AMERICAN ADVERTISING AWARDS OF BATON ROUGE

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#ADDYROCK
#AAFBR
Once again we are gathered for an event unlike any other, the 2018 American Advertising Awards of Baton Rouge! This year’s entries were truly spectacular, and as we’ve come to expect, you showed up in force! We received hundreds of high quality pieces representing a full year’s worth of blood, sweat and tears by YOU...the ROCKSTARS OF ADVERTISING!

We are truly blessed to have such an active group of highly-talented advertisers in this community. Our judges were very impressed by both the quality and quantity of advertising work being created in Baton Rouge, and regularly pointed out how challenging it was to make their selections. The work you do is among the best in the nation, and you should all be proud of your achievements during this past year!

Tonight we will present a selection of that work, but this event is so much more than just an awards show. You are the rockstars of this industry, and you’ve battled all year to meet deadlines, win-over clients, and execute beautiful creative work that deserves to be recognized among the best in the country. So grab a drink, let your hair down, and PARTY LIKE A ROCKSTAR!

In closing, it has been an honor to serve as your ADDY co-chairs. We hope you leave tonight inspired, and with memories that last you a lifetime!

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LET’S ROCK!
John Maginnis has been an advertising visionary for more than 40 years. A Louisiana native, John grew up in Covington and graduated from the University of Virginia with Distinction.

He has worked in communications all of his professional life, excelling in journalism, advertising and public relations. He began his career as a reporter and spent several years with the Associated Press, where his last position was one of three World Desk Editors. Among his most notable assignments as a journalist was at the home of Cassius Clay (aka Mohammed Ali), where John covered the U.S. Supreme Court’s conviction on draft evasion charges.

In 1968, John moved to New York and Spain, John founded and became president of Maginnis + Associates, a Cincinnati-based PR firm. In 1993, John felt called to return to Louisiana, where he was hired by Blue Cross and Blue Shield of Louisiana to lead the Strategic Communications team. John’s first undertaking was a brain campaign that emphasized the company’s Louisiana roots. This award-winning campaign, “Louisiana Blue,” solidified his role at Blue Cross. Soon after, he launched the memorable “We’ve Got a Blue for You” ad campaign and set the pace for a highly successful career there.

Don Draper be damned!

Over the years, many of whom have served leadership roles within the organization.

John is a champion of Louisiana and believer in using Louisiana talent and resources. Working for a Louisiana-owned and operated company has always been a big source of pride for him, and he has ensured his staff promoted Blue Cross and Blue Shield of Louisiana in this light as well.

Not only is John a supporter of Louisiana, he is also a patriot. He served in the U.S. Army from 1966 to 1969, achieving the rank of Captain. He has taken these same leadership skills and passion for service and applied them to his professional responsibilities where he serves as a member of the Public Relations Society of America, the International Association of Business Communicators, Sales and Marketing Executives International and Public Relations Association of Louisiana. He was named 2000 Executive of the Year by the Bafoil Rouge Chapter of the International Association of Administrative Professionals (IAAP) in recognition of his professional achievements and contributions to the community.

After 25 years of service to Blue Cross, John has decided to retire and move on to new opportunities — he already has an exciting documentary in the works and big plans to travel abroad with his bride, Rose. John will be dearly missed by his Blue Cross family members who are thrilled to celebrate this much-deserved honor and his many achievements at the 2018 ADDY Awards.

**PAST HONOREES**

1995 – Foy Bunnell
1996 – Roland Lepage
1997 – Alas H. Mayer
1998 – Frank Hansen
1999 – Jeff Eyr
2000 – Charles Gannaway
2001 – Len Hartwig
2002 – Tommy McGuire
2003 – BobCahen
2004 – Prom Kress
2005 – Alassee Horst
2006 – Tom Gibbons
2007 – Jack Saehlers
2008 – Jimme-Cape Mote
2009 – Roger Dawson
2010 – Douglas L. Manship
2011 – Queena Kame
2012 – Rajeev Srinivas
2013 – Charles Johnston
2014 – Laverne Simmons
2015 – Charles Rainbow
2016 – Kevin Purdy
2017 – Jenny Turk
2018 – Memo Api
2019 – Afr Rez
2020 – Bob Futrelle
2021 – Jimme-Cape Mote
2022 – Roger Dawson
2023 – Douglas L. Manship
2024 – Queena Kame
2025 – Rajeev Srinivas
2026 – Charles Johnston
2027 – Laverne Simmons
2028 – Charles Rainbow
2029 – Kevin Purdy
2030 – Jenny Turk
2031 – Memo Api
2032 – Afr Rez

This program remains as the cornerstone of the Blue Cross and Blue Shield of Louisiana Foundation, awarding grants to more than 168 outstanding Louisiana Angels to support their charities. This program has won dozens of ADDY Awards, and more importantly, it has improved the lives of thousands of Louisiana children.

