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Creative Company wins three awards for design work

Two awards for Creative Company's own corporate identity and one for the Fly Salem advertising campaign

MCMINNVILLE, OR: Creative Company, Inc., a strategic branding and communications firm based in McMinnville, Ore., has received three awards for its graphic design and marketing work.

The agency received a Merit Award in the 2007 Service Industry Advertising Awards (SIAA) for the development and design of an advertising campaign to introduce passenger airline service in Salem, Ore. The other two awards were for Creative Company's own corporate identity, which was redesigned in 2007. Creative Company won a Gold Award from SIAA for its new logo and letterhead design and a Silver Award in the 2007 Creativity Annual Awards, for the agency's new visual identity, logo and brand launch materials.



The award-winning advertising campaign was developed on behalf of the Salem Area Chamber of Commerce, which was charged by the City of Salem with promoting the new service out of the Salem Municipal Airport, offered by Delta Connection® carrier

SkyWest beginning in June 2007. Creative Company developed the "Fly Salem" brand identity for the campaign, along with a marketing strategy and the advertising campaign. The campaign appeared in the spring of 2007 in print, outdoor, radio and television advertising covering large portions of the Willamette Valley and the central Oregon coast.

The Fly Salem campaign targeted business travelers and emphasized the benefits of the new service to residents in the region—namely the convenience of not having to drive to Portland to



catch a flight and pay for parking. These benefits are emphasized in the campaign taglines “Shave your drive time, park time, wait time” and “Simply closer. So much easier.”



Creative Company’s other two awards, the Gold from SIAA and the Silver from Creativity Annual, were for the firm’s new corporate identity and its application on the firm’s Website, stationery, business cards and new-brand announcement card, which were unveiled in May 2007. Creative Company undertook the rebranding project in anticipation of the agency’s 30th anniversary (2008) and to better communicate its position as a branding and strategic communications firm with a strong design culture.



“We’re very honored by these awards for our design and strategic communications work,” said President Jennifer Larsen Morrow. “The new brand was a big step for us in reaching for a fresh, contemporary look that demonstrates our design strengths and commitment to sustainability.”

The national SIAA program was initiated in 2003 to recognize advertising excellence in the service industries. The Creativity Annual Awards are in their 37th year recognizing the work of creative services agencies around the world. In 2007 more than 2,700 entries came from 45 states and 29 countries. Winning entries will be printed in the Creativity 37 Annual, a 400-page, full-color book, to be published by HarperCollins this summer.





About Creative Company

Founded in 1978, Creative Company builds compelling brand experiences that advance businesses and organizations and impact the people they seek to reach. Strategic thinking, careful research and comprehensive brand programs are brought to life through development and implementation of identity design, sales strategies and tools, Websites, product naming and packaging, public relations, recruitment programs and ongoing marketing management and support.

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