

Where the Wild Things are



2022 American Advertising Awards

Presented by the Advertising Club of New Orleans

February 11, 2022 | Music Box Village

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Letter from the President

This year has been another wild ride for all of us. We're grateful to have such an amazing ad community here in New Orleans, and couldn't do things like the American Advertising Awards, luncheons and events without the support of our local AAF family.

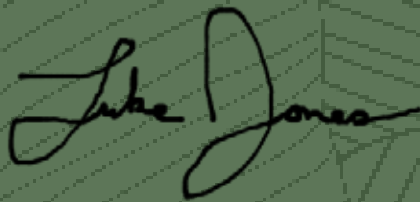
AAF New Orleans prides itself on many years of public and community service, awards, recognition and fellowship with our friends in this truly unique business. For those of you unfamiliar with AAF, our club consists of local professionals based in the fields of advertising, sales promotion, public relations, marketing, social media, production and the buying or selling of advertising. We are an affiliate of the American Advertising Federation, the only national organization representing the interests of the entire advertising community.

The AAF membership includes more than 400 corporations, 216 clubs and federations, and 133 college chapters, together creating a unified network of almost 50,000 affiliated members dedicated to the good of advertising.

Since 1910, the AAF New Orleans has been a valuable and dedicated community partner. Each year, the club showcases local creative talent and award-winning work at its annual American Advertising Awards. Winning entries at the local American Advertising Awards advance to the district and national AAA competitions. This competition and gala is our signature event every year, and this year was no exception.

Part of what makes this event so special are members of this community that help make it all possible. Each year, local advertisers and marketers are able to rub shoulders with fellow creative minds that help the New Orleans economy thrive through effective communication. It's a great way to support and connect with professionals in a thriving industry, and we're thrilled you've been a part of it.

We look forward to sharing many more years of creativity, community and celebration with the local advertising talent that makes up our great city.

A handwritten signature in black ink that reads "Luke Jones". The signature is fluid and cursive, with the first letters of "Luke" and "Jones" being capitalized and prominent.

President, AAF New Orleans

A LETTER FROM THE American Advertising Awards Chairs

Welcome, and on behalf of The Ad Club of New Orleans Board of Directors, thank you for joining us on this special night.

We are ecstatic to have our community back together for the 2022 American Advertising Awards gala. And, while we come together in person for the first time in 2 years, we also honor the new forms of collaboration that have been required to develop the outstanding work we are celebrating tonight.

The Ad Club of New Orleans was founded in 1910 and joined the American Advertising Federation (AAF) in 1927. Over the past 112 years, the New Orleans advertising community has always found a way to overcome the challenges of the day to create iconic work that helps define the great city we call home. Tonight's celebration honors 2021's contribution to that long tradition.

The American Advertising Awards supports the entire advertising industry. The AAF and its local and district affiliates use proceeds to enhance advertising through public service, internships, advocacy groups, advertising education and consumer awareness. For more than a century, The Ad Club of New Orleans has worked to increase advertising knowledge, provide a clearinghouse for ideas, bring together users and producers of advertising, and foster integrity in the industry.

We extend our more sincere thanks to the members of The Ad Club of New Orleans and all our sponsors for making tonight's celebration possible.

Tonight, we recognize the brilliant creative minds of New Orleans. Thank you to the professional and student talents who embody the advertising spirit of our city.

Let's get wild,

American Advertising Awards Chairs



Lauren Astrachan



Drake Glatter



Justin Villegas

THE JUDGES



Winnie Hart

Founder of TwinEngine, Entrepreneur, Speaker, three-time author of *Stand Out as a Thought Leader*, *Stand Out – Mastering The 8 Fundamentals of Standing Out in Business*, and *What Do You Stand For?* and Creator of *The One-Page Marketing Plan* - brings 30+ years of marketing experience, hundreds of industry awards and a passion for leveraging her twin talents to help companies translate traditional marketing channels into forward-thinking solutions.

She has built a reputation as an inspired leader, speaker and savvy interpreter of business brand and personality. At TwinEngine, with her identical twin sister Lorrie Brignac Lee, she collaborates with public and privately held corporations, helping them define their distinct advantages and what makes them stand out.

Winnie is currently a Global Director for the Entrepreneurs' Organization (EO). EO is a global, peer-to-peer network of more than 15,000 influential business owners with almost 200 chapters in 60+ countries. She also served as the Women of EO Champion, committed to empowering women entrepreneurs through incredible opportunities to learn and grow and supporting a woman's entrepreneurial journey, every step of the way. Winnie is former President of the ADDA – Art Directors and Designers Association.

Lori Reed is the founder and Creative Director of Reed Creative, LLC, a graphic design studio where she leads a team of talented problem solvers. Reed Creative successfully helps organizations achieve their branding and marketing goals through high-caliber design strategy and solutions.

Celebrating nearly 25 years in business, Lori brings her extensive experience acquired across the country— from New York, New Orleans, San Francisco, Sun Valley, San Diego—to their headquarters currently located in the Pacific Northwest.

In addition to serving clients with professional design and marketing expertise, Lori strongly believes in sharing her knowledge with the next generation. She has taught graphic design as adjunct faculty at Tulane University and Southeastern University. As a regular guest speaker at educational institutions such as Western Oregon University,

Clark College, and local high schools, Lori enthusiastically shares tips for planning a successful career in the creative field.

Lori's most recent role as President of the Camas-Washougal Chamber of Commerce allows her to actively represent the creative class in a professional environment. This position also enables her to collaborate with fellow business owners and entrepreneurs to make their local community a more livable, workable place.

Lori Reed is an award-winning graphic designer and a registered member of the Office of Minority and Women's Business Enterprises, the Professional Association for Design, the American Marketing Association, the Camas Washougal Chamber of Commerce, and the Greater Vancouver Chamber of Commerce.



Lori Reed



David Vawter

David is one of a handful of copywriters whose work resides in the permanent US Congressional Record. Throughout his career, across every media platform, he has remained true to David Ogilvy's edict that it's only creative if it sells. He is a multiple-Effie winner who has set performance benchmarks in categories ranging from automotive to bourbon to computer hardware.

His and his teams' work has been recognized by *The One Show*, *Communication Arts*, and as "best remembered of the year" by *The Wall Street Journal*. Away from the office David is devoted to his wife, their four children, and the pursuit of the perfectly cut suit.

Nathan Chapman

2022 Silver Medal Award Recipient

As a creative director, Nathan Chapman guides the development of strategic marketing campaigns, making television commercials, websites, billboards, logos and more. But his greatest creation was an entire new category of advertising. He founded the New Orleans marketing agency Firmidable, formerly The Marketing Center. He based the agency on his discovery that nobody was doing professional-caliber marketing for a certain type of lawyer—lawyers who help people get Social Security Disability benefits when health problems sideline them from work.

