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BBR E NEWS Building Brand Character

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Cathi Pavy honored with Silver Medal Award and
Denise Gallagher receives Art Director of the Year at
Acadiana Advertising Federation's 2010 ADDY Awards.

Day in and day out, the BBR Creative staff bears witness to the tireless efforts put forth by Partner and Creative Director Cathi Pavy. Whether we're concepting alongside her to develop memorable creative or strategically assembling in-depth integrated branding campaigns, we reap the benefits of Cathi's sheer versatility, which has proven instrumental to us as an agency. And following the Acadiana Advertising Federation ADDY Awards ceremony, held Feb. 26 here in Lafayette, it's clear there is consensus among the Acadiana advertising community when it comes to recognizing her contributions.

BBR Creative would like to congratulate Cathi for taking home top honors from this year's ceremony in the form of the AAF's prestigious Silver Medal Award, the highest honor the AAF can bestow upon an advertising industry professional. In a tribute speech and video honoring Cathi, she was lauded by friends, family and colleagues (including a few inspirational faces from her past) for her creative excellence, commitment to social responsibility and achievements garnered working in this field we so love.

BBR Creative's 2010 ADDY Awards results:

Silver Medal Winner:

Cathi Pavy

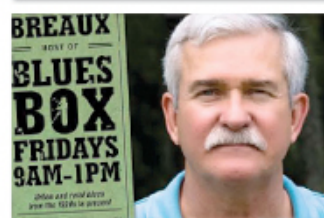
Art Director of the Year:

Denise Gallagher

3 Special Judges Awards

12 Gold ADDY Awards

7 Silver ADDY Awards



Click to view Special Judges Awards.

Adding to the excitement, BBR Senior Art Director Denise Gallagher was named Art Director of Year while her illustration, "She Did Not Believe in Impossibilities," was recognized with a Special Judges' Award. Additionally, BBR received a second Special Judges' Award for its Susan B. Komen for the Cure T-Shirt design along with a third for evening's most winning campaign, a print ad series developed for KRVS.

Congratulations on a job well done!

BBR has over 12 years of experience in corporate branding, marketing and advertising strategy, and creative implementation. Our multi-disciplinary team of strategists and creatives continually strives to build strong branding relationships between our clients and their consumers, always with the goal to increase sales and profits. For the complete picture of who BBR is and what we do, visit us at www.bbrcreative.com or contact Cherie Hebert at chebert@bbrcreative.com

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