizations.

Inside ThreeSixtyEight, Justin has moved the agency from statements to action. He leads the Employee Resource Group and embeds DEI in recruitment, onboarding, and professional development. His unconscious-bias facilitator training ensures new hires understand these commitments. His leadership has helped position the agency as a B Corp and one of Baton Rouge's "Best Places to Work."

Justin's community impact is equally strong: a 225 Magazine "Twenty in Their 20s" honoree, Baton Rouge Alliance for Students CHANGEMAKER, Business Report Forty Under 40,



and Leadership Baton Rouge graduate. He organizes Assembly Required, a series that elevates diverse voices, sparks new businesses, and has produced viral talks. He also mentors youth on leadership and overcoming barriers.

Justin deserves the Mosaic Champion Award because he drives measurable growth while embedding DEI in operations, advocates nationally for STARs and skills-first hiring, elevates community voices and catalyzes change, models inclusive, accountable leadership.

Grounded in his Baton Rouge roots, Justin leads with purpose and opens doors for those often overlooked, making him an exceptional candidate for the Mosaic Champion Award.

# Unsung Hero

— AWARD —



## 2026 RECIPIENT

# GENEVIEVE PROCELL

Genevieve Procell has been a cornerstone at Louisiana Blue (Blue Cross and Blue Shield of Louisiana) for more than 20 years, earning numerous accolades for her exceptional creative vision and brand leadership. Her impact is unmistakable: she has played a pivotal role in elevating the brand from a perception of being stable and trustworthy, yet stodgy and bureaucratic, into one that is distinctly Louisiana-rooted, human, trusted, consistent and professional, with a casual twist.

In 2025, Genevieve helped lead one of the most significant brand evolutions in the organization's history: the transition from Blue Cross and Blue Shield of Louisiana to Louisiana Blue.

She designed the company's new visual brand expression and

co-authored the brand guide that now serves as the foundation for all communications. Rebranding a large corporation is an enormous undertaking, extending across digital platforms, member and employee communications, provider materials, marketing assets, and core operational systems. Her insistence on quality ensured the identity remained unified across every touchpoint. She stood firm when necessary to protect the integrity of the brand, regardless of the stakeholder.

Despite the strain of this unprecedented year, Genevieve remained a central creative force behind multiple campaigns, including Live, Louisiana, Real People. Real Stories., My Home Louisiana, health-related PSAs and "Thank you, Louisiana. We think you're great too!" Her work strengthened the organization's statewide presence and reintroduced Louisiana Blue as an empathetic, authentic local brand.

Genevieve's excellence extends beyond major initiatives. She brings the same dedication to unseen tasks, doing whatever is required to ensure quality. In a technical, detail-heavy industry where design is often underestimated, she is a rare talent—a graphic designer, brand strategist, problem-solver and leader who operates with empathy and integrity. She has shaped the brand, strengthened the culture, and inspired her colleagues.

Beyond her professional role, Genevieve is one of the most caring and generous individuals. Despite significant demands at work and at home, she actively volunteers through Team Blue, leading charitable efforts across the state. She is a gifted designer, strong leader, devoted mother and true inspiration. Louisiana Blue is honored to work with Genevieve Procell, the 2026 AAF-BR Unsung Hero.

# THE REALM IS BUILT ON PRINT



**IN THE GAME OF ADS, STRATEGY WINS BATTLES.  
EXECUTION WINS KINGDOMS.**

**CAMPAIGNS ARE CONCEIVED IN BRAINSTORMS.  
BUT THEY ARE CROWNED IN PRODUCTION.**

**THE WEIGHT OF THE PAPER  
THE PRECISION OF THE CUT  
THE RICHNESS OF THE COLOR  
THE FINISH THAT STOPS A JUDGE MID-PAGE**

**AT EMPRINT, WE DON'T JUST PRODUCE MATERIALS. WE FORGE PRESENCE.  
BECAUSE WHEN YOUR WORK IS COMPETING FOR GOLD, EVERY DETAIL MATTERS.**

MEET YOUR

# Judges

## SEAN TAMBAGAHAN

**Creative Director, Archer & Hound Advertising**

Sean Tambagahan is the Creative Director at Archer & Hound Advertising, one of the largest full-service agencies in Central California, where he leads brand strategy and creative development for mission-driven organizations and growing companies. His journey began with a laptop in the corner of his mom's office, where a passion for design turned into Butler Branding, a full-service creative agency he founded and scaled over 12 years. That work ultimately led to Butler Branding's acquisition by Archer & Hound and Sean's transition into his current role. Sean has worked with and helped shape hundreds of brands, guiding teams of designers and copywriters with a blend of entrepreneurial grit and strategic clarity. His background as a founder allows him to think beyond aesthetics—aligning creative execution with real business objectives. At the end of the day, Sean is driven by one thing: being part of work that grows brands, grows businesses, and grows people.