These attorneys lift people up when they face dire financial situations and a daunting government process. And Nathan saw an opportunity to elevate the genre of lawyer advertising. Both Nathan and his law firm clients wanted messages that were personable, respectful and dignified—in addition to being powerful and effective. And so a new niche in legal marketing was born. Thirty years later and still president of Firmidable, Nathan and the agency have brought their signature style of marketing with compassion for the audience to law firms in multiple areas of practice and every corner of the United States.



Origin Story

Nathan grew up around media. His family owned and eventually sold the newspaper in his hometown of Bastrop, La. He began his career in marketing over 35 years ago after earning his MBA. He was a copywriter and producer for the Keating Magee advertising agency in New Orleans in the 1980s. After a layoff, he did freelance marketing for a law firm—out of his apartment—and he discovered the niche that would propel him to change both the legal and advertising industries.

Before Nathan's TV commercials for SSD firms, when people had major health problems and couldn't work—and they were turned down by Social Security for disability benefits—most simply gave up. They had no idea they could appeal that decision, let alone get an attorney to help. With his commercials airing around the country, over and over the agency heard about people calling disability lawyers after giving up hope, but then seeing the ads.

"It was the answer to my prayers," was a phrase frequently repeated. Today, anyone seeking this kind of help can much more easily find it. Hundreds of thousands, maybe millions, of people have likely received help after seeing Firmidable's commercials, as well as other commercials following in the agency's footsteps. And lawyers sign up with Firmidable because they're uncomfortable with stereotypical lawyer ads and want to convey authenticity and professionalism.

Civic Leader

Nathan has also directed his skill at persuasion to bettering New Orleans and the broader region. He started as a volunteer marketing consultant for neighborhood and historic preservation groups. He made a pro bono TV spot in the 1990s urging the New Orleans City Council to reject a phone company plan to demolish a historic building—and he succeeded. He launched a dynamic newsletter for a statewide preservation group. He led a fundraising effort to save a historic house on the River Road in St. John the Baptist Parish that once hosted a U.S. president. His mantra has always been that development and preservation can co-exist successfully.

His civic activism led to the presidency of the Vieux Carré Property Owners, Residents and Associates (VCPORA) in the 2000s. He repeatedly won issues at City Hall on behalf of VCPORA. From the relatively unscathed French Quarter after Hurricane Katrina, he set up an informational network to support other historic neighborhoods during rebuilding.

Nathan is again serving as board president of VCPORA. He's also chair of the Riverfront Neighborhood Alliance, a coalition of historic neighborhood organizations in downriver wards of New Orleans. He has received multiple awards for his historic preservation and civic leadership and is often called upon for advice about preservation strategies across the city.

In both his community involvement and professional lives, Nathan Chapman embodies the best of what strategic communication can achieve—raising people up.

LOCALS GET IT.



SCOTT LEGENDRE

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Ad Persons of the Year

AGENCY ACCOUNT SERVICE PERSON

Jordan Figueredo
Online Optimism

MEDIA PERSON

Geoffrey Fulgaar
PETERMAYER

AGENCY EXECUTIVE

Troy Cox
Brand Society

MOST PROMISING PERSON

Nalani Phim
Imaginal Marketing Group

CREATIVE PRODUCTION

Alexis Vicknair
PETERMAYER

OOH SALESPERSON

Brandi Therad
OUTFRONT Media

CREATIVE SERVICES / ART DIRECTOR / COPYWRITING PERSON

Beth Harris
People Who Think

OPERATIONS / ADMINISTRATION PERSON

Sarah Bandurian
Online Optimism

INTERACTIVE DEVELOPER

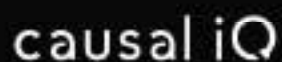
Phillip Dodson
Communify

SOCIAL MEDIA PERSON

Peyton Tiblier
Imaginal Marketing Group

MARKETING STRATEGIST

Eric Camardelle
PETERMAYER



Congratulations to this year's New Orleans Addy Winners!

Causal IQ is a leading programmatic solutions provider built on the expertise of the best digital marketers in the industry. We partner with the world's leading brands, agencies and advocacy groups to drive success through dynamic digital advertising campaigns. By leveraging unique data points and optimization methodology, Causal IQ brings a human approach to data science and campaign activation.

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Best of Show



BEST OF SHOW OVERALL

Entrant: Brand Society
Project: Small But Huge
Advertiser: Blue Runner Foods

BEST OF WEBSITE

Entrant: Deep Fried Advertising, LLC
Project: FatHappy Media Website
Advertiser: FatHappy Media



BEST OF CINEMATOGRAPHY

Entrant: Peter Mayer Advertising
Project: Find the Extraordinary Inside
Advertiser: The National WWII Museum



BEST OF ART DIRECTION

Entrant: Brand Society
Project: How New Orleans Does Flavor
Advertiser: Baumer Foods (Crystal Hot Sauce)



BEST WEARABLE

Entrant: Brand Society
Project: The Red Bean
Advertiser: Blue Runner Red Beans



THE WILD THING AWARD

Entrant: FatHappy Media
Project: BIG
Advertiser: Tank and the Bangas ft. Big Freedia



Professional Awards

Advertising Industry Self-Promotion – Direct Marketing & Specialty Advertising

SILVER ADDY AWARD

Project: Smalls Sliders RFP
Entrant: People Who Think
Advertiser: People Who Think
Credits: Jeremy Ballard | Creative Director
Anna Schiff | Director of Design
Emily Carlson | Account Leader
Beth Harris | Copywriter
Matthew Murphree | Art Director
Katie Gilthorpe | Art Director
Holly Watson | Production & Traffic Manager
Jay Connaughton | Partner

Elements of Advertising – Art Direction

GOLD ADDY AWARD

Project: How New Orleans Does Flavor
Entrant: Brand Society
Advertiser: Baumer Foods (Crystal Hot Sauce)
Credits: Mike Rainey | CCO/Executive Creative Director/
Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Pepper Baumer | President, Baumer Foods
Jason Villemarete | Production
Simon Blake | Director / DP / Animator
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

Elements of Advertising – Animation, Special Effects, Motion Graphics, or CGI

SILVER ADDY AWARD

Project: Status Quo or BillGO?
Entrant: Brand Society
Advertiser: BillGO
Credits: Mike Rainey | CCO/Executive Creative Director/Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Peter Giuffria | Animator
Mary Anne Keagan | Chief Marketing Officer
Jason Villemarete | Production
Britt King | Animator
Donald Markowitz | Music/Sound
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animation

