



## News Release: For immediate release

Date: June 6, 2016  
Contact: Jennifer Larsen Morrow  
Phone: 503.883.4433 or 1.866.363.4433 (toll-free)  
Email: [jlmorrow@creativeco.com](mailto:jlmorrow@creativeco.com)  
Web: [creativeco.com](http://creativeco.com)

### Global recognition for Creative Company with two bronze and one silver Summit Creative Awards

MCMINNVILLE, OR: Creative Company received international recognition by the Summit International Awards for creative work with **Salem Convention Center** and **McMinnville Downtown Association**. Out of more than 500 entries from 21 countries, Creative Company earned a silver award in the single magazine ad category and two bronze awards in the website redesign and the integrated campaign categories.

The silver and one bronze were awarded for work with [Salem Convention Center](#) – for a magazine ad for weddings and for the redesigned website. Designed for visual impact and to highlight critical decision factors for the target audiences, both incorporate bold images and simple, direct messages. To brides: Joy, dance, dazzle, here. On the home page of the website, to meeting planners: Central, amazing.



Creative Company also earned a bronze award for work done a bit closer to home – for the concept, strategy, design and management for [TasteMac](#), the first wine and culinary tourism campaign for downtown McMinnville in 2015. Funded by a grant to the McMinnville Downtown Association, the integrated multimedia campaign encouraged visitors to dine, sip, stroll and enjoy all that McMinnville (Mac) has to offer. The “Taste Mac” theme focused on the impressive numbers—34 restaurants, 17 tasting rooms and 7 breweries and pubs all in 14 strollable blocks. All marketing pieces—rack card, easy to follow map, static clings, magazine ads in regional publications, coasters, AdWords campaign and posters sent visitors to the easy-to-navigate, mobile-friendly website. The wine and culinary campaign, the first for McMinnville, increased lodging volume by nearly 10%.

“From strategy to design to content, our goal is to generate recognition for our clients and deliver exceptional results to their bottom line. Thanks to our great clients who give us the opportunity to create award-winning work!” said Jennifer Larsen Morrow, president of Creative Company.

#### About Summit International Awards

Since 1994 Summit International Awards has offered small and medium-size agencies worldwide the opportunity to showcase their work in the Summit Creative Awards.

Website: [www.summitawards.com](http://www.summitawards.com)



## About Creative Company

For more than 35 years, Creative Company has been providing brand strategy, development, design, messaging, and management for clients in a wide range of industries.

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