### JUDGE'S AWARD

*Integrated Advertising Campaign*  
**Visit Baton Rouge**

**Entrant:** MESH

**Advertiser:** Visit Baton Rouge

**Credits:** Alicia Edwards - Creative Director, Brandi Monjure - Brand Manager, Cody Montefusco - Sr. Graphic Designer, Blue Cassette - Video Production, Jason Cohen - Photographer, Sarah Francioni - Graphic Designer

# MEET YOUR Judges

## LAURA SCHNARR

**Partner & Director of Strategy at Neon Pig Creative**

Laura Schnarr has always lived at the intersection of left-brain and right-brain. Her design background gives her a love for the perfect font, while her strategic mind obsesses over the “why” behind every creative decision. After years of soaking up experience from in-house marketing to large agencies, she took the leap in 2017 to co-found Neon Pig Creative, a design studio based in Colorado Springs. Her goal was to build an agency that is spunky and strategic—one dedicated to doing brilliant work for great clients. Laura has dedicated a huge part of her career to the American Advertising Federation, leading the Colorado chapter as President, moving up to the District 12 Board, and now serving on the Western Region board to champion local and regional talent. Laura also helps mold the next generation of creative minds as an instructor at Pikes Peak State College in the Graphic Design program, a role she calls one of the most fulfilling she’s ever had. She’s always down to connect with fellow creatives and leaders, especially if it’s over a good beer or a glass of wine.



### JUDGE'S AWARD

*Integrated Brand Identity Campaign*  
**Five Mile Brand**

**Entrant:** Pavy Studio

**Advertiser:** Five Mile Eatery

**Credits:** Annabelle Pavy - Designer and Illustrator, Joe Savoy - Photographer, Mike Bass - Web Developer

# MEET YOUR Judges

## JAY WEETS

### Owner, Design or Die Creative

Jay Weets is an award-winning Art Director and Creative Consultant who just this year struck out on his own with Design or Die Creative. He has almost 35 years of experience in design and illustration and has been professionally creating since he was a high school student. He received his Associates in Visual Communications from the Art Institute of Colorado way back at the end of the last century.

Jay is an active member of the Colorado Springs AIGA group, nearing the end of his tenure as the AAF Colorado Chairman of the Board, and is involved in numerous other creative groups in Colorado Springs and Denver. If he's not creating professionally, you can probably find him nose deep in his sketchbook coming up with new ideas for art projects to keep him busy well after his death, because you either get busy designing, or you get busy dying. He has too many other hobbies to list and manages to handle them all with a healthy dose of Mountain Dew.



## JUDGE'S AWARD

*Direct Marketing & Specialty Advertising*

### Miner Work Truck

**Entrant:** Miner Design Co.

**Advertiser:** Miner Design Co.

**Credits:** Nicholas Miner - Creative Director / Designer,  
Ryley Calhoun - Graphic Designer

# MEET YOUR Judges

## KATHE FLYNN

**Creative Director, idfive**

Kathe is an enthusiastic multi-disciplinary team leader with over 20 years of experience working with global, commercial, financial, and government clients. As a Designer, she has a passion for creativity and enjoys being fully involved in all aspects of the task at hand. As a Director, her leadership-style is firmly rooted in collaboration. Kathe excels at growing strong teams, optimizing workflows, cultivating engaging environments, and developing effective creative aligned to strategic imperatives. She believes encouraging team members to think beyond the now leads to innovation and cross-departmental collaboration leads to better ideas. Kathe also serves as the President of AAF Baltimore. As a seasoned leader within the American Advertising Awards, she takes pride in celebrating the work that inspires her, and advocates for pushing boundaries to drive the creative world to new heights.