SILVER ADDY AWARD

Project: Greater Together
Entrant: FatHappy
Advertiser: Greater New Orleans Foundation
Credits: Baz & Wilder | Creative Direction
Nick Shablott | Director of Photography
Ian Cessna | Illustrator/ Motion Designer/ Animator
Cliffton Real | Animator
Alison Goldberger | Line Producer

Elements of Advertising – Black & White/ Color/ Digitally Enhanced Photography

GOLD ADDY AWARD

Project: Find the Extraordinary Inside
Entrant: Peter Mayer Advertising
Advertiser: The National WWII Museum
Credits: Desmond LaVelle | Chief Creative Officer
Adam Blankenship | SVP, Client Engagement
Kristy Baird | Account Director
Richard Landry | Creative Director
Ian Rousey | Sr. Art Director
Alexis Vicknair | Sr. Producer
Craig Moyer | Sr. Copywriter
Jared Owenby | Copywriter
Aaron Martin | Sr. Project Manager
Chris Arcuri | Producer
Alissa Dunbar | Sr. Media Planner
Geoffrey Fuglaar | Sr. Media Planner
The Artery | Production/Post
Deborah Sullivan | Executive Producer
Lauren Indoina | Director
Yasaf Yeger | VFX
Michael Eliot | Editor
Mark Grassia | Editor

Elements of Advertising – Copywriting

GOLD ADDY AWARD

Project: The Red Bean
Entrant: Brand Society
Advertiser: Blue Runner Red Beans
Credits: Mike Rainey | Executive Creative Director,
Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copy-
writer

Elements of Advertising – Copywriting

GOLD ADDY AWARD

Project: Find the Extraordinary Inside
Entrant: Peter Mayer Advertising
Advertiser: The National WWII Museum
Credits: Desmond LaVelle | Chief Creative Officer
Adam Blankenship | SVP, Client Engagement
Kristy Baird | Account Director
Richard Landry | Creative Director
Ian Rousey | Sr. Art Director
Alexis Vicknair | Sr. Producer
Craig Moyer | Sr. Copywriter
Jared Owenby | Copywriter
Aaron Martin | Sr. Project Manager
Chris Arcuri | Producer
Alissa Dunbar | Sr. Media Planner
Geoffrey Fuglaar | Sr. Media Planner
The Artery | Production/Post
Deborah Sullivan | Executive Producer
Lauren Indoina | Director
Yasaf Yeger | VFX
Michael Eliot | Editor
Mark Grassia | Editor

Elements of Advertising – Copywriting

BRONZE ADDY AWARD

Project: River District Vision & Voice
Entrant: Deep Fried Advertising, LLC
Advertiser: River District Neighborhood Investors
Credits: Jennie Diemont | Creative Director
Val Gibbons | Account Director
Ellis Descant | Integrated Project Manager
Julie Dorman | Senior Creative Copywriter

Elements of Advertising – Cinematography

GOLD ADDY AWARD

Project: The Red Bean
Entrant: Brand Society
Advertiser: Blue Runner Red Beans
Credits: Mike Rainey | CCO/Executive Creative Director/
Copywriter
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Ainsley Nunez | Account Executive
Katie Bautsch | VP of Operations & Marketing
Jason Villemarette | Production
David Reece | DP
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

Elements of Advertising – Innovative Use of Interactive / Technology

GOLD ADDY AWARD

Project: Zatarain's Will It Fri
Entrant: Peter Mayer Advertising
Advertiser: McCormick & Company Inc.
Credits: Desmond LaVelle | Chief Creative Officer
Fernanda Burgel | Creative Director
Maureen Bongiovanni | Creative Director
Jane Owenby | Art Director
Jared Owenby | Copywriter
Michelle Novakoske | Account Director
Arianne White | Sr. Social Strategist
Anna Plaisance | Social Media Strategist
Kalifa Washington | Social Media Strategist
Alexis Vicknair | Sr. Producer
Alibi Films | Production Company
Bruno Doria | Director
Lizzie Guitreau | Producer
Hope Voelkel | Sr. Social Strategist
Margot Bienvenu | Sr. Art Director

GOLD ADDY AWARD

Project: Bonfire Catering / Events
Entrant: FatHappy
Advertiser: Brechtel Hospitality
Credits: Matthew Wilder | Director
Amber "Baz" Vogts | Producer
Alison Goldberger | Line Producer
Nick Shablott | Director of Photography
Matthew Wilder | Editor
FatHappy | Production Company

Elements of Advertising – Illustration

BRONZE ADDY AWARD

Project: Blackened
Entrant: Brand Society
Advertiser: Louisiana Restaurant Association (LRA
Workers' Comp)
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate Creative Director/Copy
Chief
Gage Burke | Art Director
Tyler Trobert | Associate Creative Director
Meghan Deist | Design/Illustration
Troy Cox | Managing Partner
Scott Gulle | Director of Production/Project Management

Elements of Advertising – Interface & Navigation

SILVER ADDY AWARD

Project: Louisiana Civil Rights Trail
Entrant: GMc+Co
Advertiser: Louisiana Office of Tourism
Credits: Glenda McKinley | Creative Director

Elements of Advertising – Logo Design

BRONZE ADDY AWARD

Project: Quantum Fiber Logo Design
Entrant: Peter Mayer Advertising
Advertiser: Quantum Fiber
Credits: John Rushing | Art Director
Lauren Newman | Art Director
Hollin Caire | Creative Director
Jason Otis | Creative Director
Matthew Westfall | Account Supervisor
Kristy Baird | Account Director
Josh Mayer | Creative Principal
Desmond LaVelle | Chief Creative Officer
Mary Anthony | Director of Brand Planning
Aaron Martin | Senior Project Manager

Elements of Advertising – Sound Design

SILVER ADDY AWARD

Project: Green River Teaser Video
Entrant: Green River Distilling Co.
Advertiser: Zehnder Communications
Credits: Henry Chassaignac | Executive Creative Director
William Gilbert | Creative Director
Heidi Ross | Associate Creative Director
Melody Cash | Designer
Katherine Andry | Account Strategy Group Director
Christina Maltese | Senior Account Strategist
Huntley Robinson | Project Manager
Georgia Gilmore | Art Director

Film, Video & Sound – Public Service Online Film, Video & Sound

SILVER ADDY AWARD

Project: Save Our Coast
Entrant: FatHappy
Advertiser: GNO Inc.
Credits: Ian Cessna | Motion Designer / Animator
Amber “Baz” Vogts | Creative Producer
FatHappy | Production Company

BRONZE ADDY AWARD

Project: Watersound Logo
Entrant: Zehnder Communications
Advertiser: St. Joe Company
Credits: Henry Chassaignac | Executive Creative Director
William Gilbert | Creative Director
Heidi Ross | Associate Creative Director
Melody Cash | Designer
Katherine Andry | Account Strategy Group Director
Katie Campbell | Senior Account Strategist
Craig Shultz | VP of Operations/Director of Project Management

