

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel gets four Communicator Awards in 2008.

Both print and interactive campaigns receive honors.

WASHINGTON, DC, June 26, 2008 —The Design Channel (TDC) a branding and integrated marketing communications company, received four Communicator Awards in the 2008 competition.

The awards were given for the agency's print campaign for Trackmymail.com; middle market branding brochures for the Corporate Executive Board (CEB); as well as for two web sites, one for Wright Manufacturing, Inc., and the other for Peterson and Collins, Inc.

While it was 14th year the awards were presented, it was the first in which they were overseen and sanctioned by the International Academy of the Visual Arts (IAVA). An invitation-only organization, IAVA members come from some of the most prestigious companies in media, communications and marketing, such as Disney, Estee Lauder, Wired, and Yahoo. Additionally, TDC's work competed against more than 8,000 entries from all over the world.

"This is the first year we entered this competition," said TDC president, David Franek. "We submitted five entries, and four received awards."

Both CEB, a membership organization of the world's leading corporations and non-profit institutions, and Peterson and Collins, a Washington, DC builder, are new clients for TDC. The two other companies, Wright Manufacturing, a manufacturer of innovative lawn equipment, and Trackmymail.com, which provides user-friendly mail-tracking solutions, have been with the agency for years

About The Design Channel: With offices in Washington, DC and Baltimore, MD, The Design Channel provides a full range of integrated services, including branding, marketing and advertising, corporate communications, broadcast and interactive/social media. TDC works in a variety of industries from Healthcare and Education to Manufacturing and Technology.

-30