The Angel Award is just one example of how John’s advertising and PR vision always had purpose beyond generating awareness or selling product. Many of his campaigns were designed to be of service to Louisianians, be it to encourage us to eat right and move more through the Louisiana 2 Step program, or to help provide resources and support after disasters such as Hurricane Katrina, the BP oil spill and the floods of 2016. Other campaigns were strictly informational, helping educate Louisianians about healthcare reform and ways to address the rising costs of healthcare.

Here are a few award-winning campaigns produced under his leadership:

- **We’ve Got a Blue for You**
- **Believe in Blue**
- **Faces of Louisiana**
- **Blue Seal Meals**
- **Solutions Campaign**
- **Healthcare Cost Campaign**
- **Our Home, Louisiana**
- **Your Health. Our Commitment.**
- **Louisiana 2 Step**
- **Top Doctors**
- **Gotcha Covered**
- **Together Strong**
- **Protect Every Day**
- **Blue Bikes**

Most recently, John worked with the City of New Orleans and Social Bikes to bring the first bike share program to New Orleans. He negotiated for Blue Cross to serve as the title sponsor and oversee communication efforts to launch Blue Bikes. This program is bringing visibility to the Blue Cross brand, but more importantly, it is making it easier and more affordable for residents to get around in the Big Easy.

John’s passion for service makes him a brilliant mentor and student advocate. He has established partnerships with Tulane’s MBA program, where he has mentored hundreds of graduate students by giving them real-world projects. He has employed many college interns for his own business, and has been a long-time supporter of AAF student sponsorships.

It goes without saying that John has inspired his creative team with his passion and work ethic. He has always encouraged them to flex their creative muscles and learn new techniques at communications conferences and through participation in AAF-BR. As a result, his team has been active participants in AAF-BR over the years, many of whom have served leadership roles within the organization.

**In conclusion,**…

In conclusion, John Maginnis has been a trailblazer in the advertising industry, and his legacy will continue to inspire and influence future generations of Louisiana advertising professionals.
The AAF-Baton Rouge Mosaic Champion Award celebrates an individual or organization that demonstrates a commitment to diversity and inclusion through their involvement in the community, their creative work, and organization-wide initiatives. The recipient of this award embodies the American Advertising Federation’s four Mosaic Principles:

• Recruiting a workforce that reflects the diversity of demographics, lifestyle, experience, and mindset of America both today and tomorrow.
• Bringing greater awareness to the hidden storytellers, innovators, and provocateurs in the industry.
• Providing access to development and leadership opportunities.
• Encouraging the industry to portray realistic images of multicultural youth and communities.

Orhan Mc Millan demonstrates his commitment to diversity in all that he does. Not only is Orhan the founder and managing partner of dezinsINTERACTIVE, he is also extraordinarily active in the community, serving as both a participant and advocate for groups who support the understanding that bringing equal access to all citizens uplifts and grows our community as a whole.

His involvement with AAF-BR began in 2009. He joined the Board of Directors in 2011. With a vision that no one else had before him, he served as Diversity Chair and brought some of the most important multicultural programs and ideas to AAF-BR, including Dialogue on Race. Orhan solicited participation in Dialogue on Race from many AAF-BR members, helping to broaden their understanding and influence their advertising efforts. He has now been a DOR facilitator for over 7 years, contributing countless volunteer hours promoting the organization with marketing and public relations.

Orhan has also been an active supporter of a number of other important community organizations, including The Walls Project, The Futures Fund, and Junior Achievement. For the last 4 years, he has led teams from Scotlandville Magnet High School to victory in a Junior Achievement competition, where he helped guide a class in producing a new product and to create advertising and marketing for that product. It was his work that inspired AAF-BR to partner with Junior Achievement and form The Big Pitch, where advertising and marketing professionals team up with different local High Schools to lead them in this competition.

Orhan Mc Millan with the inaugural Mosaic Champion Award.
The President’s Service Award is given to the member who has given the most toward the betterment of AAF-Baton Rouge and its activities during the previous calendar year. I can tell you this award was created for this year’s recipient, Jonathan Palmisano. Everyone knows him and loves him, but what he has given to the ADDY’s this past year is why he is truly deserving of this award.

Jonathan started his involvement with AAF-BR in 2012 by joining the Campaign for Community committee. This committee selects a local non-profit organization that needs help with their promotional efforts. A team of volunteers professionally in the advertising field donates their time to create logos, social media marketing, or other specific items the non-profit field donates their time to create.

In addition, Jonathan is involved with other related industry events such as CROP, local Drink and Draw gatherings, Big Buddy’s Crawfish King Cookoff, and always has time to help with the LSU students at the AAF-BR student conferences or at their LSU AdFed meetings. He never hesitates to volunteer any time he has when he knows someone needs help.

