

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 at 2007 Marcom Creative Awards.

Agency is recognized with multiple awards in industry competition.

WASHINGTON, DC/BALTIMORE, MD, July 15, 2007 — The Design Channel (TDC), a branding and integrated marketing communications company, was honored in three different categories at this year's MarCom Creative Awards competition. The agency's branding work for the Corporate Executive Board (CEB) garnered the competition's highest honor, a Platinum Award for a brochure series. Their "Intelligent Mail is Coming" campaign for trackmyemail.com won a Gold Award for brand advertising and their logo for Peterson and Collins, Inc. received a Merit Award.

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.

"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 communications."

TDC was contracted by the CEB to create a brand positioning and new look and feel for its middle market business unit. The branding launch included a series of sales collateral materials for its new series of leadership development programs designed for executives at mid-sized companies. As agency of record for Trackmyemail.com, TDC created the "Intelligent Mail is Coming" campaign to position the company as an industry thought leader in regards to the new Intelligent Mail BarCode. The Peterson and Collins, Inc. logo was part of effort to re-energize the builder's brand that also included a new identity and web site.

With offices in Washington, DC and Baltimore, MD, TDC provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.