Elements of Advertising – User Experience

SILVER ADDY AWARD

Project: Louisiana Civil Rights Trail
Entrant: GMc+Co
Advertiser: Louisiana Office of Tourism
Credits: Glenda McKinley | Creative Director

Film, Video, & Sound – Audio/Radio Advertising – Regional/National

SILVER ADDY AWARD

Project: Sazerac, Crème Brûlée, Praline
Entrant: Brand Society
Advertiser: Louisiana Restaurant Association
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate Creative Director/Copy Chief
Gage Burke | Art Director
Tyler Trobert | Associate Creative Director
Meghan Deist | Design/Illustration
Troy Cox | Managing Partner
Scott Gulle | Director of Production/Project Management
LuckyDog | Production

Film, Video, & Sound – Branded Content & Entertainment

GOLD ADDY AWARD

Project: Making Rights Real
Entrant: GMc+Co
Advertiser: Louisiana Office of Tourism
Credits: Glenda McKinley | Creative Director
Sharon Calcote | Louisiana Byways Director
Ernest English | Associate Creative Director GMc+Co

SILVER ADDY AWARD

Project: Brand Culture Video
Entrant: People Who Think
Advertiser: Gulf Coast Bank & Trust Company
Credits: Rick Nelson | VP Video Production
Jeremy Ballard | Creative Director
Chris Breault | Editor/VFX
Paul Wise | Additional VFX
Beth Harris | Copywriter
Lena Liller | Director of Account Leadership
Jay Connaughton | Partner

GOLD ADDY AWARD

Project: The Makers Video
Entrant: People Who Think
Advertiser: Bollinger Shipyards
Credits: Rick Nelson | VP Video Production
Jeremy Ballard | Creative Director
Chase Smith | Director of Photography
Beth Harris | Copywriter
Lena Liller | Director of Account Leadership
Jay Connaughton | Partner

BRONZE ADDY AWARD

Project: “Be in That Number” Campaign
Entrant: LCMC Health
Advertiser: LCMC Health
Credits: LCMC Health Marketing
Lee Fritz | Calm Dog Productions
Justen Williams | Photographer
Emily Neustrom | Music

Film, Video, & Sound – Audio/Visual Sales Presentation

GOLD ADDY AWARD

Project: Brand Culture Video
Entrant: People Who Think
Advertiser: Gulf Coast Bank & Trust Company
Credits: Rick Nelson | VP Video Production
Jeremy Ballard | Creative Director
Chris Breault | Editor/VFX
Paul Wise | Additional VFX
Beth Harris | Copywriter
Lena Liller | Director of Account Leadership
Jay Connaughton | Partner

Film, Video, & Sound – Internet Commercial

GOLD ADDY AWARD

Project: The Makers Video
Entrant: People Who Think
Advertiser: Bollinger Shipyards
Credits: Rick Nelson | VP Video Production
Jeremy Ballard | Creative Director
Chase Smith | Director of Photography
Beth Harris | Copywriter
Lena Liller | Director of Account Leadership
Jay Connaughton | Partner

SILVER ADDY AWARD

Project: Tulane SoPA M+D Program Spotlights
Entrant: Tulane University
Advertiser: Tulane SoPA Media + Design
Credits: Dr. Amanda Garcia | Creative Director / Director of Media + Design, Tulane SoPA
Fat Happy Media | Video Production, Cinematography and Editing

SILVER ADDY AWARD

Project: Tulane SoPA Media + Design Program
Entrant: Tulane University
Advertiser: Tulane SoPA Media + Design
Credits: Dr. Amanda Garcia | Creative Director / Director of Media + Design, Tulane SoPA
Fat Happy Media | Video Production, Cinematography and Editing

SILVER ADDY AWARD

Project: “More Than” Women’s Care Campaign
Entrant: LCMC Health
Advertiser: LCMC Health
Credits: LCMC Health Marketing
Monigle | Creative Agency
Lee Fritz | Calm Dog Productions

SILVER ADDY AWARD

Project: 16 Beaches/16 Seconds
Entrant: Zehnder Communications
Advertiser: Visit South Walton
Credits: Henry Chassaignac | Executive Creative Director
William Gilbert | Creative Director
Heidi Ross | Associate Creative Director
Georgia Gilmore | Art Director
Hannah Heneghan | Designer
Dan Carlson | Senior Copywriter
Katherine Andry | Account Strategy Group Director
Katie Campbell | Senior Account Strategist
Katie Kehler | Senior Project Manager
Isabel Maruri | Project Manager

BRONZE ADDY AWARD

Project: Gateway to Greatness
Entrant: Premium Parking
Advertiser: Premium Parking
Credits: Jeffrey Hinson | Client & Creative Director
CounterTake | Video Creative Agency & Production
Simon Marthinsen | Creative Director
Nick Vitter | Creative Director
Jason Hammel | Creative Director & Designer
Dylan DiBona | Copywriter

Film, Video, & Sound – Television Advertising – Local

SILVER ADDY AWARD

Project: The Red Bean
Entrant: Brand Society
Advertiser: Blue Runner Red Beans
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Ainsley Nunez | Account Executive
Katie Bautsch | VP of Operations & Marketing
Jason Villemarette | Production
David Reece | DP
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

BRONZE ADDY AWARD

Project: Grand Opening
Entrant: FatHappy
Advertiser: Children's Hospital of New Orleans
Credits: Matthew Wilder | Director
Amber "Baz" Vogts | Creative Producer
Bron Moyi | Director of Photography
Alison Goldberger | Line Producer
Melissa McClain | Editor
Ian Cessna | VFX Supervisor
Aidan Dykes | Post Sound Engineer
FatHappy | Production Company

Integrated Campaigns – Consumer Campaign – Local

SILVER ADDY AWARD

Project: "Be in That Number" Campaign
Entrant: LCMC Health
Advertiser: LCMC Health
Credits: LCMC Health Marketing

BRONZE ADDY AWARD

Project: Small but huge
Entrant: Brand Society
Advertiser: Blue Runner Red Foods
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Ainsley Nunez | Account Executive
Katie Bautsch | VP of Operations & Marketing
Jason Villemarette | Production
David Reece | DP
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

BRONZE ADDY AWARD

Project: "Live Wellthy" TV
Entrant: LCMC Health
Advertiser: LCMC Health
Credits: LCMC Health Marketing
Fear Not | Creative Agency
Claire Bangser | Director

