

## HOWARD, MERRELL & PARTNERS

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### FOR IMMEDIATE RELEASE

#### **Howard, Merrell & Partners Captures “Best of Show” at the ADDY® Awards**

##### *Agency Wins Big at the 2011 Competition with 20 ADDYs*

**RALEIGH, N.C., March 1, 2011** – Howard, Merrell & Partners walked away from the 2011 ADDY Awards as the clear winner. The full-service advertising and branding firm, which is celebrating its 65<sup>th</sup> Anniversary, garnered an impressive 20 Addys, including Best of Show for the CORDURA® brand and a Judge’s Choice for Fuhgeddaboutit Pizza restaurants. The ADDY Awards — the world’s largest advertising competition — represents the “true spirit of creative excellence” for all forms of advertising media.

Howard, Merrell & Partners was awarded Best of Show for its Durability Experience, an interactive website module created for the CORDURA® fabric website – [www.CORDURA.com](http://www.CORDURA.com). Rich with sound and animation, the site educates users on the many places CORDURA® fabric can be found. “The site had that ‘Oh, Wow’ factor,” the ADDY judges explained in a video aired at the event. “We chose it as the Best of Show, not just for the amount of work that went into it, but also for the strategy and the thought process involved in its creation. This was new, something we’d never seen before. The transitions alone made it worth watching.”

“It’s always nice to have your hard work recognized,” explains Billy Barnes, the agency’s creative director. “What I’m happiest about, is not winning the most awards or getting the Best in Show or the Judges Choice. It’s the fact that we won 20 awards for six different clients. That means we’re versatile and it means everyone is contributing.”

The award-winning work was a great representation of the agency’s capabilities. Howard, Merrell & Partners received honors for a website and a microsite, posters, collateral material, T-shirt design, interactive-banner ads, ambient video, direct response pieces, and a fully integrated campaign. This creative work was conducted for a number of the agency’s clients: Georgia-Pacific Professional (Dixie® and enMotion® brands), Component Hardware Group’s Flame Gard brand, Invacare, Serious Robots, CORDURA® brand fabric and Fuhgeddaboutit Pizza.

According to President and CEO Jim Cobb, these ADDY wins confirm what the agency’s clients already know, that Howard, Merrell & Partners has a truly talented staff. “I am so proud to work with a host of smart, creative and committed professionals, each with strengths and the expertise

to create impactful and effective communications that consistently help our clients achieve their business goals,” says Cobb. “And this will hold true with every new team member we hire, and for every client we serve.”

The ADDY Awards dinner was held on Friday, Feb. 25. The judges were advertising professionals from agencies based outside of the state. The ADDY competition is sponsored by the Raleigh-Durham chapter of the American Advertising Federation.

Howard, Merrell & Partners won the following awards in this year’s competition:

#### **BEST OF SHOW**

- Durability Experience Module, the CORDURA® brand

#### **JUDGES CHOICE**

- Subway Poster, Fuhgeddaboutit Pizza

#### **GOLD**

- Durability Experience Module, CORDURA® brand
- Shells Poster, Flame Gard/Component Hardware Group
- At Your Own Risk Poster Campaign, Flame Gard/Component Hardware Group
- Who Touched Elevator Spot, enMotion®/Georgia-Pacific Professional

#### **SILVER**

- Dynamite Poster, Flame Gard/Component Hardware Group
- Notice the Difference Campaign, Dixie®/Georgia-Pacific Professional
- Yes, You Can, Direct Mail, Invacare
- Spread Wellness #3 T-shirt, enMotion®/Georgia-Pacific Professional
- 100% Cup Interactive-Banner, Dixie®/Georgia-Pacific Professional
- Disguise/Advertise Interactive-Banner, Dixie®/Georgia-Pacific Professional
- Six Flags Posters Campaign, Dixie®/Georgia-Pacific Professional
- Spread Wellness TV - Mantra, enMotion®/Georgia-Pacific Professional

#### **BRONZE**

- Excessive/Impressive Online Banner Dixie®/Georgia-Pacific Professional
- Serious Robots Website, Serious Robots
- Spread Wellness Elevator Campaign, enMotion®/Georgia-Pacific Professional
- Spread Wellness Integrated Campaign, enMotion®/Georgia-Pacific Professional
- Subway Poster, Fuhgeddaboutit Pizza Restaurants
- Water-Resistant Direct Mail, enMotion®/Georgia-Pacific Professional

#### **About Howard, Merrell & Partners**

Founded 65 years ago in Raleigh, N.C., Howard, Merrell & Partners Inc., is a pioneer in understanding and applying the power of human emotion to develop engaging business and communications strategies. Agency services include branding, creative development and production, consumer insight research, event planning and management, interactive, Hispanic marketing, media asset management, public relations, and social media.

Recent clients include Bank Independent, BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, Invacare, INVISTA's CORDURA® brand, National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, THOR•LO, UltraPet and Zilla.

Howard, Merrell & Partners has received the Telly Awards, ADDY® Awards, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis Syndicate. Visit us at: <http://www.merrellgroup.com>.

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