

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel takes top honors again at 2008 Marcom Creative Awards.

Agency is recognized with five awards including Platinum in industry competition.

WASHINGTON, DC, December 4, 2008—The Design Channel (TDC), a branding and integrated marketing communications company, was honored in five different categories at this year's MarCom Awards competition.

The agency's work for MyFlorist garnered the competition's highest honor, a Platinum Award for branding the company including a new website and marketing campaign. Their "Intelligent Mail IQ Test" campaign for Trackmymail.com won a Gold Award for an interactive and print advertising campaign and interactive fulfillment including a new e-book. A website and corporate identity package for Peterson and Collins, Inc. also received a Gold Award. "A Women's Journey" a direct marketing package for a pivotal event on women's health hosted by Johns Hopkins Medicine won an Honorable Mention.

"We are so proud to have this work recognized by top professionals in our industry," said Rachel Deutsch, principal and creative director at TDC. "The MarCom awards look at both creative strategy and marketing effectiveness in campaigns which aligns perfectly with our value proposition to our clients."

The MarCom Creative Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals whose work exceeds a high standard of excellence and serves as a benchmark for the industry. It is administered and judged by The Association of Marketing and Communications Professionals—one of the largest and most well respected associations in the communications field.

"Being recognized in multiple categories is especially satisfying as it shows the breadth and depth of the agency's talent," said TDC president, David Franek, "All of the award-winning pieces were part of larger branding assignments, demonstrating our ability to bring brands to life in a variety of communication venues."

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.

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