Film, Video, & Sound – Music Video

SILVER ADDY AWARD

Project: BIG
Entrant: FatHappy
Advertiser: Tank and the Bangas ft. Big Freedia
Credits: Marion Hill | Director
Amber "Baz" Vogts | Producer
Bron Moyi | Director of Photography
Alison Goldberger | Line Producer
Matthew Wilder | Editor
Ian Cessna | VFX/Motion Designer
FatHappy | Production Company

Film, Video, & Sound – Television Advertising – Regional/National

GOLD ADDY AWARD

Project: How New Orleans Does Flavor
Entrant: Brand Society
Advertiser: Baumer Foods (Crystal Hot Sauce)
Credits: Mike Rainey | CCO/Executive Creative Director/Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Pepper Baumer | President, Baumer Foods
Jason Villemarette | Production
Simon Blake | Director / DP / Animator
Donald Markowitz | Music, Mid City Sound
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator
Jill Norman | Concept/Storyboard Contributor
Tony Norman | Copywriting contributor

BRONZE ADDY AWARD

Project: Project Recovery “Dream Builders”
Entrant: Peter Mayer Advertising
Advertiser: Hancock Whitney Bank
Credits: Richard Landry | Creative Director
Maureen Bongiovanni | Creative Director
Josh Mayer | Creative Principal
Craig Moyer | Sr. Copywriter
Shelby Hunter | Broadcast Producer
Nicole Parks | Account Supervisor
Michelle Novakoske | Account Director
Lynne McMillen | Associate Media Director
Barrett Macgowan | Sr. Copywriter
John Rushing | Sr. Designer
Jeanne Muller | Project Manager
Martin Rodahl | Director
Talia Pasqua | Editor

Integrated Campaigns – B2B Campaign

Film, Video, & Sound – Webisode Series

BRONZE ADDY AWARD

Project: We Care From the Heart
Entrant: Zehnder Communications
Advertiser: Amedisys
Credits: Henry Chassaignac | Executive Creative Director
William Gilbert | Creative Director
Heidi Ross | Associate Creative Director
Georgia Gilmore | Art Director
Dan Carlson | Senior Copywriter
Beth Swayne | Director of Account Strategy
Christina Maltese | Senior Account Strategist
Isabel Maruri | Project Manager

GOLD ADDY AWARD

Project: The Red Bean
Entrant: Brand Society
Advertiser: Blue Runner Foods
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Ainsley Nunez | Account Executive
Katie Bautsch | VP of Operations & Marketing
Jason Villemarette | Fire on the Bayou - Production
David Reece | DP
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

Integrated Campaigns – Consumer Campaign – Regional/National

GOLD ADDY AWARD

Project: Crawfish Trail Campaign
Entrant: People Who Think
Advertiser: Houma Area Convention & Visitors Bureau
Credits: Jeremy Ballard | Creative Director
Victor Betancourt | Graphic Designer
David Rickman | Web Developer
Beth Harris | Copywriter
Lena Liller | Director of Account Leadership
Kaitlyn Estes | Account Leader
Jay Connaughton | Partner

GOLD ADDY AWARD

Project: How New Orleans Does Flavor
Entrant: Brand Society
Advertiser: Baumer Foods (Crystal Hot Sauce)
Credits: Mike Rainey CCO/Executive Creative Director/Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Pepper Baumer | President, Baumer Foods
Jason Villemarette | Production
Simon Blake | Director / DP / Animator
Donald Markowitz | Music, Mid City Sound
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator
Jill Norman | Concept/Storyboard Contributor
Tony Norman | Copywriting contributor

GOLD ADDY AWARD

Project: Find the Extraordinary Inside
Entrant: Peter Mayer Advertising
Advertiser: The National WWII Museum
Credits: Desmond LaVelle | Chief Creative Officer
Adam Blankenship | SVP, Client Engagement
Kristy Baird | Account Director
Richard Landry | Creative Director
Ian Rousey | Sr. Art Director
Alexis Vicknair | Sr. Producer
Craig Moyer | Sr. Copywriter
Jared Owenby | Copywriter
Aaron Martin | Sr. Project Manager
Chris Arcuri | Producer
Alissa Dunbar | Sr. Media Planner
Geoffrey Fuglaar | Sr. Media Planner
The Artery | Production/Post
Deborah Sullivan | Executive Producer
Lauren Indoina | Director
Yasaf Yeger | VFX
Michael Eliot | Editor
Mark Grassia | Editor

GOLD ADDY AWARD

Project: Your Perfect Beach
Entrant: Zehnder Communications
Advertiser: Visit South Walton
Credits: Henry Chassignac | Executive Creative Director
William Gilbert | Creative Director
Heidi Ross | Associate Creative Director
Georgia Gilmore | Art Director
Hannah Heneghan | Designer
Dan Carlson | Senior Copywriter
Katherine Andry | Account Strategy Group Director
Katie Campbell | Senior Account Strategist
Katie Kehler | Senior Project Manager
Isabel Maruri | Project Manager

Integrated Campaigns – Identity Campaign

SILVER ADDY AWARD

Project: River District Brand Identity
Entrant: Deep Fried Advertising, LLC
Advertiser: River District Neighborhood Investors
Credits: Jennie Diemont | Creative Director
Val Gibbons | Account Director
Ellis Descant | Integrated Project Manager
Jody Worthington | Graphic Designer
Gabi Hawkins | Graphic Designer
Julie Dorman | Senior Creative Copywriter

Online/Interactive – Advertising & Promotion

BRONZE ADDY AWARD

Project: French Truck Coffee Stout
Entrant: Brand Society
Advertiser: Port Orleans Brewing
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director / Designer
Tyler Trobert | Associate Art Director
Meghan Deist | Designer
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director

BRONZE ADDY AWARD

Project: Very Louisiana
Entrant: Brand Society
Advertiser: August (Besh Restaurant Group)
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Joel Luna | Art Director
Gage Burke | Art Director
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
JD Thomas | Director of Operations
Randy Schmidt | Photographer
Jennifer Beaver | Director of Social Media
Hannah Rote | Social Media Manager
Kristine Selle | Social Media Coordinator
Madison Sanders | Social Media Manager

BRONZE ADDY AWARD

Project: Locals Like Luke
Entrant: Brand Society
Advertiser: Besh Restaurant Group
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director / Designer
Tyler Trobert | Associate Art Director
Randy Schmidt | Photographer
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Jennifer Beaver | Director of Social Media
Hannah Rote | Social Media Manager
Kristin Selle | Social Media Coordinator

Online/Interactive – B2B Website

GOLD ADDY AWARD

Project: FatHappy Media Website
Entrant: Deep Fried Advertising, LLC
Advertiser: FatHappy Media
Credits: Jennie Diemont | Creative Director
Missy Byrd | Account Manager
Tabor Theriot | Director of Agency Operations
Paige Egan | Associate Designer
Fat Happy Media | Copywriting