## JUDGE'S AWARD

*Internet Commercial*

### The Spirit of Craftsmanship

**Entrant:** The Day Group

**Advertiser:** Verret Shipyard

**Credits:** David Day - Producer/Co-writer, Fireside Films - Director/Cinematography/Co-writer, Patrick Ledet - Executive Producer/Media Manager, Taylor LeBlanc - Digital Communications Director

OVERALL

# Best of Show



*Single Installation*

## AT&T Connectopia

**Entrant:** Luminary Design Co

**Advertiser:** AT&T

**Credits:** Brian Beyt - CCO, Camille Wetekamm - Director of Physical Design, Brenda Hebert - Project Engineer, Chandler Damrill - Digital Media Producer

# Best of Show



*Best of Show: Interactive*

## That's Life with Alfie Campaign

**Entrant:** ThreeSixtyEight

**Advertiser:** Alfa Insurance

**Credits:** Philip Roberts - Exec. Producer/Copywriter, David Probst - Animator, Trevor Navarre - Illustrator, Corey Schneider - Design Director, Kelsey Leblanc - Account Mgr., Brittany Alford - Sr. Brand Designer, Liz McCulla - Webflow Developer, Timothy Ricks - Senior Webflow Engineer



*Best of Show: Sales & Marketing*

## Promise of Yes

**Entrant:** Pavy Studio

**Advertiser:** Our Lady of Lourdes Foundation

**Credits:** Annabelle Pavy - Designer/Illustrator, Averi Leonard - Designer, Cameron Theyard - Photographer



*Best of Show: Integrated Branding*

## Better in BTR

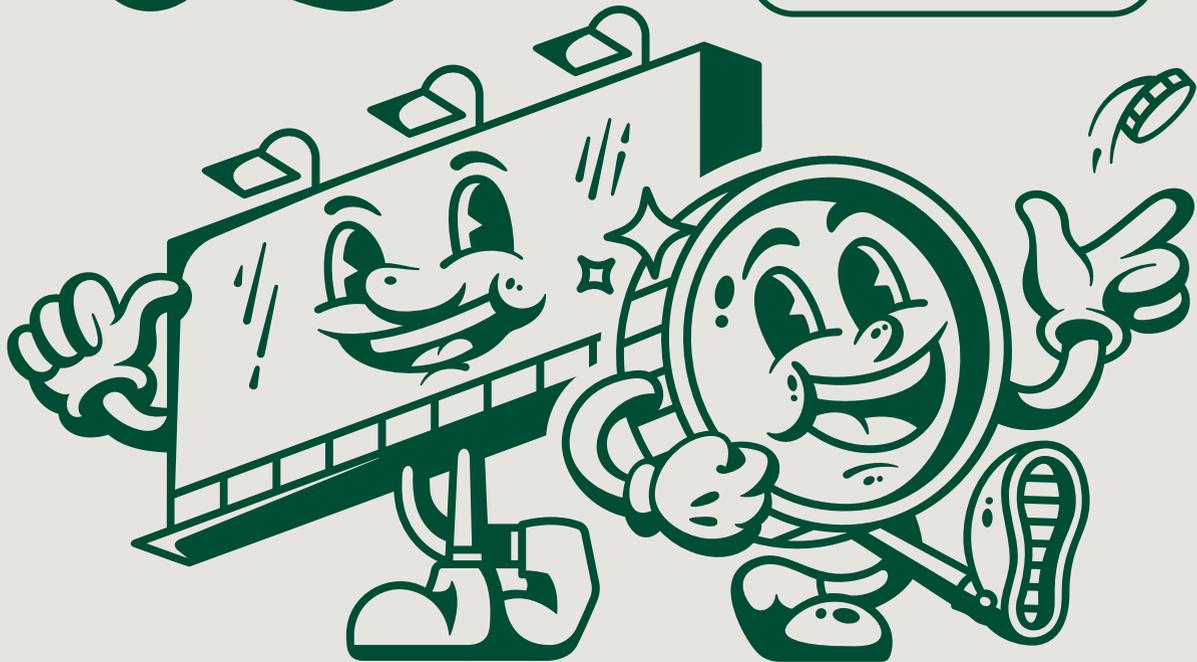
**Entrant:** MESH

**Advertiser:** Baton Rouge Area Chamber

**Credits:** Alicia Edwards - Creative Director, Cody Montefusco - Art Director, Red Six Media - Copywriter, Blue Cassette - Video Production

