OAAA Award Platform (2022)

B10. Transportation, Travel & Tourism (Chapter: OBIE Awards)

Pinch My Tail!

JjyoEpbm

Entry details

Name of Submitter	Mendi Robinson
Company Name	Lamar Advertising Company
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5321 Corporate Boulevard

Title of Work	Pinch My Tail!

Description of Work: Tell us about the problem you set out to solve. Describe the key insight, the single idea behind the work and how did you bring that to life.

This 3D crawfish was added to a small bulletin to have more people check out crawfishtrail.com. This is a travel guide to guide visitors to over 30 stops to experience some of the best crawfish that Louisiana has to offer!

Advertiser	Houma Area Convention Center
Brand	Bayou Country Crawfish Trail
Creative Team	

Lamar Advertising

Creative Directors

Roland Paris

Other Team Members

Lamar 3D: Roy Johnson, Randy Wallis, Shamar Milton, Roland Paris
Lamar Graphics Team
Video: Jarrod Beck, Tyler Hutchins, Santiago Rodriguez Orjuela

Do you have permission to share the campaign work and images for external use?

Yes   ✓

Please submit your video URLs here.
YouTube and Vimeo links only.

https://www.youtube.com/watch?v=4hcdflCEcxU

City	Houma
State	LA
Country	United States of America
OOH Media Company	Lamar Advertising Company
OOH Contact	Mendi Robinson
Email Address	mmrobinson@lamar.com
Phone	+12259261000

Permission to Submit Release
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