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Creative Company wins two international branding awards

ReBrand 100® awards program honors Creative Company for two branding projects

MCMINNVILLE, OR: Creative Company, Inc., a branding and strategic communications firm based in McMinnville, Ore., has received two awards in the 2008 ReBrand 100® Global Awards, which honors brand rebuilding and redesign programs all over the world. The agency received the awards for its work on behalf of Forest Grove Lumber Company and for the firm's own corporate identity.

Creative Company received a Merit Award for rebranding Forest Grove Lumber Company (FGL) of McMinnville, Ore., and a Notable award for the agency's own rebranding program. ReBrand 100® award categories include Best of Show, Distinction, Merit and Notable.

Forest Grove Lumber is a premier provider of specialty timber and milled wood products, with market leadership in 11 Western states and customers throughout the U.S. Creative Company worked with FGL to update the 50-year-old company's corporate identity and develop a system of logos, colors and graphic standards that emphasize FGL's commitment to innovation, the highest-quality forest products and exceptional customer service. Included in the system are sub-brand identities for two key products, Accuruff™ and Tru-Dry™.





“FGL has attributes that really set them apart from other forest products companies,” said the agency’s creative director Steve Donatelli, who was the lead designer of the rebranding program. “We wanted to accentuate those attributes to build brand recognition and drive sales in the high-end home building market.”

Creative Company was also engaged by FGL to develop a marketing strategy and an integrated system of advertising, trade-show displays, stationery and sales literature that emphasizes the beauty and quality of FGL’s high-end timber products. The FGL rebranding and marketing programs were aimed at creating demand for FGL’s value-added products among architects, timber framers and homeowners.



“To tell FGL’s story in a visually compelling way, we felt it imperative that the natural beauty of the company’s products show throughout all communication pieces, from business cards to trade-show displays,” said Donatelli.

Other notable winners of a Merit Award include GlaxoSmithKline, Coca-Cola Romania, the Port of Long Beach and the San Francisco Ballet.

Creative Company also received a Notable Award for its own rebranding program, which was completed in 2007. The agency undertook the rebranding project in anticipation of its 30th anniversary (this year) and to better communicate its position as a branding and strategic communications firm with a strong design culture.





Other winners of a Notable Award in this year's competition include Delta Airlines, Delta Dental Plans Association, Intel Corporation, Jiffy Lube International for the Shell Lubricants brand, Phillips Solid State Lighting Solutions for the Color Kinetics brand, South Beach Diet and The Dial Corp for the Zout brand.

"We're very honored by these awards for our branding work," said Creative Company president Jennifer Larsen Morrow, "especially when we consider the company we are



keeping in this year's competition. Branding is at the heart of what we do for our clients, but the concept of 'branding' or 'rebranding' is still not widely understood or appreciated for the impact it can have on the success of an organization. The ReBrand 100® Global Awards help to raise awareness of this crucial component of marketing and sales."

About ReBrand 100®

ReBrand 100®, juried by a panel of international business leaders, is the highest recognition for brand rebuilding and redesign in the business arena, and is the only global awards program of its kind. Eligibility in the 2008 Awards was open to any rebranding program launched anywhere in the world between January 2005 and September 2007. The contest was open to rebranding initiatives for a product, service, company, non-profit organization, individual, city, country or physical





environment. Entries are typically submitted by in-house corporate professionals, design firms, their clients, architects, business strategists, advertising agencies, non-profit organizations and government agencies. Only 100 awards are given each year.

ReBrand™ is the global source for case studies and programs on effective brand transformations: the repositioning, revitalizing, and redesign of existing brand assets to meet strategic goals. The ReBrand 100® Awards is its marquis program.

About Creative Company

Creative Company advances businesses and organizations through strategic thinking and comprehensive brand programs that include branding, marketing, advertising and public relations campaigns.

Image captions (in order of appearance):

1: The new corporate identity for Forest Grove Lumber Company won a Merit Award in the 2008 Rebrand 100® Global Awards. The new logo is shown here.

2: Sub-brand identities for Tru-Dry™ and Accuruff™.

3: The FGL literature system employs the design elements of the rebranding program. The literature system is comprised of four brochures, a portfolio folder, a three-ring binder and a matching envelope, each featuring dramatic photos of the FGL's high-end products.

4: Creative Company's new signature graphic.

5: Creative Company's award-winning brand identity has been applied to letterhead, an envelope, business cards with four different photo backs and an announcement card.

6: Jennifer Larsen Morrow, president of Creative Company

