

the design channel

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news release

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For Immediate Release

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The Design Channel is honored with multiple Marcom Creative Awards.

Agency's branding work for Wright Manufacturing, Inc. and trackmymail.com wins 2006 Gold Awards.

WASHINGTON, DC/BALTIMORE, MD, December 1, 2006 — The Design Channel (TDC), a branding and integrated marketing communications company, was recognized with two Gold Awards in this year's MarCom Creative Awards competition. The winning branding and integrated marketing campaigns, "The Wright Way to Mow" for Wright Manufacturing, Inc. and "Mailings Gone Bad" for trackmymail.com, consisted of direct mail, print advertising and interactive components. TDC is the agency of record for both clients.

The MarCom Creative Awards is part of the Communicator Awards, one of the largest and most well respected competitions in the communications field. The competition recognizes marketing and communication professionals whose work exceeds a high standard of excellence and serves as a benchmark for the industry.

"It's always an honor to win a MarCom Award, especially for our integrated branding work, which testifies to the strength of both our strategic and creative thinking," said TDC account executive, Rachel Deutsch. The agency positioned Wright Manufacturing's professional lawn equipment as "The Wright Way to Mow" in print ads, direct mail and a new web site targeted at lawn maintenance professionals as well as distributors and resellers.

The first-ever branding campaign for trackmymail.com introduced this innovative new service that uses USPS PLANET code technology to track mail from drop to delivery. Print advertising and direct mail presented the mail tracking service as way for large retailers and other direct mailers to avert "Mailings Gone Bad." Trackmymail.com is a privately held company dedicated to providing new, useful and user-friendly solutions for tracking mail throughout the postal system.

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 media.