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Creative Company Earns 2 National Awards

MCMINNVILLE, OR: Creative Company has earned two Service Industry Advertising Awards this year for its work with [Waterdog RV](#) and [United Way of the Mid-Willamette Valley](#). The logo and stationery designed for Waterdog RV received the Gold Award, and the integrated campaign for United Way received a Silver Award.

The [Eleventh Annual Service Industry Advertising Awards](#) (SIAA) recognizes advertising excellence within the service industry. Creative Company was one of more than 500 advertising agencies and 1,000 institutions from around the country to enter the contest. This year more than 1,700 entries were reviewed by a national panel of judges. The entries were critiqued on execution, creativity, quality, consumer appeal and overall breakthrough advertising content.



Waterdog RV business cards

has seen success and recognition from the bright, engaging design.

A Gold was awarded for the Logo/Letterhead Design for local RV dealership Waterdog RV. In April of 2013, Creative Company developed a [new name and brand](#) for the dealership's new owner. The goal was to create a fun, friendly brand that stood out in the industry. The mascot was drawn by Creative Company Digital Designer, Peter Kotenko, as a nod to new owner Tom Stout's pet boxer. Applied to signing and used at trade shows, the company

ongoing response



Creative Company has also earned a Silver for the integrated campaign created for United Way of the Mid-Willamette Valley. The new design system and messaging



2013 Campaign logo for United Way of the Mid-Willamette Valley

built on the national LIVE UNITED slogan. The goal for the 2013 campaign was to create a memorable and sharable message to inspire and rejuvenate community involvement. The "To the Power of 5" message was added to all

campaign materials to reinforce the five ways to give to United Way, including giving five hours of time to volunteer, giving five dollars, telling five people, and adding five more.



Hanging banners for the 2013 campaign kick-off event

The project included messaging, identity system, donor and employer brochures, a PowerPoint template, a series of pull up banners, hanging banners, campaign posters, fact sheet and letterhead templates, website visuals, Facebook page banners and all materials associated with the campaign's kick-off event.



For an in-depth look at the strategy behind the project and more examples of materials, visit the [United Way case study](#) on Creative Company's website.

"Our clients already loved what we had created for them. The recognition from our peers is just the icing on the cake!" stated Jennifer Larsen Morrow, president of Creative Company.

About Creative Company

For more than 30 years, Creative Company has been providing brand strategy, development, management and optimization for clients in a wide range of industries.

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