# Lamar

SINCE 1902



**Lamar is proud to be part of our  
local art & design community.**

**LAMAR**

ADVERTISING COMPANY

PROFESSIONAL

# Gold Awards



*Out-Of-Home Installation*

## AT&T Connectopia

**Entrant:** Luminary Design Co

**Advertiser:** AT&T

**Credits:** Brian Beyt - CCO, Camille Wetekamm - Director of Physical Design, Brenda Hebert - Project Engineer, Chandler Damrill - Digital Media Producer



*Direct Marketing & Specialty Advertising*

## Miner Work Truck

**Entrant:** Miner Design Co.

**Advertiser:** Miner Design Co.

**Credits:** Nicholas Miner - Creative Director / Designer, Ryley Calhoun - Graphic Designer



*Product or Service Sales Promotion Campaign*

## Promise of Yes

**Entrant:** Pavy Studio

**Advertiser:** Our Lady of Lourdes Foundation

**Credits:** Annabelle Pavy - Designer/Illustrator, Averi Leonard - Designer, Cameron Theyard - Photographer

# Gold Awards



*Regional/National Television Commercial Campaign*

## Live Louisiana Campaign

**Entrant:** Louisiana Blue

**Advertiser:** Louisiana Blue

**Credits:** Louisiana Blue - Creative Team, Digital FX - Production, Jep Epstein - Music



*Online/Interactive Campaign*

## That's Life with Alfie Campaign

**Entrant:** ThreeSixtyEight

**Advertiser:** Alfa Insurance

**Credits:** Philip Roberts - Exec. Producer/Copywriter, David Probst - Animator, Trevor Navarre - Illustrator, Corey Schneider - Design Director, Kelsey Leblanc - Account Mgr., Brittany Alford - Sr. Brand Designer, Liz McCulla - Webflow Developer, Timothy Ricks - Senior Webflow Engineer



*Integrated Brand Identity Campaign*

## Five Mile Brand

**Entrant:** Pavy Studio

**Advertiser:** Five Mile Eatery

**Credits:** Annabelle Pavy - Designer and Illustrator, Joe Savoy - Photographer, Mike Bass - Web Developer

# Gold Awards



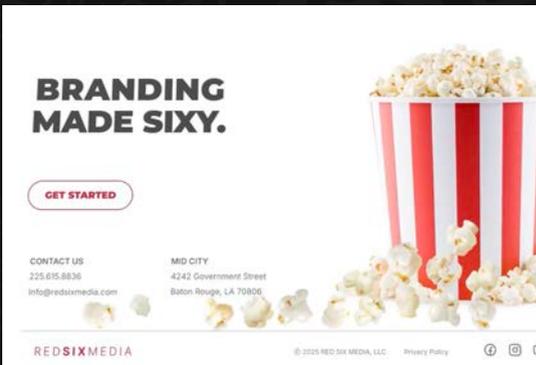
*Out-Of-Home Multiple Installations*

## LSU Athletics - The Brand

**Entrant:** LSU Athletics Creative Services

**Advertiser:** LSU Athletics

**Credits:** LSU Creatives



*Online/Interactive Self-Promotion*

## Red Six Media Website

**Entrant:** Red Six Media

**Advertiser:** Red Six Media

**Credits:** Red Six Media - Creative, Jubilant Digital - Web Development



*Integrated Brand Identity Campaign*

## Veracruz Restaurant

**Entrant:** Adjunct Creative

**Advertiser:** Veracruz Restaurant

**Credits:** Daniel Duvic - Design

# Bold Awards



*Integrated Media Public Service Campaign*

## The Signs

**Entrant:** Red Six Media

**Advertiser:** Louisiana Office of Motor Vehicles

**Credits:** Red Six Media - Creative



*Speculative Work - Campaign*

## Discover Wildlife

**Entrant:** Lamar Graphics

**Advertiser:** North Carolina Zoo

**Credits:** Shane Willis - Graphic Artist



*Local Television Commercial :30 Seconds*

## Your Bank For Life

**Entrant:** MESH

**Advertiser:** Community Bank of Louisiana

**Credits:** Alicia Edwards - Creative Director, Emily Garrity - Sr. Copywriter, Brandi Monjure - Brand Manager, Blue Cassette - Video Production

# Gold Awards



*Business-to-Business Website*

## The Partnership Website

**Entrant:** Red Six Media

**Advertiser:** Greater Baton Rouge Economic Partnership

**Credits:** Red Six Media - Creative and Web Design, Greater Baton Rouge Economic Partnership - Content Strategy, Eight Hats - Web Development