Above all these accolades, Jonathan’s first priority and most proud accomplishment has been to lead the organization through its employees’ time and talents speaks volumes to their generous and supportive spirit.

Beyond being amazing members to the organization, the amount of in-kind printed donations have been insurmountable through the years. These donations have been through Membership packets, event materials, stationery, media auction books, and the list goes on. All of these items have a direct impact on the organization’s budget and have been a tremendous help each and every year.

Regarding the ADDYs, you can thank Emprint Moran Printing for the supportive printed pieces such as the postcard mailers, posters, and invitations to get you all excited and here at the event today. As most of you know, this event takes a village to plan and execute. So we are truly appreciative when companies like Emprint Moran Printing step in to help and rarely denies a request when asked.

Through AAF-Baton Rouge, Emprint Moran Printing has also donated in-kind printing to other organizations such as The Future’s Fund, the Baton Rouge Blues Foundation, Junior Achievement and the Louisiana Hospitality Foundation. Their donations include: brochures, printed promotional materials, and/or stationery items. Their generosity goes well beyond our organization they have said that they bring integrity, intelligence, loyalty, and follow through to the market and we have certainly seen that through their continued partnership with AAF-Baton Rouge.
After 137 years, we still know how to rock ‘n’ roll.

Since 1881, Emprint has been a rock-solid leader in the printing industry by acquiring the latest technology while maintaining the highest standards of service and product quality. We continue to set the bar high for modern print shops and demonstrate what works in the digital age. Whether you have a small project or need to take it up an octave, we will keep you on track to find the best solution for your printing needs.

Your success is our success.
The LSU brand, at its core, represents the best of Baton Rouge - its courage, grace, and dignity. In this spot, LSU chose immigrants, not only to the city but to this nation, to represent the LSU brand, demonstrating with grace the unifying power of dedication and compassion. As these people represent the heart of LSU, who is proud to be recognized by these faces, Baton Rouge is proud to be recognized by the LSU brand and the inclusive supportive community it stands for.
INTERNET COMMERCIAL: SINGLE SPOT – ANY LENGTH
BRANDI AND GAGE
ENTRANT: Red Six Media
ADVERTISER: Party Time
CREDITS: Red Six Media – Creative and Post Production, Lumehouse – Production

INTEGRATED ADVERTISING CAMPAIGNS – CONSUMER CAMPAIGN – NATIONAL
VBR “GET DOWN HERE” CAMPAIGN
ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative

INTEGRATED BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM, VIDEO, & SOUND – SINGLE ENTRY – MORE THAN 60 SECONDS
STAY GIANT
ENTRANT: tommysTV/ADVERTISER: Brawny
CREDITS: Tommy Talley – Producer, Jordan Lewis – Producer, Robbie Wiedie – Director, Freddie Mince – Director of Photography, Jordan P. Anderson – Camera Operator

INTEGRATED ADVERTISING CAMPAIGNS – CONSUMER CAMPAIGN – LOCAL
BLUE BIKES CAMPAIGN
ENTRANT: Blue Cross and Blue Shield of Louisiana
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross – In-House Creative Team, Morrison Production/Twisted Fiction – Production, Jamie Wax – Writer, Jep Epstein – Music

INTEGRATED ADVERTISING CAMPAIGNS – CONSUMER CAMPAIGN – NATIONAL
VBR “GET DOWN HERE” CAMPAIGN
ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative

INTEGRATED BRAND IDENTITY CAMPAIGN – LOCAL OR REGIONAL/NATIONAL
ITINSPIRED BRAND IDENTITY
ENTRANT: Brew Agency
ADVERTISER: ITinspired
CREDITS: Brew Agency Creative Team, Vivid Ink – Printer

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN
BATON ROUGE KINDNESS ROCKS PROJECT
ENTRANT: Franciscan Missionaries of Our Lady
ADVERTISER: Franciscan Missionaries of Our Lady North American Region
CREDITS: Natalie Herndon – Senior Marketing Specialist, Sr. Barbara Arceneaux – Regional Minister FMOL

OUTDOOR BOARD – FLAT – SINGLE UNIT
MIKE VII BILLBOARD
ENTRANT: LSU Athletics Creative Services
ADVERTISER: LSU Athletics
CREDITS: LSU Athletics Creative Services

SUPER-SIZED, EXTENSION/DIMENSIONAL, DIGITAL, OR ANIMATED – SINGLE UNIT
EVERY LIFE TELLS A STORY
ENTRANT: Lamar Graphics
ADVERTISER: Dimond & Sons Funeral Home
CREDITS: Leanne Gayle – Senior Graphic Designer

SUPER-SIZED, EXTENSION/DIMENSIONAL, DIGITAL, OR ANIMATED – SINGLE UNIT
TOM PETTY TRIBUTE
ENTRANT: Lamar Graphics
ADVERTISER: Lamar Advertising
CREDITS: Mark Rankin – Creative Director/Designer

