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Contact: Lisa Weidman

Phone: (503) 883-4433 or 1.866.363.4433 (toll-free)

Email: lweidman@creativeco.com

Web: www.creativeco.com

Creative Company wins two education marketing awards

MCMINNVILLE, OR: Creative Company, a strategic branding and communications firm, has received two national awards for student-recruitment publications developed for Linfield College. The two awards were won in the 23rd Annual Admissions Advertising Awards, sponsored by *Admissions Marketing Report*.

Creative Company won a Silver award for a packet of materials designed to inform applicants that they have been admitted to Linfield College. The admitted-student packet consists of a three-panel folder with a panoramic photo of the campus on the inside panels, a handbook to help students through the enrollment process, a letterhead sheet on which the letter of admission is printed, a second sheet on which each student is given personalized information about his or her offer of admission, a reply card and a matching envelope for shipping.



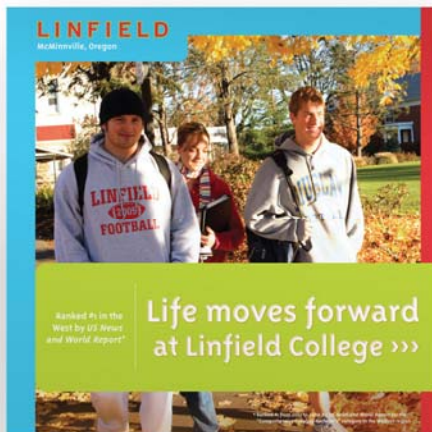
The admitted-student packet was designed to deliver vital information on the enrollment process in a warm and welcoming way while also conveying the significance of its primary message—acceptance into Linfield College. The unique design of the three-panel folder places



the letter of admission in a prominent position in the overall presentation and then invites recipients to continue through the packet for more materials.

The admitted-student packet was entered into the special publications category for colleges with fewer than 2,000 students.

“We are very proud of the admitted-student packet,” said Linfield’s Director of Admission Lisa Knodle-Bragiel. “A lot of work went into it, and we achieved the balance of formality and warmth that we were seeking. We wanted this packet of information to reflect the significance of a student’s college acceptance while also delivering a lot of how-to information that will help guide each student through the necessary steps to get here in the fall.”



Creative Company also won a Merit award for a brochure used by Linfield College admission counselors at college fairs and on visits to high schools to recruit students to Linfield. Known as the “travel brochure” because it travels with the admission counselors on their recruiting trips, it’s a square, eight-page booklet full of colorful photos of Linfield students and introductory information about the college, which is celebrating its

150th anniversary this year. The travel brochure was entered into the brochure category for colleges with fewer than 2,000 students.

The award-winning publications employ the bright colors and vivid photography of the Linfield brand identity, also designed by Creative Company.

“It’s an honor to be recognized by the Admissions Advertising Awards. The awards program is well-respected nationally, and there are many strong entries each year,”





commented Creative Company President Jennifer Larsen Morrow. “We have worked with Linfield College on their recruitment publications since 2001, continuously updating and expanding the branded suite based on their feedback. Our collaboration is a great partnership, demonstrated by the award-winning work we develop, and the results they achieve in meeting and exceeding their recruitment goals.”

The Admissions Advertising Awards is the oldest and largest educational advertising awards competition in the country. Educational institutions compete in a broad range of advertising and marketing categories. This year, 2000 entries were received from more than 1000 colleges, universities and secondary schools from all 50 states and several foreign countries. Sixteen schools were recognized by the judges as “Best of Show” winners. Gold awards were granted to 245 schools, and silver awards were awarded to 216 schools. The winners were announced February 25.

Judges for the Admissions Advertising Awards consisted of a national panel of admissions’ marketers, advertising creative directors, marketing and advertising professionals and the editorial board of *Admissions Marketing Report*.

Admissions Marketing Report is the nation’s leading marketing publication for higher education. The monthly publication is in its twenty-third year and is read each month by thousands of admissions marketers at colleges and universities throughout the country and by creative-services agencies that work with colleges and universities.

About Creative Company

Creative Company advances businesses and organizations through strategic thinking and comprehensive brand programs that include marketing, advertising and public relations campaigns, printed communication tools and packaging. The company is celebrating its 30th anniversary in 2008. Find out more at www.creativeco.com.

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