

# News Release: For immediate release

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## Creative Company receives award for Salem Convention Center advertising design



MCMINNVILLE, OR: Creative Company was recently recognized by the prestigious Summit International Awards for print advertising created for Salem Convention Center. Out of more than 5000 entries from 24 countries, the firm earned a Bronze Summit Creative Award in the Advertising Redesign category.

The full page ad is designed to focus attention on one downtown block as the place to “wine dine meet greet play stay” in the mid-Willamette Valley. The block between Liberty Street and Commercial Street in Salem, Oregon includes Bentley’s Grill, the Grand Hotel and the Salem Convention Center.

The ad represents almost a year of partnership between Creative Company and Salem Convention Center. Creative Company has worked with Donna Earley, Director of Sales and Marketing for the Center, to focus on the core features offered to target clients—from the size of the venue to location, flexible space, technology and attentive staff. Previously, ads, website, and other collateral centered on the venue’s green attributes, without communicating the specific details that make Salem Convention Center unique.

The advertisement features a collage of images: a fire pit, a plate of food, two women talking, the exterior of the Salem Convention Center, and the interior of the Grand Hotel lobby. The text 'wine dine meet greet play stay here' is written in large green letters. Below the images, it says: 'Salem's all-in-one block for business and social, visitors and locals. Easy walking to and from downtown. Free parking. "No hiccups" meetings, delicious dining, extensive wine list, and luxurious rooms for a short or extended stay. Time for a visit?' At the bottom, there are logos and contact information for Salem Convention Center, Grand Hotel, and Bentley's Grill, along with a '10 YEARS 2005-2015' anniversary logo.

**wine  
dine  
meet  
greet  
play  
stay  
here**

Salem's all-in-one block for business and social, visitors and locals. Easy walking to and from downtown. Free parking. "No hiccups" meetings, delicious dining, extensive wine list, and luxurious rooms for a short or extended stay.

**Time for a visit?**

**SALEM CONVENTION CENTER**  
503.589.1700  
[SalemConventionCenter.org](http://SalemConventionCenter.org)

**GRAND HOTEL**  
503.540.7800  
[GrandHotelSalem.com](http://GrandHotelSalem.com)

**Bentley's GRILL**  
503.779.1660  
[BentleysGrill.com](http://BentleysGrill.com)

Thank you, Salem, for 10 YEARS 2005-2015

This advertisement is made possible in part by funding from City of Salem Transient Occupancy Tax.

“Our team is thrilled to guide the evolution of advertising and communications for the Convention Center. It’s always satisfying to earn awards. But it’s even better when our clients are delighted with the results we deliver,”

said Jennifer Larsen Morrow, president of Creative Company.

The new look is open and refreshing, with messages and layouts targeted to specific audiences—from brides to local businesses, social organizations, and meeting planners. Block ads also feature the new Bentley's Grill logo, which Creative Company designed as part of a campaign to update the restaurant's menus and signing.

For more than 21 years, the Summit International Awards (SIA) organization has been dedicated to furthering excellence in the marketing communications industry. The Summit Creative Awards recognize agencies with revenue less than \$30 million. Entries go through a blind judging process by a committee of 24 judges from 6 different countries.

## 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.

Blog: [optimizemybrand.com](http://optimizemybrand.com)  
Twitter: [@optimizemybrand](https://twitter.com/optimizemybrand)  
Facebook: [creativeco](https://www.facebook.com/creativeco)  
LinkedIn: [/creative-company](https://www.linkedin.com/company/creative-company)  
Google+: [+creativeco](https://plus.google.com/+creativeco)

## About SIA

The SIA organization was founded in 1994. Annually it conducts the Summit Creative Award, the Summit Marketing Effectiveness Award and the Summit Emerging Media Award. Additional information about the Summit International Awards organization, its competitions and winning firms can be found on the SIA web site at [www.summitawards.com](http://www.summitawards.com).

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