

Tulane SoPA students win big at national and local ADDY Awards

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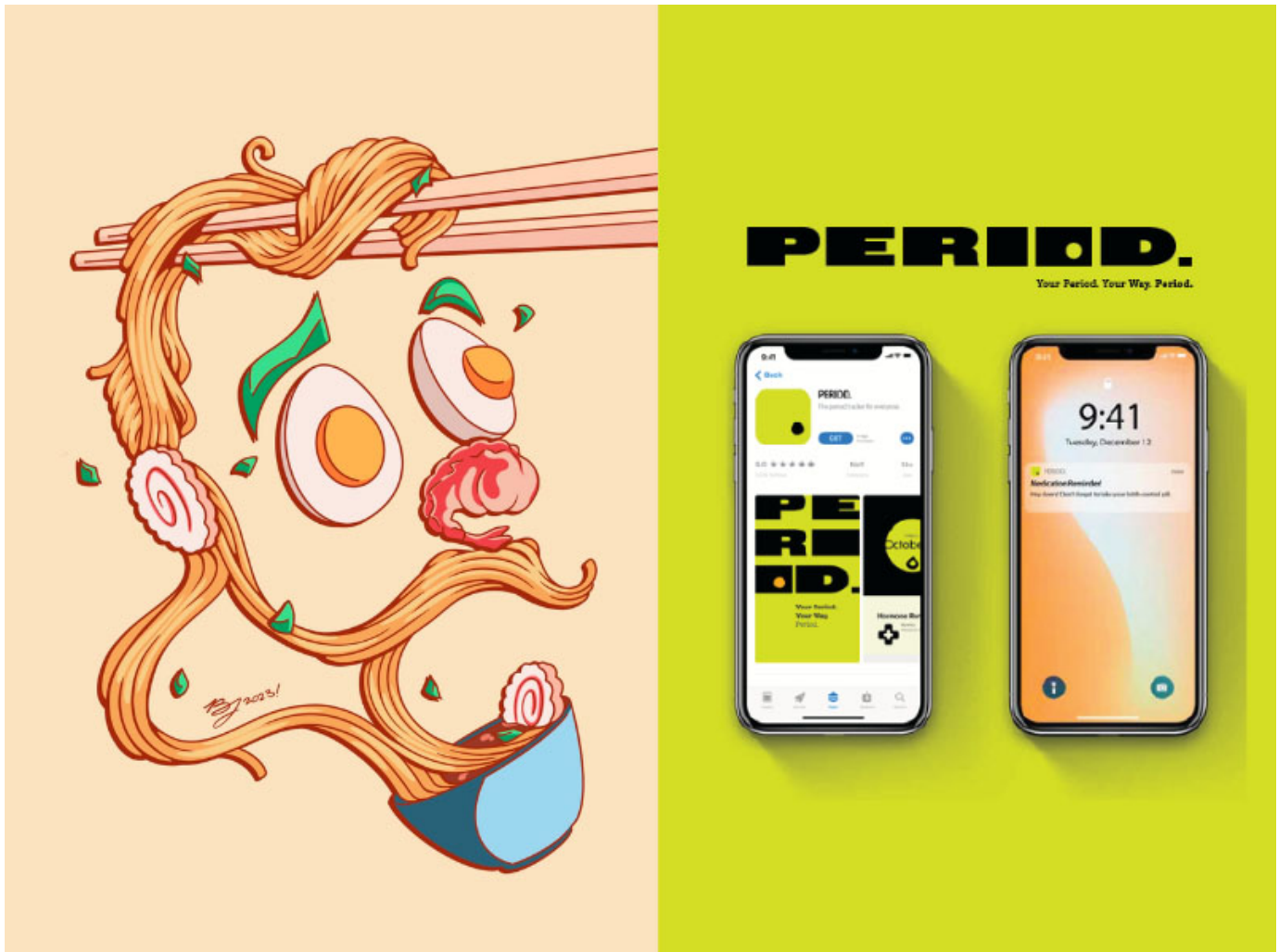


Lisa Greene took home a Gold ADDY Award in the Sales & Marketing category of the National American Advertising Awards for her 27 Club beverage packaging design.

Editor's note: This story has been updated to include the results of the National ADDY Awards which took place on May 31, 2024.