OUT-OF-HOME CAMPAIGN
“The Aquarium’s Coming” Campaign
ENTRANT: MESH
ADVERTISER: Mississippi Aquarium
CREDITS: MESH Creative

OUT-OF-HOME CAMPAIGN
EATEL BUSINESS WINDOW DISPLAYS
ENTRANT: Brew Agency
ADVERTISER: Eatelel Business
CREDITS: Brew Agency Creative Team

SOCIAL MEDIA – SINGLE EXECUTION
STAY GIANT
ENTRANT: tommysTV/ADVERTISER: Brawny
CREDITS: Tommy Talley – Producer, Jordan Lewis – Producer, Robbie Wiedie – Director, Freddie Mince – Director of Photography, Jordan P. Anderson – Camera Operator

GOLD PROFESSIONAL
OUTDOOR BOARD – FLAT – SINGLE UNIT
MIKE VII BILLBOARD
ENTRANT: LSU Athletics Creative Services
ADVERTISER: LSU Athletics
CREDITS: LSU Athletics Creative Services

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GOLD PROFESSIONAL
INT
ADVERTISING INDUSTRY SELF-PROMOTION (CROSS PLATFORM)
CIRCUS ADDYS – BERTHA THE BALANCER
ENTRANT: Lamar Graphics
ADVERTISER: American Advertising Federation of Baton Rouge
CREDITS: Jay Watson • Art Director, Randy Wallis • 3D Modeling, Shelli Martin • Costume Designer, Roland Paris • Painter, Lamar Graphics 3D Team • Fabrication

LOGO DESIGN
MIKE VII LOGO
ENTRANT: LSU Athletics Creative Services
ADVERTISER: LSU Athletics
CREDITS: LSU Athletics Creative Services

ILLUSTRATION – SINGLE
BAYOU TECHE CINCO DE BAYOU ILLUSTRATION
ENTRANT: TILT
ADVERTISER: Bayou Teche Brewery
CREDITS: TILT Creative

ILLUSTRATION SERIES
BAYOU TECHE AGED ILLUSTRATIONS
ENTRANT: TILT
ADVERTISER: Bayou Teche Brewery
CREDITS: TILT Creative

ART DIRECTION – SINGLE
XSTREAM WEBSITE
ENTRANT: Red Six Media
ADVERTISER: XSTREAM Urinals
CREDITS: Red Six Media • Copywriting/Art Direction

ART DIRECTION – CAMPAIGN
“GET DOWN HERE” CAMPAIGN
ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative, Contrast Films • On-Site Production
Present:

SATURDAY, APRIL 28, 3-7PM
CITY HALL PLAZA
FOR TICKETS AND MORE INFO: wineontheriverbr.com

SAMPLE over 250 WINES

$50 TICKET
Includes Sampling Of Wines + Commemorative Tasting Glass

$100 VIP TICKET
Full Bar, Food, and Lounge Area

SPONSORSHIP OPPORTUNITIES AVAILABLE, contact Aimeelavespere@iheartmedia.com

EVENT BENEFITTING:

WINES
over 250 Sample

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$50 TICKET
Includes Sampling Of Wines + Commemorative Tasting Glass

$100 VIP TICKET
Full Bar, Food, and Lounge Area

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2018 AMERICAN ADVERTISING AWARDS • 21
ANIMATION, SPECIAL EFFECTS, OR MOTION GRAPHICS
DURABLE BY DESIGN
ENTRANT: Digital FX
ADVERTISER: ISOMAG Corporation
CREDITS: Digital FX • Design/Production/Post

VIDEO EDITING
VBR “FOOD CITY” SPOT
ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative, Contrast Films

VIDEO EDITING
VBR “BACKYARD BLUES” SPOT
ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative, Contrast Films

VIDEO EDITING
VBR “FOOD CITY” 30S SPOT
ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative, Contrast Films

VIDEO EDITING
VBR “BACKYARD BLUES” 30S SPOT
ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative, Contrast Films

VIDEO EDITING
MAVIS FRUGE – LA TABLE FRANÇAISE
ENTRANT: The Bill Rodman Production Shoppe
ADVERTISER: Atchafalaya National Heritage Area
CREDITS: Bill Rodman • Producer/Editor

RESPONSIVE DESIGN
CATS WEBSITE
ENTRANT: Covalent Logic
ADVERTISER: Capital Area Transit System
CREDITS: Stacey Vincent • Designer/Developer, Poulin Wu • Programmer,
Daniel Ducic • Brand Development, Stafford Wood • Strategy

VIDEO DIRECTION
TRUE TO OUR HOME 303
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana • Concept/
Creative/Scriptwriting, Digital FX • Production