Online/Interactive – Consumer Websites

GOLD ADDY AWARD

Project: Jazz & Heritage Foundation Website
Entrant: Deep Fried Advertising, LLC
Advertiser: New Orleans Jazz & Heritage Foundation
Credits: Jennie Diemont | Creative Director
Val Gibbons | Account Director
Tabor Theriot | Director of Agency Operations
Kelsey Abbate | Senior Graphic Designer
Brandon Cox | Senior Web Developer
Amanda Kitch | Multimedia Content Producer
Keith Marszalek | Director of Digital & Content

Online/Interactive – Public Service Campaign

SILVER ADDY AWARD

Project: "All In"
Entrant: GMc+Co
Advertiser: National Urban League
Credits: Glenda McKinley | Creative Director
Barry Whitfield | Art Director
Ed Crayton | Copywriter

Online/Interactive – Branded Content & Entertainment

SILVER ADDY AWARD

Project: Find Your Perfect Beach
Entrant: Zehnder Communications
Advertiser: Visit South Walton
Credits: Henry Chassaignac | Executive Creative Director
William Gilbert | Creative Director
Heidi Ross | Associate Creative Director
Georgia Gilmore | Art Director
Hannah Heneghan | Designer
Dan Carlson | Senior Copywriter
Katherine Andry | Account Strategy Group Director
Katie Campbell | Senior Account Strategist
Katie Kehler | Senior Project Manager
Isabel Maruri | Project Manager

SILVER ADDY AWARD

Project: Louisiana Civil Rights Trail
Entrant: GMc+Co
Advertiser: Louisiana Office of Tourism
Credits: Glenda McKinley | Creative Director

Online/Interactive – Email

SILVER ADDY AWARD

Project: Nat'l WWII Museum Race Enlistment
Entrant: Brand Society
Advertiser: National WWII Museum & Crescent City Classic
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director / Designer
Tyler Trobert | Associate Art Director
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Ainsley Nunez | Account Executive

Online/Interactive – Social Media Campaign

SILVER ADDY AWARD

Project: "More Than" Women's Care Campaign
Entrant: LCMC Health
Advertiser: LCMC Health
Credits: LCMC Health Marketing

Out-Of-Home & Ambient Media – Campaign

GOLD ADDY AWARD

Project: How New Orleans Does Flavor
Entrant: Brand Society
Advertiser: Baumer Foods (Crystal Hot Sauce)
Credits: Mike Rainey | CCO/Executive Creative Director/
Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Pepper Baumer | President, Baumer Foods
Jason Villemarette | Production
Simon Blake | Director / DP / Animator
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator
Jill Norman | Concept/Storyboard Contributor
Tony Norman | Copywriting contributor

Online/Interactive – Social Media Single Execution

BRONZE ADDY AWARD

Project: Find Your Perfect Beach
Entrant: Zehnder Communications
Advertiser: Visit South Walton
Credits: Henry Chassignac | Executive Creative Director
William Gilbert | Creative Director
Heidi Ross | Associate Creative Director
Georgia Gilmore | Art Director
Hannah Heneghan | Designer
Dan Carlson | Senior Copywriter
Katherine Andry | Account Strategy Group Director
Katie Campbell | Senior Account Strategist
Katie Kehler | Senior Project Manager
Isabel Maruri | Project Manager

Online/Interactive – Web Banner Ad or Website Takeover

SILVER ADDY AWARD

Project: Blackened
Entrant: Brand Society
Advertiser: Louisiana Restaurant Association (LRA Workers' Comp)
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate Creative Director/
Copy Chief
Gage Burke | Art Director
Tyler Trobert | Associate Creative Director
Meghan Deist | Design/Illustration
Troy Cox | Managing Partner
Scott Gulle | Director of Production/Project Management

Out-Of-Home & Ambient Media – Interior or Exterior

GOLD ADDY AWARD

Project: How New Orleans Does Flavor
Entrant: Brand Society
Advertiser: Baumer Foods (Crystal Hot Sauce)
Credits: Mike Rainey | CCO/Executive Creative Director/
Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Pepper Baumer | President, Baumer Foods
Jason Villemarette | Production
Simon Blake | Director / DP / Animator
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

Out-Of-Home & Ambient Media – Large Venue

GOLD ADDY AWARD

Project: How New Orleans Does Flavor
Entrant: Brand Society
Advertiser: Baumer Foods (Crystal Hot Sauce)
Credits: Mike Rainey | CCO/Executive Creative Director/Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Pepper Baumer | President, Baumer Foods
Jason Villemarette | Production
Simon Blake | Director / DP / Animator
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator
Jill Norman | Concept/Storyboard Contributor
Tony Norman | Copywriting contributor

Out-Of-Home & Ambient Media – Outdoor Board

GOLD ADDY AWARD

Project: How New Orleans Does Flavor
Entrant: Brand Society
Advertiser: Baumer Foods (Crystal Hot Sauce)
Credits: Mike Rainey | CCO/Executive Creative Director/
Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Pepper Baumer | President, Baumer Foods
Jason Villemarette | Production
Simon Blake | Director / DP / Animator
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

BRONZE ADDY AWARD

Project: It's Not About Hot
Entrant: Brand Society
Advertiser: Baumer Foods (Crystal Hot Sauce)
Credits: Mike Rainey | CCO/Executive Creative Director/
Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Pepper Baumer | President, Baumer Foods
Jason Villemarette | Production
Simon Blake | Director / DP / Animator
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

SILVER ADDY AWARD

Project: How New Orleans Does Flavor
Entrant: Brand Society
Advertiser: Baumer Foods (Crystal Hot Sauce)
Credits: Mike Rainey | CCO/Executive Creative Director/
Copywriter
Lori Archer-Smith | Associate CD, Copy Chief, Copywriting
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director
Pepper Baumer | President, Baumer Foods
Jason Villemarette | Production
Simon Blake | Director / DP / Animator
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

BRONZE ADDY AWARD

Project: Movers & Shakers
Entrant: Brand Society
Advertiser: Louisiana Restaurant Association
(LRA Workers' Comp)
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate Creative Director/
Copy Chief
Gage Burke | Art Director
Tyler Trobert | Associate Creative Director
Meghan Deist | Design/Illustration
Troy Cox | Managing Partner
Scott Gulle | Director of Production/Project
Management

Out-Of-Home & Ambient Media – Poster

Bronze ADDY Award

Project: Meant to Tempt - Vice Versa IPA
Entrant: Brand Society
Advertiser: Port Orleans Brewing
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director / Designer
Tyler Trobert | Associate Art Director
Meghan Deist | Designer
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Odette Ieyoub | Account Director

