



Creative Matter
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Welcome to Creative Matter!

We are celebrating the new year with the first edition of our bimonthly eNewsletter, Creative Matter. Creative Matter is one way we connect with you--our clients, peers and vendors--to strengthen our relationships, foster creative thinking and share sustainable practices to benefit our environment. We look forward to sharing another creatively driven, successful year with you, and you can look forward to receiving Creative Matter every other month. Enjoy!

2007 Addy Awards

For a creative agency, there's no better way to celebrate a successful year than by looking through our work and choosing projects to submit to the Addy Awards. 2007 presented quite an assortment of potential nominees, but after much discussion we were able to narrow down our list to the projects which best met the criteria of both the Savannah Advertising Federation and Clark Creative.

Clark Creative 2007 Addy Entries:

Barbour Pointe Marketing Campaign

Savannah Lodging, Inc. - The Power of Three

YesterMorrow Townbuilders, Inc. Marketing Materials

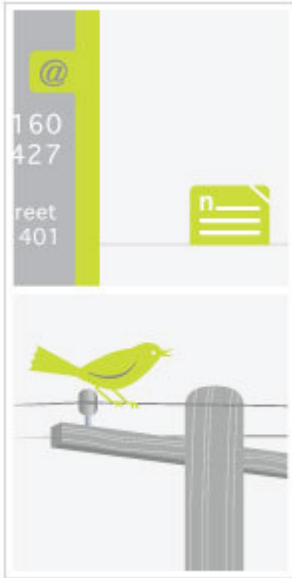
Savannah College of Art & Design Alumni Design Show House Program

Savannah Cookie Company - HoHoHo! Cookies to Go!

The Addy Awards are being held on February 15th-- come to the ceremony and root us on!!

[Click here for details.](#)





Matter to Look Forward to in 2008

New Clark Creative website launching early Spring. How exciting!

Clark Creative Blog to keep you up-to-date on the latest design trends and give you a little insight into the inner workings of CC.

SocialWire, a community happenings eNewsletter to help you stay in touch with whats going on in our lovely community. [Click here to sign up.](#)



Green Matters

In each edition of Creative Matter we will share a piece of our sustainable and environmentally-friendly lifestyle with you in the form of a "green tip."

Green Matter #1: Thoughtful Paper Use

Here are a few small changes you can make at your office to conserve energy and reduce paper waste:

- Switch to 100-percent recycled paper in printers and copy machines.
- Use the backs of already-used paper in fax machines, and as scratch pads.
- Recycle used paper. Until curbside recycling is established in town, utilize a recycling service such as Rare Earth Recycling (912.232.2781, info@rareearthrecycling.org).

912 233 1160

517 East Gordon Street

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