VIDEO DIRECTION
TRUE TO OUR HOME 301
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana • Concept/
Creative/Scriptwriting, Digital FX • Production

VIDEO ART DIRECTION
TRUE TO OUR HOME 303
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana • Concept/
Creative/Scriptwriting, Digital FX • Production

VIDEO ART DIRECTION
DURABLE BY DESIGN
ENTRANT: Digital FX
ADVERTISER: ISOMAG Corporation
CREDITS: Digital FX • Design/Production/Post
<table>
<thead>
<tr>
<th>Category</th>
<th>Entrant</th>
<th>Advertiser</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Promotion Campaign</td>
<td>Jurassic World</td>
<td>Universal Studios</td>
<td>Gabrielle Favret - Graphic Designer, Peter Minister - 3D Model Artist</td>
</tr>
<tr>
<td>Package - Single Unit</td>
<td>De Steeg Biere de Garde Packaging</td>
<td>De Steeg Brewing Company</td>
<td>De Steeg Creative</td>
</tr>
<tr>
<td>Package - Single Unit</td>
<td>St. Roch Cucumber Vodka Packaging</td>
<td>Seven Three Distilling Company</td>
<td>TILT Creative</td>
</tr>
<tr>
<td>Packaged - Single Unit</td>
<td>DE STEEG BIERE DE GARDE PACKAGING</td>
<td>TILT</td>
<td>TILT Creative</td>
</tr>
<tr>
<td>Printed Annual Report</td>
<td>Moments That Last Community Report</td>
<td>Mary Bird Perkins Cancer Center</td>
<td>TILT Creative</td>
</tr>
<tr>
<td>Brochure - Single Unit</td>
<td>Case for Giving</td>
<td>Mary Bird Perkins – Our Lady of the Lake Cancer Center</td>
<td>TILT Creative</td>
</tr>
<tr>
<td>Publication Design –</td>
<td>Summer to Savor</td>
<td>Louisiana Business Inc</td>
<td>225 Magazine</td>
</tr>
<tr>
<td>Social Media – Single Execution</td>
<td>VBR “Get In Line”</td>
<td>Love Baton Rouge</td>
<td>Mesh Creative</td>
</tr>
<tr>
<td>Public Service Collateral –</td>
<td>Public Service Collateral - Brochure/SALES KIT</td>
<td>Blue Cross and Blue Shield of Louisiana</td>
<td>Blue Cross - In-House Creative Team</td>
</tr>
<tr>
<td>Web Design – Editorial Spread or</td>
<td>Eq Q3 2017: The Race for Aerospace</td>
<td>Louisiana Economic Development</td>
<td>Julie Calzone - LED Executive Director, Jennifer Berthelot - LED Marketing Director, Gary Perriloux - LED Communications Director, Matthew Welsh - BB Lead Account Executive, Laura Hebert - BB Account Executive, Daniel Kedingre - BB Digital Marketing Director, Kellie Viola Gott - BB Art Director, Terez Molitor - BB Designer, Hunter Miller - BB Front-End Developer, Eddie Talbot - BB Production Manager, Brittanny Walker - BB Project Manager, Andrea Pillaro - BB Content Specialist</td>
</tr>
<tr>
<td>WEBSITES – CONSUMER</td>
<td>Cats Website</td>
<td>Covalent Logic</td>
<td>Stacey Vincent - Designer/Developer, Poulin Wu - Programmer, Daniel Ducie - Brand Development, Stafford Wood - Strategy</td>
</tr>
<tr>
<td>Social Media – Single Execution</td>
<td>LSU Research</td>
<td>Louisiana State University</td>
<td>Jennifer Talley - Producer, Robbie Wiedie - Director, Freddie Minze - Director of Photography, Jordan P. Anderson - Camera Operator, Josh Carley - Editor</td>
</tr>
</tbody>
</table>

Event Signage || Custom Packaging || Large Format Printing || Vehicle Wraps || Wall Graphics || Order Fulfillment || Laser Engraving
CANCER AWARENESS MONTHS
ENTRANT: Mary Bird Perkins Cancer Center
ADVERTISER: Mary Bird Perkins – Our Lady of the Lake Cancer Center

RED STICK SPICE CO.
INSTAGRAM CAMPAIGN
ENTRANT: Digital FX
ADVERTISER: Red Stick Spice Company
CREDITS: Digital FX – Concept/Production, Jessica Le • Animator

YEAR IN REVIEW
CREDITS:
- Animator
- Cinematography and Post Production,
- Concept/
- Scriptwriting,
- Production
- Editor
- Executive
- Production
- Account Executive
- Art Director
- Director
- Producer
- Copywriter/Broadcast Producer
- Creative Team
- Account Executive
- Digital FX – Production Company
- Music
- Audio
- Photography
- Director
- Project Manager
- Manager
- Specialist

