



## **NEWS RELEASE**

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## **FOR IMMEDIATE RELEASE**

### **Bernard Marketing & Advertising LLC Takes Top International Creative Award - The 2008 Summit Creative Awards**

May 8, 2009 Bernard Marketing & Advertising, LLC is a silver winner in the 2008 Summit Creative Awards® competition for its creative work in the category of Television Spot <\$5000 for Associates in Plastic and Reconstructive Surgery. “We are so humbled about this honor. When you are passionate about your work and that work is recognized, it creates a special kind of bliss.” Said Tracy Bernard, President of Bernard Marketing & Advertising, LLC. “Between the creative-direction from our firm and the great production executed by Michael Linn, we knew we had something worth submitting to this competition.”

The Summit Creative Awards recognizes and celebrates the creative accomplishments of small and medium-sized advertising agencies and other creative groups with annual billings of \$30million or less. Over the fifteen years, the competition has established itself as the premier arbiter of creative excellence for firms of this size.

This year's panel of international judges included:

- Louai Alasfahani, Managing Director/Creative Director, Paragon Marketing Communications – Kuwait
- Tim Hall, Creative Director, SAATCHI & SAATCHI – New Zealand
- Chris Martiniano, Creative Director, Upshot – United States
- Richard Beltramini, Ph.D. , Interim Academic Associate Dean, Wayne State University – United States
- Pier Lalonde, Senior Creative Director, LXB Communication Marketing – Canada
- Ann Jensen, Creative Director, brandUNITY – United States
- Peter Gorman, Creative Director, Gorman Consulting – United States
- Kevin Hersh, Creative Director, MFX, Inc. – United States
- Mario Hoffmann, Senior Art Director, Ogilvy & Mather – Germany
- Linda Passante, CEO, The Halo Group – United States
- Christopher Jones, Principal & Creative Director, Stellar Debris Creative Studios – Japan
- Norman Miron, Creative Director - Interactive, Pizza4all – Canada

- Lasha Orzechowski, Owner & Creative Director, Velocity Design Works – Canada
- Liam Wielopolski, Executive Creative Director, SAATCHI & SAATCHI – South Africa
- David Ross, Associate Creative Director, EvoLogue – United States
- Tony Adamic, Owner/Creative Director, Elevator – Croatia

Entries in 21 creative categories are judged against a stringent set of standards. During the blind judging events (entering company names withheld) judges search for innovative and creative concepts, strong executions and the ability to communicate and persuade. “Winning a Summit Creative Awards is a significant accomplishment. The combination of our excellent judges and the tough judging criteria ensures that only deserving entries receive Summit recognized.” Said Jocelyn Luciano, Executive Director for the Summit International Awards. “It was an exciting year to watch and listen to the judges’ debate the details of individual entries. Making the decisions of which ones receive the top spots is hard.”

This year's creative competition included companies from the following twenty-six countries: Australia, Austria, England, Bulgaria, Canada, China, Croatia, Denmark, Hungary, India, Italy, Japan, Kuwait, Mexico, New Zealand, Northern Ireland, Singapore, South Africa, Sweden, Switzerland, Thailand, Ukraine, United Arab Emirates, and United States.

Winners were selected in categories that include print, broadcast, emerging media, online advertising, marketing materials, direct mail, political, corporate video, public service, best idea never produced, industry self-promotion, brand redesign, and student competition.

The International Summit Awards (SIA) organization was founded in 1994. The organization conducts the Summit Creative Award, the Summit Marketing Effectiveness Award and the Summit Emerging Media Award. The 2008 competition is the 14th year for the creative competition. Additional information about the Summit International Awards organization, its competitions and winning firms can be found on the Summit Awards web site at [www.summitawards.com](http://www.summitawards.com).

Bernard Marketing & Advertising, LLC is an award-winning advertising agency located in Rapid City, SD. [www.bernardmarketing.com](http://www.bernardmarketing.com).

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