



## FOR IMMEDIATE RELEASE

**ADVERTISING AGENCY RECEIVES TOP HONORS – MULTIPLE CLIENTS, MULTIPLE MEDIA** (Rapid City, SD – March 1, 2005) – The marketing and advertising company, Hot Pink, Ink received 15 awards including one of two prestigious Best of Show Awards at the Thirty Ninth Annual South Dakota ADDY® Awards on Saturday, February 26th held in Sioux Falls, South Dakota.

The ADDY® Awards are the industry's largest and most representative competition for creative excellence. The works entered in the annual ADDY® awards represent the finest in advertising and creativity in South Dakota for the past calendar year.

Hot Pink, Ink submitted 22 entries for 9 clients and took home one of the coveted Best of Show awards in the Print Category for The Face of Another Great Season poster produced for the Black Hills Playhouse. "This award is especially meaningful because the Playhouse is one of our oldest clients, it's their 60th Anniversary, and we are able to consistently win state and regional awards because they allow us to flex our creative muscle every year" said Susan Turnbull, Owner and Creative Director for the company. "We owe a huge thank you to all of our clients who trust us with their marketing challenges and work with us every step of the way allowing the best creative solutions to come through. It's always the team effort that pays off." added Turnbull.

HPI also received a Best of Class in the Television-Local Campaign category for their Barker Wilson Reynolds and Burke television spots, and four awards for the South Dakota Department of Health's Anti-Tobacco campaign. "Working on the South Dakota Department of Health campaign was an incredible experience for us. Not only was it a very worthwhile message to begin with, but the Department allowed us to talk to the Native people the campaign was aimed at and truly tell their stories. It takes a special client to leave out their logo altogether and never once mention their name in the ads – they were in it for the effectiveness, the health of the people, and so far the feedback has been tremendously positive. So positive in fact that we have been invited to be guest speakers at this year's National Conference on Tobacco or Health in Chicago" says Bill Fleming, Owner and Chief Strategist.

Hot Pink Ink won top awards for excellence in a variety of categories including television, print, radio, musical composition and illustration:

### ***5 awards for the Black Hills Playhouse:***

Best of Show in the Print Category, Best of Class in the Advertising for the Arts & Sciences Category, Gold ADDY® Award in Advertising for the Arts & Sciences Category, Best of Class in the Elements of Advertising Category, Gold ADDY® Award in the Elements of Advertising Category for The Face of Another Great Season poster.

### ***2 awards for Barker Wilson Reynolds & Burke:***

Best of Class in Television-Local Campaign Category, and a Gold ADDY® Award in the Television, Local Campaign Category for the Wisdom to Win Campaign.

#### **4 awards for the South Dakota Department of Health:**

Gold ADDY® Award in the Public Service Regional/National-Campaign Category for the Find Your Power television, Gold ADDY® Award in the Public Service, Broadcast Electronic Category for the Find Your Power television spot, Gold ADDY® Award in the Public Service Poster-Collateral Category for the We Can Stop This poster, Silver ADDY® Award in the Public Service Poster-Collateral Poster for the Who's Got The Power? poster.

#### **2 Awards for Joe's Place Bar & Grill:**

Gold ADDY® Award in the Elements of Advertising-Music with Lyrics-Sound Category for the Joes Place Jingle, and a Gold ADDY® Award in the Radio-Local :60 or More Category for the Joe's Place radio spot.

#### **1 Award for The Rushmore Mall:**

Gold ADDY® Award in the Elements of Advertising-Single Illustration Category for the Smart Shopper Illustration.

#### **1 Award for Focus South Dakota:**

Silver ADDY® Award in the Political Regional/National Campaign Category for the Focus South Dakota Newspaper ad.

"Typically, Sioux Falls companies win the bulk of these awards because they have a lot bigger companies, a lot more clients and lots more entries. I think it speaks well for the Black Hills that this year, we won just as many of the big trophies as any of our East River colleagues – in fact, we may have won more" said Fleming

"It's incredibly validating to have our peers recognize our work as the best. Each award is that much sweeter because we know we probably had smaller than average budgets to work with and were still able to provide materials that were effective for our clients. Planning has to be paramount for us, but it's our creativity that really shines through – and it's very nice to receive awards year after year proving we can run with the best of them" says Holly Riker, Executive Vice President.

Work receiving top honors at the state level, moves on to district competition where it will compete with winning materials from South Dakota, North Dakota, Minnesota, and Wisconsin. Winners at the district level are then eligible to receive a National ADDY® award. This will be the 7th year that an illustration or artwork created by Susan Turnbull will be submitted to the regional competition. Turnbull has won awards for the last 6 years at the regional competition.

Additional information and graphics are available at [www.imagineagency.com](http://www.imagineagency.com).

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