

Goodwill**TODAY** Blog



Milwaukee Goodwill Takes Home Prestigious Award for Halloween Advertising Campaign

Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago (Milwaukee) recently received a prestigious silver OBIE Award for their 2013 Halloween billboard series. The OBIE Awards are presented by the [Outdoor Advertising Association of America](#) and is one of the oldest and most prestigious advertising honors presented for excellence in "out of home" design.

The Milwaukee Goodwill's award winning displays featured various Halloween costume concepts that could be created from items found in a local Goodwill retail store.

Vice President and Creative Director for Clear Channel Outdoor Paul Livornese and one of the OBIE Award judges said, "I can honestly say that it was well received by the whole panel; we all found it clever, simple and memorable."

"We are very excited by this honor," said Pat Boelter, chief marketing officer of the Milwaukee Goodwill. "The OBIE Award is the industry's highest honor and to be included among some of the most well-known brands in America is amazing!"

The OBIE Awards celebrate the best in creativity and design that communicates quickly, dynamically and has consumers sitting up and taking notice. The Gap, Clorox Bleach, Sprint and Denver Water received top awards this year.