*Regional/National Television Commercial*

## FMOL Health

**Entrant:** Pavy Studio

**Advertiser:** FMOL Health

**Credits:** Nicole Latiolais - Creative Services Manager, Cathi Pavy - Creative Director/ Copywriter, Annabelle Pavy - Designer, Averi Leonard - Art Director, Fat Happy Media - Video Production



*Integrated Brand Identity Campaign*

## Better in BTR

**Entrant:** MESH

**Advertiser:** Baton Rouge Area Chamber

**Credits:** Alicia Edwards - Creative Director, Cody Montefusco - Art Director, Red Six Media - Copywriter, Blue Cassette - Video Production



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# Silver Awards



*Internet Commercial*

## The Spirit of Craftsmanship

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**Entrant:** The Day Group

**Advertiser:** Verret Shipyard

**Credits:** David Day - Producer/Co-writer, Fireside Films - Director/Cinematography/Co-writer, Patrick Ledet - Executive Producer



*Art Direction—Single*

## Your Bank For Life

---

**Entrant:** MESH

**Advertiser:** Community Bank of Louisiana

**Credits:** Alicia Edwards - Creative Director, Emily Garrity - Senior Copywriter, Brandi Monjure - Brand Manager, Blue Cassette - Video Production



*Cinematography—Single*

## Your Bank For Life

---

**Entrant:** MESH

**Advertiser:** Community Bank of Louisiana

**Credits:** Alicia Edwards - Creative Director, Emily Garrity - Senior Copywriter, Brandi Monjure - Brand Manager, Blue Cassette - Video Production



*Brand Elements*

## STUN Fly PNS RFP Response

---

**Entrant:** STUN Design

**Advertiser:** Pensacola International Airport

**Credits:** Chuck Sanchez - Creative Direction, Kim Mackey - Art Direction, Kyle Catalano - Business Dev. Director, Amy Landry - Project Mgmt., Jenna Lloyd - Graphic Designer

# Silver Awards



Poster

## LDOA Poetry Out Loud Poster

---

**Entrant:** STUN Design

**Advertiser:** Office of Cultural Development LA Division of the Arts

**Credits:** Chuck Sanchez - Creative Direction, Kim Mackey - Art Direction, Sarah Galli - Project Manager, Jenna Lloyd - Graphic Design



Menu

## Don's Seafood Menu

---

**Entrant:** Miner Design Co.

**Advertiser:** Don's Seafood

**Credits:** Nicholas Miner - Graphic Designer / Illustrator, Jaime Little - Marketing Director: Don's Seafood



Outdoor Board

## Forsythe Tractor

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**Entrant:** Lamar Graphics

**Advertiser:** Forsythe Tractor

**Credits:** Hope Forbes - Graphic Artist



Campaign

## Five Mile Goods

---

**Entrant:** Pavy Studio

**Advertiser:** Five Mile Eatery

**Credits:** Annabelle Pavy - Designer/Illustrator

# Silver Awards



*Animation, Special Effects or Motion Graphics*

## The First Call Agency™ Video

**Entrant:** STUN Design

**Advertiser:** STUN Agency

**Credits:** STUN Project Team: Chuck Sanchez, Kim Mackey, Sarah Galli, Jenna Lloyd; Matt Tornquist- Space 4 Creative - Motion and Sound Design, John Kelley - Copy



*Microsite*

## LA Chemical Association Website

**Entrant:** STUN Design

**Advertiser:** Louisiana Chemical Association

**Credits:** Chuck Sanchez - Creative Direction, Kim Mackey - Art Direction, Sarah Galli - Project Mgmt., Jenna Lloyd - Design, Grace Cassie - Web Coordinator, Aaron Marty - Developer



*Integrated Media Campaign*

## STUN Brand Evolution

**Entrant:** STUN Design

**Advertiser:** STUN Agency

**Credits:** STUN Project Team: Chuck Sanchez, Kim Mackey, Taylor LeBlanc, Kyley Catalano, Sarah Galli, Amy Landry, Baylor Breeding, Jenna Lloyd, Dino Pellissier, Rachel Schueren, Grace Cassie; Matt Tornquist: Space 4 Creative - Motion/Sound Design, John Kelly-Brand Strat./Copy