TELEVISION ADVERTISING – SINGLE SPOT 15 SECONDS OR LESS
"BACKYARD BLUES" 30S TV SPOT
ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative, Contrast Films • On-Site Production

TELEVISION ADVERTISING – LOCAL CAMPAIGN
BLUE BIKES TV CAMPAIGN
ENTRANT: Cross and Blue Shield of Louisiana
ADVERTISER: Blue Bikes
CREDITS: Blue Bikes • In-House Creative Team, Morrison Production/Twisted Fiction • Production, Jamie Wex • Writer, Jep Epstein • Music

INTERNET COMMERCIAL – ONLINE FILM, VIDEO, & SOUND CAMPAIGN
ONE SOLUTION SERIES
ENTRANT: Red Six Media
ADVERTISER: Turner Industries
CREDITS: Red Six Media • Creative and Post Production, Lumehouse • Production, Ford SoundDesign • Sound Design

BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM, VIDEO, & SOUND – SINGLE ENTRY – MORE THAN 60 SECONDS
LOUISIANA KEY ACADEMY “LETTER” SPOT
ENTRANT: MESH
ADVERTISER: Louisiana Key Academy
CREDITS: MESH Creative, Lumehouse • Cinematography and Post Production

FILM, VIDEO, & SOUND – PUBLIC SERVICE NON-BROADCAST AUDIOVISUAL
REAGAN’S STORY
ENTRANT: SASSO
ADVERTISER: Baton Rouge Best
CREDITS: SASSO • Agency/Creative Direction, Lumehouse • Cinematography

FILM, VIDEO, & SOUND – PUBLIC SERVICE CAMPAIGN
LDH MOSQUITO ABATEMENT TV
ENTRANT: Feigley Communications
ADVERTISER: Louisiana Department of Health
CREDITS: Stuart Feigley • Creative Director/Copywriter/Broadcast Producer, Ben Benton • Art Director, Molly Malloy Trahan • Account Executive, Digital FX – Production Company

FILM, VIDEO, & SOUND – PUBLIC SERVICE CAMPAIGN
STAND UP
ENTRANT: Octagon Media
ADVERTISER: Capital City Alliance
CREDITS: Octagon Media

ADVERTISING INDUSTRY SELF-PROMOTION FILM, VIDEO, & SOUND
THE TRUST FUND
ENTRANT: tommysTV
ADVERTISER: tommysTV
CREDITS: Jordan Lewis • Producer, Sam Clair • Producer, Josh Carley • Director, Matt S. Bell • Director of Photography, Kolby Kember • VFX Artist

INTEGRATED ADVERTISING CAMPAIGNS – 3 TO 8 CAMPAIGNS – LOCAL
“KING OF CHA-CHING” CAMPAIGN
ENTRANT: MESH
ADVERTISER: Investar Bank
CREDITS: MESH Creative

INTEGRATED BRANDED CONTENT CAMPAIGN – LOCAL OR REGIONAL/NATIONAL
LAMARATHON
ENTRANT: Lamar Advertising Company
ADVERTISER: Lamar Advertising Company
CREDITS: Lamar Advertising Company

ONLINE INTERACTIVE CAMPAIGN
VBR “GET DOWN HERE” CAMPAIGN
ENTRANT: MESH
ADVERTISER: Visit Baton Rouge
CREDITS: MESH Creative

ADVERTISING INDUSTRY SELF-PROMOTION (CROSS PLATFORM)
CAJUN REEBOKS & COLOSSAL CRAWFISH
ENTRANT: Lamar Graphics
ADVERTISER: AAF District 7
ADDY Awards
CREDITS: Lamar Graphics 3D Team • Fabrication, Randy Wallis • 3D Modeling, Mendy Robinson • Creative Director

INFOGRAPHICS
LETTERFORM
ANATOMY POSTER
ENTRANT: Bazaar Editions
ADVERTISER: LSU Libraries
Special Collections
CREDITS: Lynne Baggett • Graphic Design/Photography

ILLUSTRATION – SINGLE
BAYOU TECH COCOIDIE ILLUSTRATIONS
ENTRANT: TILT
ADVERTISER: Bayou Teche Brewery
CREDITS: TILT Creative

ILLUSTRATION SERIES
NOBLE RAY ILLUSTRATION SERIES
ENTRANT: TILT
ADVERTISER: Noble Rey Brewing Company
CREDITS: TILT Creative

CINEMATOGRAPHY
MAVIS FRUGE – LA TABLE FRANÇAISE
ENTRANT: The Bill Rodman Production Shoppe
ADVERTISER: Atchafalaya National Heritage Area
CREDITS: Bill Rodman • Producer/Photographer

CINEMATOGRAPHY
TRUE TO OUR HOME 301
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana • Concept/Creative/Scriptwriting, Digital FX • Production

