Bend ad agency wins â€˜Best of Showâ€™ at Drake Awards

by Bend_Weekly_News_Sources

tbd Wins Title for Fourth Straight Year, Seven of Last Eight Years

BEND, Ore. -- tbd, a full-service advertising agency located in Central Oregon, recently announced that it received multiple awards at the annual Drake Awards, including â€œBest of Show,â€• an honor which it has received seven of the last eight years.

â€œWhile the ultimate measure of success for us is how well our clients perform in the marketplace, itâ€™s also extremely rewarding to receive recognition from our peers at awards shows like The Drakes,â€• said Paul Evers, president and creative director of tbd advertising agency. â€œEach year the depth of talent in the region grows exponentially. The quality of the work entered this year by all of the various agencies was extraordinaryâ€” the tbd team is incredibly honored to have received â€˜Best of Show.â€™â€•

â€œThe Old Mill District has been immensely pleased with all aspects of the creation of our campaign with tbd. It has been a spirited process with collaboration, creativity, and integrity. We are proud to be working with such an amazing agency and honored by the award,â€• said Noelle Fredland, director of marketing for the Old Mill District.

tbd received a total of 23 awards in eight categories at the event, including five Drake Awards, the programâ€™s highest level award in each category. The agency also received 10 Gold Awards, five Silver Awards, one Bronze Award and one special Judges Honors award for its work in multiple categories. The â€œBest of Showâ€• award was granted for its mixed-media campaign consisting of television, newspaper and magazine advertising promoting Bendâ€™s Old Mill District in the local consumer category.

Fifteen of tbd entries will move on to the Northwest ADDYÂ® Awards Competition that will take place during the District Conference April 16-18 in Spokane, Washington. The Northwest ADDYÂ® Awards is the district or middle level of a three-tiered national competition conducted annually by the American Advertising Federation (AAF). At this second tier competition, local winners compete against other winners from the 14 District competitions.

Northwest ADDYÂ® winners are forwarded to the third tier, the National ADDYÂ® Awards. The National

ADDYÂ® Awards will be held in Washington, D.C., on June 6, 2009. The National ADDYÂ® Awards is the advertising industryâ€™s largest and most representative competition, attracting over 60,000 entries every year.

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