Tulane School of Professional Advancement (SoPA) [Media + Design](#) students were honored at the New Orleans Ad Club's 2024 American Advertising Awards (ADDYs)

on Friday, March 1, 2024, taking home an astounding eighteen ADDYs including four Best of Show Awards, eight Gold ADDYs and six Silver ADDYs.



Bianca Johnston's Ramen Illustration (left) won Best Illustration and Brittany Giardina's Period Branding (right) won Judges' Pick New Orleans Ad Club's 2024 American Advertising Awards (ADDYs).

Amy Morvant, who is pursuing a Digital Design Post-Baccalaureate Certificate with a concentration in [Interactive UX/UI Design](#), took home the night's most esteemed award—Overall Best of Show, for her MIX Website and App Dashboard design.

"The Interactive Design program has provided me opportunities to study topics beyond the scope of my daily design duties and to continue learning in a field that is

always evolving,” says Amy. “There are so many students in the Digital Design program producing fantastic work, and I’m grateful to be recognized by AAF New Orleans as part of this group of dedicated students.”

Winning the local New Orleans tier of the American Advertising Awards is the first step in a prestigious three-tier, national competition. Winners from this stage progressed to the district competition, where entries competed against winners from local Alabama, Georgia, Louisiana, Mississippi, and Tennessee Ad Club chapters. Three SoPA students won ADDYs at the district competition, and moved on to the national competition. Lisa Greene won a Gold ADDY at the national awards on May 31, 2024. The award acknowledges the highest level of creative excellence, surpassing all other entries in its category.

The mission of the American Advertising Awards is to recognize and creative excellence in the art of advertising. Winning entries included photography, animation, illustration, branding, app design, and integrated campaigns.

“On behalf of the Tulane SoPA Media + Design Program faculty, I want to congratulate all student participants and winners,” said Rebecca Carr, director of the Tulane SoPA Media + Design program. “Seeing their work, which showcases the strategy, creative thinking and innovative designs that they sharpen in the classroom makes me incredibly proud. From in class projects to those that will serve a higher purpose with service-learning partners such as Grow Dat Youth Farm, the talent and passion of our students is truly inspiring.”

National ADDY Winner

Lisa Greene

Gold ADDY

27 Club Packaging

AAF District 7 Winners

Bianca Johnston

Gold ADDY

Ramen Illustration

Lisa Greene

Gold ADDY

27 Club Packaging

Rachel Ribando-Gros

Silver ADDY

Coffee Lower Third Animations

Best of Show Award Winners

Best Overall

Amy Morvant

MIX Web and App Dashboard

Best Strategy

Krystal Gomez

Indeed, Ad Team Campaign

Best Illustration

Bianca Johnston

Ramen Illustration

Judges' Pick

Brittany Giardina

Period Branding

Gold ADDY Award Winners

Lisa Greene

27 Club Packaging

Sales Promotion - Product or Service

Sales Promotion - Packaging

Meredith Winchell

Twinkle Fizz Kids Toothpaste Packaging

Sales Promotion - Product or Service

Sales Promotion - Packaging

Laney Jacobson

National Gumbo Day Ambient Media Campaign

Ambient Media - Guerilla Marketing

Installations and Events - Campaign

Mia Bordlee

Grow Dat "Get Down" Campaign

Integrated Advertising Campaign - Consumer Campaign

Sally Drape

Backstreet Museum Campaign

Integrated Advertising Campaign - Consumer Campaign

Anna Toujas

Dressed Sandwiches of New Orleans

Illustration - Single

Steven Gin

Thought Bubble Lower Thirds

Film, Video & Sound - Animation or Special Effects

Rachel Ribando-Gros

Coffee Lower Third Animations

Film, Video & Sound - Animation or Special Effects

Silver ADDY Award Winners

Laney Jacobson

Bayou Bagels Menu

Collateral Material - Publication Design - Editorial Spread or Feature

Amy Morvant

Curio App Design

App (Mobile or Web-Based)

Kristen Graves

Streamlist App

App (Mobile or Web-Based)

Steven Gin

Skedadle App

App (Mobile or Web-Based)

