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Clark Creative Receives ADDY® Awards at District Level in Alabama

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Clark Creative, a creative communications company specializing in print, web, and graphic design was honored with two silver ADDY Awards at a formal ceremony on April 13th at the Alabama Museum of Natural History in Tuscaloosa, Alabama. The Savannah Advertising Federation had only two finalists from the area honored in the 2007 District ADDY® competition.

“I was thrilled with the outcome of our entries at the local level earlier this year. We won 6 awards – 3 of them gold! I’m proud of the design team who made this happen. We’re especially fortunate that our clients demand clever and creative work. We have proven we can deliver,” stated Cari Clark, creative director and owner of Clark Creative. Gold entries at the local level are forwarded to compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the National ADDY® Awards competition.

Clark Creative received six ADDY Awards earlier this year at Savannah Advertising Federation's annual ADDY® Award reception. Winning work included packaging, brochures, a point-of-purchase display, sales presentation collateral, gift products and an interactive ecommerce website for several clients including California-based Zhená’s Gypsy Tea (www.gypsytea.com) and The Savannah Bee Company.

“We had a total of six businesses – and one college – win a GOLD Award this year. It’s impressive that two small firms from our club have been recognized at this level. It goes to show you don’t need to be a large business to develop award-winning creative,” stated Savannah Advertising Federation’s ADDY® co-chair Kathleen Anderson.

The American Advertising Federation (AAF) conducts the local ADDY® Awards annually in which entrants vie for recognition as the very best in the market managed by judges from outside the local market through a scoring process. A GOLD ADDY® is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition.

Samples of the winning design work can be seen at www.clarkcreativedesign.com.

For more information, contact Cari Clark at Clark Creative Design at 912-233-1160.