*Integrated Advertising Campaign*

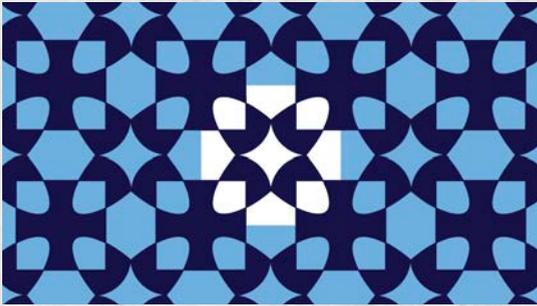
## AT&T Connectopia

**Entrant:** Luminary Design Co

**Advertiser:** AT&T

**Credits:** Brian Beyt - CCO, Camille Wetekamm - Director of Physical Design, Brenda Hebert - Project Engineer, Chandler Damrill - Digital Media Producer

# Silver Awards



*Integrated Brand Identity Campaign*

## The Partnership Brand Campaign

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**Entrant:** Red Six Media

**Advertiser:** Greater Baton Rouge Economic Partnership

**Credits:** Red Six Media - Creative



*Integrated Brand Identity Campaign*

## Blind Grace

---

**Entrant:** Red Six Media

**Advertiser:** Blind Grace

**Credits:** Red Six Media - Creative



*Sound Design—Single*

## The Signs

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**Entrant:** Red Six Media

**Advertiser:** Louisiana Office of Motor Vehicles

**Credits:** Red Six Media - Creative, Christian Stropko - Sound Design, Andrew Morgan Smith - Composer



*Integrated Advertising Campaign*

## Better in BTR

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**Entrant:** MESH

**Advertiser:** Baton Rouge Area Chamber

**Credits:** Alicia Edwards - Creative Director, Cody Montefusco - Art Director, Red Six Media - Copywriter, Blue Cassette - Video Production

# Silver Awards



Logo Design

## The Partnership Logo

Entrant: Red Six Media

Advertiser: Greater Baton Rouge Economic Partnership

Credits: Red Six Media - Creative



Art Direction—Single

## The Signs

Entrant: Red Six Media

Advertiser: Louisiana Office of Motor Vehicles

Credits: Red Six Media - Creative



Microsite

## BRUFF Microsite

Entrant: Anntoine Marketing + Design

Advertiser: Baton Rouge Underground Film Festival

Credits: Anntoine Marketing + Design



Digital Publications—Single

## Honoring the Life of a Trailblazer

Entrant: Rockit Science Agency

Advertiser: David Bondy

Credits: Rockit Science Agency

PROFESSIONAL

# Silver Awards



Consumer Website

## DIG Baton Rouge

Entrant: Rokit Science Agency

Advertiser: DIG

Credits: Rokit Science Agency



Integrated Brand Identity Campaign

## EBR Schools Brand Identity

Entrant: ThreeSixtyEight

Advertiser: EBR Schools

Credits: Corey Schneider - Design Director, Kaitlyn Hieb - Associate Director of Strategy, Kara Pitre - Project Manager, Alex Coven - Brand Designer, Trevor Navarre - Illustrator

✉ [sean.gasser@gmail.com](mailto:sean.gasser@gmail.com)

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**Jake  
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# Best of Show