Michelle Keogh

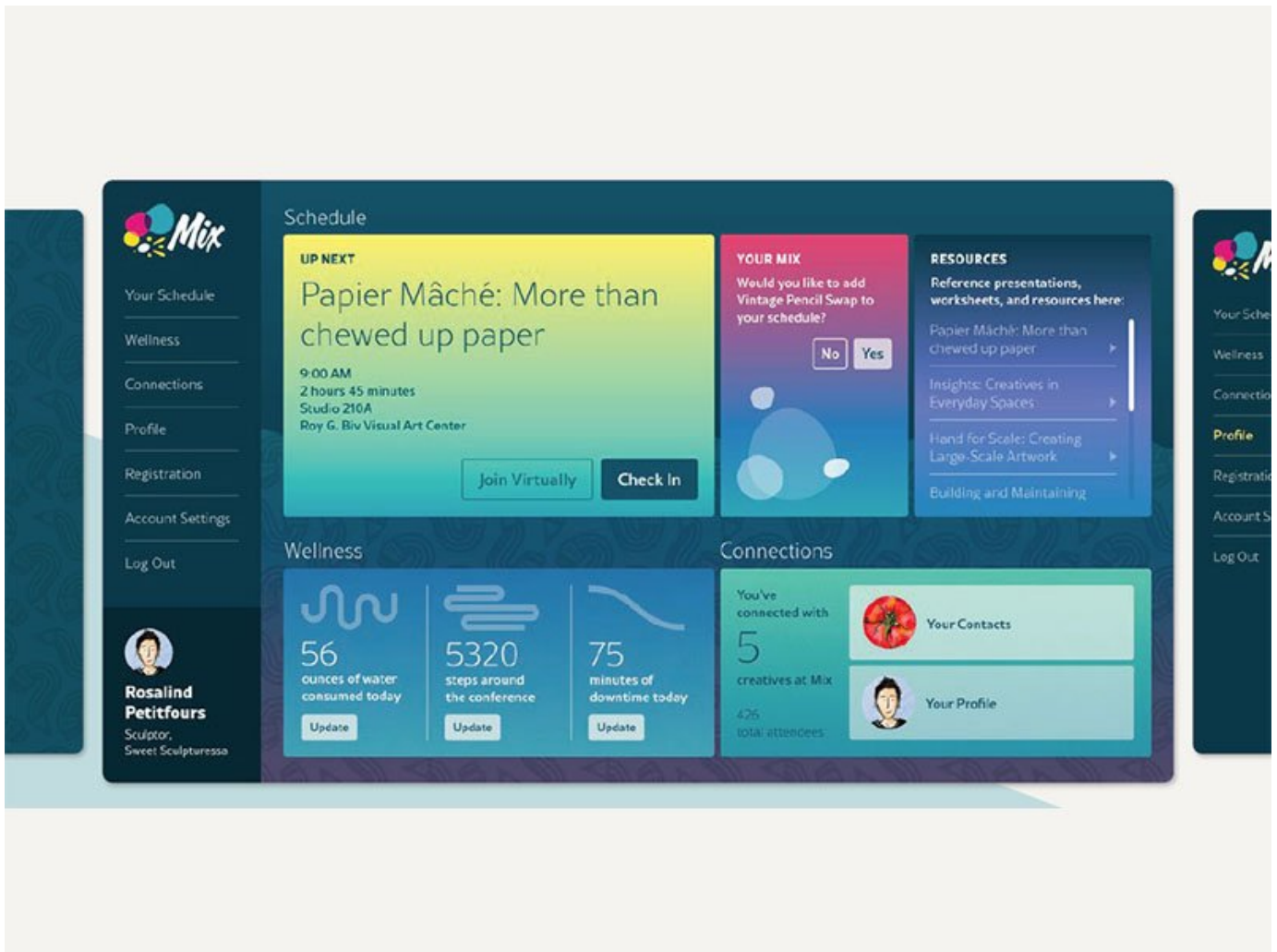
Grow Dat "Get Down" Event

Integrated Advertising Campaign - Consumer Campaign

Michelle Keogh

City Park Photograph

Still Photography - Color, Single



The MIX Website and App Dashboard design and winner of Overall Best in Show at the 2024 ADDY awards in New Orleans. Design by Amy Morvant.