



## **AWARDING SMALL SHOP CREATIVITY ON A WORLDWIDE LEVEL**

The Summit Creative Awards® offer recognition to creative companies with billings under \$30 million.

Portland, Ore. -- The Summit Creative Awards recognizes worldwide the work of advertising, interactive, video production, graphic design and public relations companies with annual billings under \$30 million. These groups, often shadowed in national and international competitions by larger companies with multi-million dollar budgets, are given a chance to receive recognition by the international Summit Creative Award. The awards program was launched in 1994 to reinforce the importance of these agencies and their influence on our everyday culture and the economy.

"Each year, smaller advertising agencies and creative companies around the world earn more than \$500 billion creating everything from a prime-time TV commercial to a bench at the local bus stop. There is so much outstanding creative out there that goes largely unrecognized.," said Jocelyn Luciano, executive director of The Summit Awards. "Our goal is to award those outstanding campaigns that fuel the economy of the world, including small business, political campaigns, and regional products."

Last year, the 2008 competition drew entries representing twenty-five countries from five continents. Winners were selected in categories that include advertising, emerging media, marketing materials, direct marketing, multimedia, political, corporate video, public service, best idea never produced, self-promotion and brand-redesign.

Over the fourteen years, the competition has established itself as one of the premier arbiters of creative excellence. Using rigorous evaluative criteria and top international judges, this unique competition rewards those firms truly deserving of special recognition. Submissions are evaluated based on the strength of their big idea, the quality of execution and their ability to persuade. Judging is done by a panel of top advertising professionals who critique entries in 21 major categories using a tough set of standards. Winning entries receive a gold, silver or bronze award, but only one gold winner is selected per category.

The Summit Creative Awards judges come from top creative agencies, some being Ogilvy and Mather; Paragon Marketing Communications; Avenue Inc.; Stormhouse Partners; Memac Ogilvy; PUSH, Inc.; Mudra ddb; Jeff Fisher LogoMotives; TribalDDB; Cocoon Branding; Promoseven Network Inc.; and the Art Institute, Inc.; Promoseven McCann Relationship

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Marketing; Wieden & Kennedy; Hal Riney and Partners; Strategy & Beyond; Turner Studios; Grey Advertising; TBWA/Chiat/Day; Young and Rubicam; DDM Interactive; and Saatchi & Saatchi.

“Creativity online has come full circle. It has gone through various stages of technology, bandwidth issues, target dynamics and is settling down to getting the job done effectively and beautifully.” Said Tom Roy, Executive Director, Innovations and Corporate Communications, for the Middle East Communication Networks one of the website judges in this year’s competition. “The Summit Awards are recognition of creativity that delivers to the task. That reaches the target audience effectively, clearly – and with creative panache. That’s why to be judged a winner, creative – online or off – needs to be clear, precise, compelling and outstanding.”

The awards program is committed to helping winners make the most of their success and to help raise the quality of marketing communications worldwide. Each year, the Summit Creative Awards announces winners through both the trade media and the web. The Awards highlights winners with a company microsite bringing interested traffic directly to the winners’ sites. The Awards site has also become virtual clearinghouse of information for the firms it serves. Year round, agencies can visit the Summit Creative Awards web site for industry news and links to related resources.

Downloadable marketing tools, including press release templates, icons and graphics, and examples of winners press are available at [www.summitawards.com](http://www.summitawards.com). Plus, the Awards makes creative examples available to University marketing, advertising and communications departments for use as discussion examples.

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