



News Release: For immediate release

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Creative Company wins big with two golds and three silvers for service industry work

MCMINNVILLE, OR: Creative Company was recently recognized by the Service Industry Advertising Awards (SIAA) for work with **Salem Convention Center**, **Berkshire Hathaway HomeServices Real Estate Professionals**, **Church Extension Plan**, and **McMinnville Downtown Association**. Out of more than 1,700 entries from more than 500 agencies, the firm earned two gold awards in the newspaper ad series and publication categories, and three silver awards in the integrated campaign, magazine ad, and website categories.

Two silvers were awarded for the work Creative Company has done with [Salem Convention Center](#)--for a bridal magazine ad for *Willamette Living* and for the new website. Both were designed for visual impact and to highlight critical decision factors for the target audience.

The newspaper ad series Creative Company developed for the launch of the new Berkshire Hathaway HomeServices Real Estate Professionals brand earned a gold award. To ensure quick recognition after the transition from Prudential the entire ad series was tied together by three essential messages: even better now, same exceptional people, and real time real estate.

Creative Company also earned a gold award for *Partners*, a magazine created for [Church Extension Plan](#), a financial ministry. Designed to connect to multiple audiences, *Partners* brings Church Extension Plan's services to life with articles on ministries thriving thanks to loans from CEP, but also functions as a sharable resource with investment tips, articles, and suggestions of online budgeting tools.

Another silver was for work done a bit closer to home--for Creative Company's concept, strategy, design and management for [TasteMac](#), the wine and culinary tourism campaign for downtown McMinnville. Funded by a grant to the McMinnville Downtown Association, the integrated multimedia campaign encouraged visitors to dine, sip, stroll and enjoy all that McMinnville (Mac) has to offer. The "Taste Mac" theme focused on the impressive numbers--34 restaurants, 17 tasting rooms and 7 breweries and pubs in 14 strollable blocks. All marketing pieces--rack card, easy to follow map, static clings, magazine ads, coasters, AdWords campaign and posters sent visitors to the mobile-friendly website.

"The collaboration we have with our clients gives us the chance to develop and implement outstanding concepts. We're thrilled with this recognition!" said Jennifer Larsen Morrow, Creative Company's



president.

About SIAA

SIAAWARD is the only advertising awards to specifically recognize advertising achievements in the service industry. There are 26 categories and 7 groups judged by a national panel of industry specialists, who judge creativity, marketing execution, message impact, technology application and innovation of content. Additional information about SIAAWARD can be found on the SIAAWARD website at www.siaawards.com.

About Creative Company

For more than 35 years, Creative Company has been providing brand strategy, development, design, messaging, and management for clients in a wide range of industries.

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