Out-Of-Home & Ambient Media – Single Installation

SILVER ADDY AWARD

Project: Tulane SoPA "Where You Belong"
Entrant: Tulane University
Advertiser: Tulane School of Professional Advancement
Credits: Kathryn Coneybear | Designer, Illustrator
Keagan Krauss | Designer, Illustrator
Rachel Ribando-Gros | Designer, Illustrator
Dr. Amanda Garcia | Faculty Director
Rebecca Carr | Faculty Director
Dr. Suri Duitch | Dean School of Professional Advancement

Out-Of-Home & Ambient Media – Super-sized, Extension/Dimensional, Digital or Animated

GOLD ADDY AWARD

Project: Small but huge
Entrant: Brand Society
Advertiser: Blue Runner Foods
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Ainsley Nunez | Account Executive
Katie Bautsch | VP of Operations & Marketing
Jason Villemarette | Production
David Reece | DP
Donald Markowitz | Music
Kathy Hirsch | Producer
Mike Sanchez | Editor/Animator

Print Advertising – Newspaper Campaign

GOLD ADDY AWARD

Project: "Movement" LA Civil Rights Trail
Entrant: GMc+Co
Advertiser: Louisiana Office of Tourism
Credits: Glenda McKinley | Creative Director
Ernest English | Associate Creative Director/Copywriter
Benjamin Clay | Art Director

Sales & Marketing – Apparel

GOLD ADDY AWARD

Project: The Red Bean
Entrant: Brand Society
Advertiser: Blue Runner Red Beans
Credits: Mike Rainey | CCO/Executive Creative Director
Lori Archer-Smith | Associate CD, Copy Chief
Gage Burke | Art Director
Tyler Trobert | Associate Art Director
Meghan Deist | Designer/Illustrator
Scott Gulle | Director of Production/Project Management
JD Thomas | Director of Operations
Troy Cox | Managing Partner
Ainsley Nunez | Account Executive
Katie Bautsch | VP of Operations & Marketing

Sales & Marketing – Catalog

SILVER ADDY AWARD

Project: Culture Book
Entrant: Zehnder Communications
Advertiser: Origin Bank
Credits: William Gilbert | Creative Director
Heidi Ross | Associate Creative Director
Melody Cash | Designer
Hannah Heneghan | Designer
Erin M. Joyce | Account Supervisor
Katie Campbell | Senior Account Strategist
Kelly Patton | Manager of Project Management
Ann Pearman Blanchard | Project Manager

Sales & Marketing – Printed Annual Report

SILVER ADDY AWARD

Project: Gulf Coast Bank 2020 Annual Report
Entrant: People Who Think
Advertiser: Gulf Coast Bank & Trust Company
Credits: Anna Schiff | Director of Design
Jeremy Ballard | Creative Director
Emily Carlson | Account Leader
Beth Harris | Copywriter
Holly Watson | Production & Traffic Manager
Matthew Murphree | Art Director
Jason Cohen | Photographer
Jay Connaughton | Partner

BRONZE ADDY AWARD

Project: Mignon Faget Every Wear a Story
Entrant: Peter Mayer Advertising
Advertiser: Mignon Faget
Credits: Adam Blankenship | SVP, Client Engagement
Desmond LaVelle | Chief Creative Officer
Nicole Parks | Account Supervisor
Maureen Bongiovanni | Creative Director
Margot Bienvenu | Sr. Art Director
Alexis Vicknair | Sr. Producer
Chris Arcuri | Producer
Bryan Rice | VP, Project Management
Daymon Gardner | Photographer

Sales & Marketing – Corporate Social Responsibility Brochure/Sales Kit

SILVER ADDY AWARD

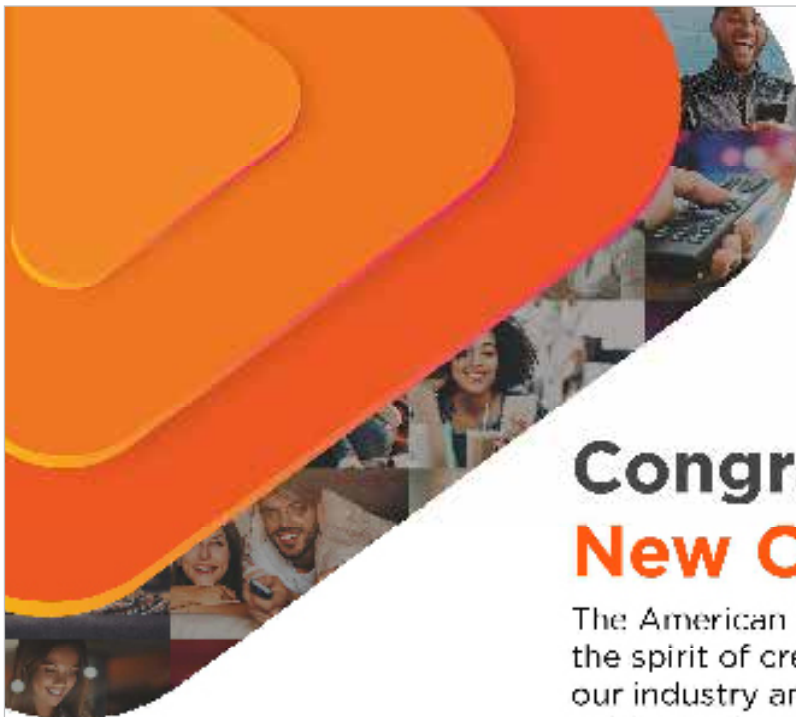
Project: OUT: 2021 Report
Entrant: Communify
Advertiser: The National LGBT Cancer Network
Credits: Dustin Woehrmann | Creative Director
Bryce Jones | Designer
Nia Jackson | Account Executive
Amanda Kaay | Art Director

SILVER ADDY AWARD

Project: OUT: Gender Expansive 2021 Report
Entrant: Communify
Advertiser: The National LGBT Cancer Network
Credits: Dustin Woehrmann | Creative Director
Bryce Jones | Designer
Nia Jackson | Account Executive
Amanda Kaay | Art Director

BRONZE ADDY AWARD

Project: LGBTQ Fund Booklet
Entrant: Communify
Advertiser: Greater New Orleans Foundation
Credits: Dustin Woehrmann | Creative Director
Beau Moss | Sr. Designer



Congratulations New Orleans!

The American Advertising Awards embody the spirit of creativity & innovation that drives our industry and Tremor Video is excited to celebrate this year's winners.



