

# the design channel

the design channel, llc

## news release

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For Immediate Release

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### **The Design Channel receives AVA award for Patient First television spot.**

*“Olivia” animated television commercial breaks new creative ground for client.*

Washington, DC, January 5, 2009 –The Design Channel was awarded a Platinum Ava Award by the Association of Marketing and Communication Professionals for “Olivia,” a television spot produced for Patient First, an urgent medical care provider. The :30 spot, the agency’s first for the client, was designed and produced by The Design Channel, with animation executed by Bandelier EFX of Albuquerque, New Mexico. It features a technique known as rotoscoping, which involves drawing individual frames (over 650 for “Olivia”) by hand over original live-action footage.

The Design Channel has worked with Patient First as agency of record since 2003 and developed the commercial as part of an integrated branding campaign that also included print, radio, direct mail and outdoor.

The international Ava Awards recognizes outstanding work by creative professionals involved in the concept, writing, direction, shooting, and editing of audio-visual materials and programs. Entries include film, analog and digital productions viewed in a wide variety of media--from feature films to television to computers. Entrants include video and film production companies, web developers, advertising agencies, PR firms, corporate and government communication departments, producers, directors, editors and shooters.

“Winning an Ava Award puts us in elite company,” said David Franek, President of The Design Channel. “Overall there were 2,200 AVA Award entries that came from the United States and seven foreign countries. Fifteen percent of the entries received platinum awards, but only two platinum awards were given out in the “commercial/healthcare” category in 2008. In short, we couldn’t be happier.”

Patient First ([www.patientfirst.com](http://www.patientfirst.com)) is based in Richmond, Virginia, and owns and operates 26 urgent care centers in Virginia and Maryland. Patient First opened its first facility in Richmond in 1981 and has since developed many automation-based operating systems and practices to continually meet the needs of patients seeking medical care.

With offices in Washington, DC and Baltimore, MD, The Design Channel provides a full range of integrated services, including branding, marketing communications and advertising, broadcast and interactive media.

To see the spot and the making of “Olivia,” visit [www.thedesignchannel.com](http://www.thedesignchannel.com).

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