ANIMATION, SPECIAL EFFECTS, OR MOTION GRAPHICS
“CRANK IT UP, KAREN” SPOT
ENTRANT: MESH
ADVERTISER: Community Bank of Louisiana
CREDITS: MESH Creative

ANIMATION, SPECIAL EFFECTS, OR MOTION GRAPHICS
STRAIGHT TALK: HOLY GRAIL
ENTRANT: tommysTV
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Staff from Blue Cross and Blue Shield of Louisiana’s Strategic Communications Department

ANIMATION, SPECIAL EFFECTS, OR MOTION GRAPHICS
STRAIGHT TALK: TITTLE SEQUENCE
ENTRANT: tommysTV
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Staff from Blue Cross and Blue Shield of Louisiana’s Strategic Communications Department

VIDEO EDITING
DISPARAÎTRE – DISAPPEARING
ENTRANT: The Bill Rodman Production Shoppe
ADVERTISER: ABL (Anglers Bettering Louisiana’s Estuaries)
CREDITS: Bill Rodman • Executive Producer/Editor

VIDEO EDITING
TRUE TO OUR HOME 304
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana • Concept/Creative/Scriptwriting, Digital FX • Production

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TRUE TO OUR HOME 301
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana • Concept/Creative/Scriptwriting, Digital FX • Production

VIDEO ART DIRECTION
TRUE TO OUR HOME 304
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana • Concept/Creative/Scriptwriting, Digital FX • Production

VIDEO ART DIRECTION
TRUE TO OUR HOME 301
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
CREDITS: Blue Cross and Blue Shield of Louisiana • Concept/Creative/Scriptwriting, Digital FX • Production

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VIDEO ART DIRECTION
TRUE TO OUR HOME 300
ENTRANT: Digital FX
ADVERTISER: Blue Cross and Blue Shield of Louisiana
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STUDENT BEST OF SHOW

2018 STUDENT BEST OF SHOW AND GOLD ADDY WINNER
INTEGRATED BRAND IDENTITY CAMPAIGN

KITSCH*
ENTRANT: Hayden Nagin
SCHOOL: Louisiana State University
CREDITS: Hayden Nagin

PUBLICATION DESIGN – MAGAZINE
QUAD: LSU COAD MAGAZINE FALL 2017
ENTRANT: GDSO
SCHOOL: LSU School of Art | GDSO
CREDITS: Lynne Baggett • Faculty Advisor, Luisa Restrepo • Creative Director, Kitty Phenev • Project Director, Angela Harwood • Editor/Writer, Tory Cunningham • Illustrator/Graphic Designer, Justin Bryant • Cover Illustration

PUBLICATION DESIGN – MAGAZINE
SAHAR RAHIMI PORTFOLIO 2017
ENTRANT: Sahar Rahimi
SCHOOL: Louisiana State University
CREDITS: Sahar Rahimi

PUBLICATION DESIGN – MAGAZINE
ANAHID, GODDESS OF WATER
ENTRANT: Sahar Rahimi
SCHOOL: Louisiana State University
CREDITS: Sahar Rahimi
SILVER STUDENT

DIRECT MARKETING
DOCTOR OF DESIGN CAMPAIGN
ENTRANT: GDSO / SCHOOL: LSU School of Art | GDSO
CREDITS: Hayden Nagin › Graphic Designer,
Luisa Restrepo › Creative Director, Kitty Pheney › Project Director,
Courtney Barr › Faculty Advisor, Tory Cunningham ›
Graphic Designer, Rod Parker › Faculty Advisor

INTEGRATED BRAND IDENTITY CAMPAIGN
MARGZ MARGARITA FESTIVAL
ENTRANT: Celeste Bourgeois
SCHOOL: Nicholls State University
CREDITS: Celeste Bourgeois

INTEGRATED BRAND IDENTITY CAMPAIGN
DOREMI
ENTRANT: Grace Choi Lee
SCHOOL: Louisiana State University
CREDITS: Grace Choi Lee

PRINTED ANNUAL REPORT OR BROCHURE
LSU SCHOOL OF ART
MA/MFA BROCHURE
ENTRANT: GDSO / SCHOOL: LSU School of Art | GDSO
CREDITS: Hayden Nagin › Graphic Designer, Luisa Restrepo ›
Creative Director, Kitty Pheney › Project Director, Rod Parker ›
Faculty Advisor, Courtney Barr › Faculty Advisor

PUBLICATION DESIGN – COVER
QUAD: LSU COAD MAGAZINE
SPRING 2017
ENTRANT: GDSO / SCHOOL: LSU School of Art | GDSO
CREDITS: Tory Cunningham › Illustrator, Luisa Restrepo ›
Creative Director, Kitty Pheney › Project Director, Angela Harwood › Editor/Writer, Courtney Barr › Faculty Advisor

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breakout sessions
portfolio review
résumé workshop
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sponsored by mesh
Helen Lavelle is CEO and Chief Creative Strategist at Lavelle Strategy Group. She began her career in Philadelphia as an art director, television producer and promotion artist for John Wanamaker where she used her artistic talent to support the young Ralph Lauren and established Halston brands. Ms. Lavelle then opened a full-service advertising agency and has been running a successful business for the last 32 years. She has been featured on PBS’ Business Journal and most recently her advertising agency was named 2016 Small Business of the Year.