*Integrated Brand Identity Campaign*

## **Mi: Korean Cuisine**

**Entrant:** Ara Jo Allen

**School:** Louisiana State University

**Faculty Advisor:** Andrew Shurtz

STUDENT

# Judges' Choice



*Integrated Brand Identity Campaign*

## **Gabble**

**Entrant:** Abigail Rodrigue

**School:** Louisiana State University

**Faculty Advisor:** Scott Hodgkin

# Bold Awards



*Integrated Brand Identity Campaign*

## Mi: Korean Cuisine

**Entrant:** Ara Jo Allen

**School:** Louisiana State University

**Faculty Advisor:** Andrew Shurtz



*Integrated Brand Identity Campaign*

## Gabble

**Entrant:** Abigail Rodrigue

**School:** Louisiana State University

**Faculty Advisor:** Scott Hodgjin



*Packaging*

## Gabble

**Entrant:** Abigail Rodrigue

**School:** Louisiana State University

**Faculty Advisor:** Scott Hodgjin

# Gold Awards



*Packaging*

## Butter & Scotch

**Entrant:** Skyler Hale

**School:** Louisiana State University

**Faculty Advisor:** Scott Hodgkin



*Integrated Brand Identity Campaign*

## Butter & Scotch

**Entrant:** Skyler Hale

**School:** Louisiana State University

**Faculty Advisor:** Scott Hodgkin



*Illustration - Campaign*

## Mi: Korean Cuisine

**Entrant:** Ara Jo Allen

**School:** Louisiana State University

**Faculty Advisor:** Andrew Shurtz

# Gold Awards



*Illustration – Single*  
**Hangul Art**

**Entrant:** Jiae Son  
**School:** Louisiana State University  
**Faculty Advisor:** Luisa Restrepo Pérez



*Packaging*  
**Unleashed**

**Entrant:** Olivia Jackson  
**School:** Louisiana State University  
**Faculty Advisor:** Scott Hodgjin



*Integrated Brand Identity Campaign*  
**SweetSEA Candy Co.**

**Entrant:** Ella Nguyen  
**School:** Louisiana State University  
**Faculty Advisor:** Scott Hodgjin



*Integrated Brand Identity Campaign*  
**Standard Brewing Co.**

**Entrant:** Ethan Cheong  
**School:** Louisiana State University  
**Faculty Advisor:** Scott Hodgjin

*Rani Dae*



*Dj & Music Service*

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# Silver Awards



*Online/Interactive-App*

## Trove

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**Entrant:** Abigail Rodrigue

**School:** Louisiana State University

**Faculty Advisor:** Safiyeh Niknami



*Integrated Brand Identity Campaign*

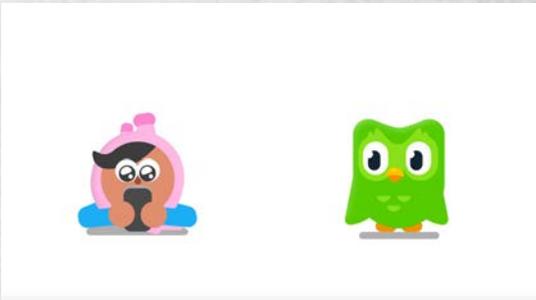
## Open Experimental Studio

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**Entrant:** GDSO

**School:** Louisiana State University

**Faculty Advisor:** Luisa Restrepo Pérez



*Animation or Special Effects*

## Duolingo Animation

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**Entrant:** Brandon Carpenter

**School:** Louisiana State University

**Faculty Advisor:** Vanessa Uhlig



*Direct Marketing*

## Odds & Ends

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**Entrant:** Olivia Jackson

**School:** Louisiana State University

**Faculty Advisor:** Lynne Baggett

STUDENT

# Silver Awards



*Special Event Materials*

## LSU CoAD Lecture Series 25-26

**Entrant:** GDSO

**School:** Louisiana State University

**Faculty Advisor:** Andrew Shurtz



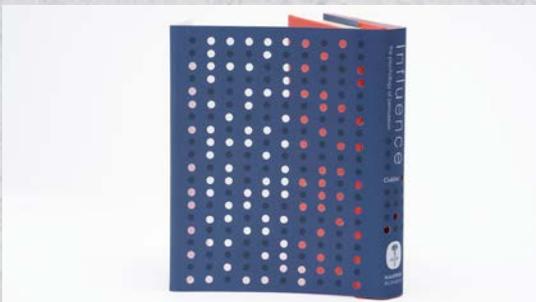
*Packaging*

## Zuñiga Brewery

**Entrant:** Gabriela Zuniga

**School:** Louisiana State University

**Faculty Advisor:** Scott Hodgins



*Publication Design-Cover*

## Influence Book Cover

**Entrant:** Luke Gauthreaux

**School:** University of Louisiana at Lafayette

**Faculty Advisor:** Kevin Hagan



*Stationery Package*

## Sunberry Stationery Package

**Entrant:** Lea Showers

**School:** Louisiana State University

**Faculty Advisor:** Scott Hodgins

# Silver Awards



Publication-Book Design

## Hangul Art

**Entrant:** Jiae Son  
**School:** Louisiana State University  
**Faculty Advisor:** Luisa Restrepo Pérez



Stationery Package

## Kiyo

**Entrant:** Elizabeth Doan  
**School:** Louisiana State University  
**Faculty Advisor:** Scott Hodgins



Illustration-Campaign

## A Taste of New Orleans

**Entrant:** Isabella Ng  
**School:** Louisiana State University  
**Faculty Advisor:** Nam Nguyen



Logo Design

## Mi: Korean Cuisine

**Entrant:** Ara Jo Allen  
**School:** Louisiana State University  
**Faculty Advisor:** Andrew Shurtz

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