



For immediate release

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Contact: Susan Pazera
Phone: 503.883.4433 or 1.866.363.4433 (toll-free)
Web: www.creativeco.com
Email: spazera@creativeco.com

Creative Company Wins Six Industry Awards for Branding and Design Work

MCMINNVILLE, OR: Creative Company, a strategic branding and communications firm, has received six industry awards for its work on behalf of clients Canby Telcom, Linfield College and Willamette Valley Fruit Company. Brand identity work done for Canby Telcom has received a gold Service Industry Advertising Award as well as a silver award in the 2006 International Davey Awards Competition. McMinnville's Linfield College and Creative Company have received a gold award from the Admissions Marketing Report and a bronze Communication Award from the Council for Advancement and Support of Education (CASE), District VIII. Creative Company has also won two silver Davey Awards for work done on behalf of Willamette Valley Fruit Company.

Canby Telcom, a regional telecommunications company based in Canby, Ore., commissioned Creative Company to build a new brand that would communicate its breadth of services (telephone, digital television and Internet access) and differentiate it from the competition. The resulting new logo and stationery package have garnered Creative Company a gold Service Industry Advertising Award (SIAA) in category 10, for utility services. The SIAA program was initiated in 2003 to recognize advertising excellence in the service industry.

In addition, Canby Telcom's stationery package has received a silver Davey Award from the International Academy of the Visual Arts (IAVA). The Davey Awards recognize the most remarkable work from small creative-services agencies around the world.

Linfield College and Creative Company have captured a gold award from the Admissions Marketing Report's 22nd Advertising Awards competition, in the Total Recruitment Package category for colleges with fewer than 2,000 students. The award-winning series of brochures



and mailers targets high-school seniors with information about the college, along with the bright colors and vivid photography of the Linfield brand identity, also designed by Creative Company. The AMR Advertising Awards program is the oldest and largest educational advertising awards program in the U.S., drawing more than 2,100 entries this year from schools across the nation and several foreign countries.

Linfield College and Creative Company have also won a bronze CASE Communication Award for the college's "junior mailer," a recruitment brochure mailed to juniors in high school. Linfield competed in the "Visual Design in Print" category for CASE's District VIII competition, which covers five states, four Canadian provinces and three territories. CASE is a national organization of college and university administrators.

Creative Company's work on printed marketing materials and product packaging for the **Willamette Valley Fruit Company** has won two silver Davey awards. The award-winning items include a presentation folder, product sell sheets and packaging designed to bring attention to the company's line of hand-crafted frozen pies. The distinctive brown kraft paper boxes stand out from more traditional, glossy packages in grocery freezer cases, and the marketing materials echo the same natural, hand-crafted look.

"We're proud of the range of work we've created for these three very different organizations. Whether a simple and elegant brand identity that stands out on service vehicles, packaging that represents hand-crafted quality in the grocery store, or bright and energetic mailings that appeal to high-school students, each concept works for the client and the audience it needs to reach," said Jennifer Larsen Morrow, president of Creative Company. "This kind of industry recognition is a strong tribute to the commitment of each organization to being a leader in its category, and to embracing the strength of branding as a business model."

About Creative Company

Since 1978, Creative Company's work in marketing and branding has achieved exceptional results for a wide variety of clients, including food-product manufacturers, professional-services firms, universities and colleges and manufacturing companies across the country. Clients include Linfield College, a four-year liberal-arts college; SELCO Community Credit Union, a credit union with branches in six Oregon counties; Forest Grove Lumber, a



manufacturer of specialty lumber products; and Western Oregon Waste, providing disposal services in three Oregon counties.

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