Committed to strengthening the advertising industry, she served as President of the Northeast Pennsylvania Chapter of the American Advertising Federation and served two consecutive terms as Governor of District Two, encompassing NY, NJ, PA, DE, MD and Washington DC. She co-chaired her district’s National Student Advertising Competition, The New York ADDY Awards, District Two ADDY Awards and was unanimously elected to Chair the AAF’s Council of Governors, navigating the federation’s 40,000 members through government relations, academic, diversity and economic challenges.

Instrumental in developing the Diversity Achievement Awards, an integral component of Advertising Week New York, she also created Legacy of a Lifetime, a celebration of Diversity, Leadership, Education and Creativity in the advertising industry. Her pro bono public service work focuses primarily on helping individuals and families overcome alcoholism and chemical dependency. She and her team created Heroin Hits Home, a multi-media multi-platform public service campaign, which was honored with several industry awards for television, outdoor, web development, social media and collateral.

Laura realized she was good at making stuff up. Eventually, she learned that people would pay her to do just that. So she did — first as a copywriter, then writer/producer, then director/producer, then associate creative director, and finally as vice president/creative director of a good-sized firm in Kansas City. And then, poof! she left all that to start her own communications and branding firm in 2010. Along the way, Laura learned that if she drilled down to the WHY and HOW of every project, the stuff she made up would be really effective — and really good. And soon she became known around town as a Creative Strategist, a.k.a. the Big Idea Girl. Today, Laura develops big ideas for municipalities, organizations and companies, big and small, all across the country.

Laura currently serves on the marketing advisory committee of the KC Streetcar and the Inspiration Grants Committee of the Arts KC Regional Arts Council. Her professional awards include national and local ADDY awards, and several trade-specific awards in accounting, agriculture healthcare, financial and city government. When she isn’t at work making stuff up for a living, she is singing with her band or playing guitar somewhere for loose change.

Jd Michaels serves a dual role at BBDO New York. As EVP Director of Creative Engineering, he extends BBDO’s creative ideas with new technologies, traditional craft, and partnerships with innovators in science, art, and theatre. As EVP Director of Diversity, Jd works with his partner Karla Mayers to embody agency identity, engage in community outreach, and service client priorities regarding culture and inclusion. Having focused BBDO’s definition of diversity toward the dignity of each individual, Jd has created classes and events for the agency which reflect the wide range of passions, choices, and experiences BBDO New York represents. After hours, Jd is learning to play the banjo, to the (let’s just call it) delight of his wife and daughter.

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DAVID CATOIRE  
Creative Director › MESH

As Creative Director at Mesh, David calls upon his 20 years of experience in the industry to oversee the design and creative positioning of all brands and projects that come through the agency. Additionally, he has his own slate of design and video work, composes original scores and leads the audio production team. He is also a husband, father/stepfather of six and a songwriter, guitarist and singer in his band, The Mythicals.

MARIE POWELL  
President/Creative Director › Brew Agency

Marie has more than 18 years of branding, design and advertising experience that ranges from developing multi-media advertising campaigns to creating high-powered designs for national brands. Her background extends 2500 miles across the country from Baton Rouge, LA all the way to Portland, OR. Over the course of her career, Marie has worked her way up the creative ladder from graphic designer to art director, creative director to brand strategist and now agency owner—and most importantly wife and mom. She has received dozens of awards for her creativity from the American Advertising Federation over her career. BREW was founded in 2010 by Marie to provide clients with strategic and creative communication materials that help to identify their brands and grow their businesses. Marie is on a mission to build an inspiring work environment for family-centric people that supports flexibility, encourages mobility and ignites creativity.

BRAD BONGIOVANNI  
President/Chief Creative Officer › Rockit Science Agency

In 2002, Brad moved back to his hometown of Baton Rouge and formed Rockit Science Agency, a boutique ad agency disrupting the advertising space with innovative digital strategies coupled with tried and true traditional branding. With this model Rockit Science has been afforded the opportunity to work with regional, national and global brands such as MovieTickets.com, SHOP Retail Association, H&E Equipment, The Miss Universe Organization, NASA and many others. Brad graduated from the Louisiana Tech University School of Design with a BFA in Graphic Design. He lives in Baton Rouge with his wife and two children.

DAVID CATOIRE  
Creative Director › MESH

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