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Student Awards

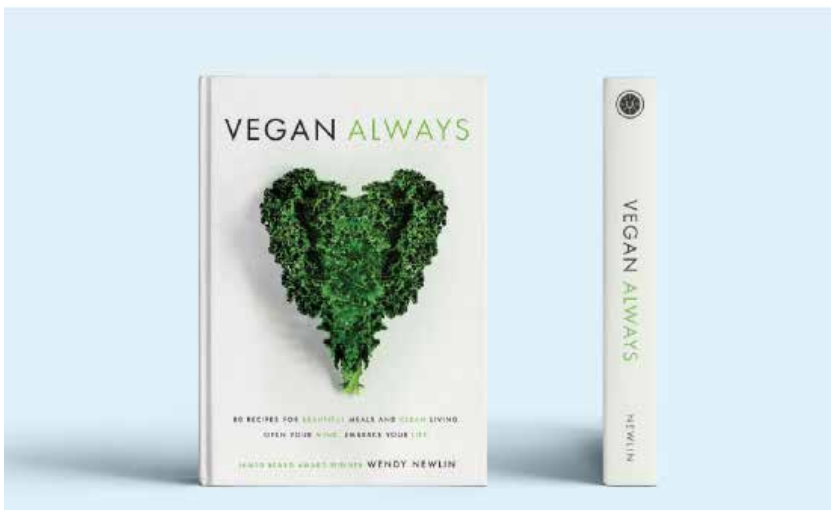
BEST OF SHOW

AJ Durand
Tulane University
Floriography Emporium Website



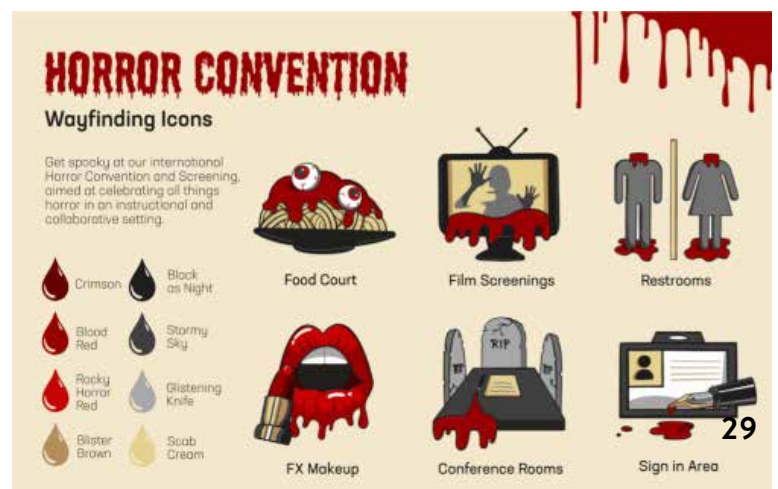
RUNNER UP

Gabriella Murillo
Loyola University New Orleans
Vegan Book Cover



THE WILD THING AWARD

Anna Levy
Tulane University
Horror Convention Icon Series



Animation or Special Effects

STUDENT GOLD ADDY AWARD

Ashley Roca

Tulane University – Education App Animations

STUDENT SILVER ADDY AWARD

AJ Durand

Tulane University – Shape Conference Promo Video

STUDENT SILVER ADDY AWARD

AJ Durand

Tulane University – Slack – Video Animated Elements

STUDENT SILVER ADDY AWARD

Calder King

Tulane University – Shape Conference Animation

STUDENT SILVER ADDY AWARD

Sarah Wasser

Tulane University – Werewolves of London Animation

Copywriting

STUDENT GOLD ADDY AWARD

Sam Haidemenos

Tulane University – GMC – TV Script & Direction

Single Illustration

STUDENT BRONZE ADDY AWARD

Rebecca Briscoe

Tulane University – Monochromatic Illustration

Logo Design

STUDENT GOLD ADDY AWARD

Sonya Contino

Tulane University – Sporky's Logo Design

Social Media Campaign

STUDENT BRONZE ADDY AWARD

Ashley Pemberton

Loyola University New Orleans – The Polaroid Killers

Integrated Brand Identity Campaign

STUDENT GOLD ADDY AWARD

Kathryn Coneybear

Tulane University – STAIR Integrated Campaign

STUDENT GOLD ADDY AWARD

Sarah Wasser

Tulane University – STAIR Integrated Campaign

STUDENT SILVER ADDY AWARD

Ashley Pemberton

Loyola University New Orleans – Restaurant Branding

Illustration Campaign

STUDENT GOLD ADDY AWARD

Mia Bordlee

Tulane University – Clue Party – Illustration Series

STUDENT GOLD ADDY AWARD

Anna Levy

Tulane University – Horror Convention Icon Series

STUDENT GOLD ADDY AWARD

Emma Schneider

Tulane University – Space Icons

STUDENT GOLD ADDY AWARD

Marla Bernstein

Tulane University – Pupcorn Icon Set

STUDENT SILVER ADDY AWARD

Elyse Chamorro

Tulane University – Childhood Cancer Convention Icons

STUDENT SILVER ADDY AWARD

Sonya Contino

Tulane University – Space Station Vacation

STUDENT SILVER ADDY AWARD

Mia Bordlee

Tulane University – Glasgow Era Inspired Stamp Series

Integrated Consumer Campaign

STUDENT SILVER ADDY AWARD

Keagan Krauss

Tulane University – Student Athlete Mental Health
Aware

STUDENT BRONZE ADDY AWARD

Lauren Andress

Tulane University – The Last Straw

Online App

STUDENT SILVER ADDY AWARD

Sally Drape

Tulane University – Karaoke Queue

Website (Desktop or Mobile)

STUDENT GOLD ADDY AWARD

AJ Durand

Tulane University – Floriography Emporium Website

Poster

STUDENT GOLD ADDY AWARD

Keagan Krauss

Tulane University – Angkorwat Tourism Poster

STUDENT GOLD ADDY AWARD

Keagan Krauss

Tulane University – Midsommar Poster

Book Cover

STUDENT GOLD ADDY AWARD

Gabriela Murillo

Loyola University New Orleans – Vegan Book Cover

STUDENT SILVER ADDY AWARD

Sarah Wasser

Tulane University – Macbeth Book Jacket

STUDENT BRONZE ADDY AWARD

Kathryn Coneybear

Tulane University – Killers of the Flower Moon

Packaging

STUDENT GOLD ADDY AWARD

Emily Kaupp

Tulane University – Smoothie Scout Packaging

STUDENT BRONZE ADDY AWARD

Shiloh Latham

Tulane University – Moon Juice Packaging

Special Event Materials

STUDENT GOLD ADDY AWARD

Sonya Contino

Tulane University – Insectarium Donate Invitation

STUDENT BRONZE ADDY AWARD

Sam Haïdemenos

Tulane University – Quilt Conference Poster & Ticket

Stationery Package

STUDENT BRONZE ADDY AWARD

Kathryn Coneybear

Tulane University – Gillian Welch Album

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