



News Release

FOR IMMEDIATE RELEASE
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Point of View Communications Wins Two ADDY Awards In Los Angeles North Competition

Full-service advertising and strategic public relations agency honored with prestigious American Advertising Federation awards.

SANTA CLARITA, CALIFORNIA (March 10, 2010) /PRNEWSWIRE/ – Point of View Communications earned an Award of Distinction and Award of Excellence in the advertising industry’s esteemed ADDY® Awards competition sponsored by the Los Angeles North chapter of the American Advertising Federation. Point of View’s ADDY awards were announced at the annual event held on May 7 at the Odyssey Restaurant in Granada Hills.

"Credit for our award-winning work goes to Point of View’s creative team of talented advertising and branding professionals, as well as our amazing clients who allow us to develop strategic marketing campaigns that get tangible business results," said Teresa Todd, President/CEO of Point of View Communications. "We are proud of the partnerships we have with clients and extremely honored to be recognized by our peers."

Point of View was honored with an Award of Distinction for a mixed-media, integrated campaign utilizing traditional and social media platforms created for the Santa Clarita Valley Chamber of Commerce 25th Annual Home and Business Expo held in October 2009.

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“Point of View was contracted by the Chamber to create a campaign that reached across a broad spectrum of business and consumer markets,” said Todd. “The results yielded the client a healthy return on investment despite the economic downturn and significant financial loss the event experienced the previous year.” Harnessing the power of social media properties Facebook and Twitter solidified the campaign’s active engagement elements and helped exceed expectations in terms of show participants, attendees and revenue.

Award of Excellence was awarded for a multi-ad placement campaign in a trade or consumer publication for King, King, Alleman & Jensen Accountancy Corporation. “We were able to create an effective campaign using striking visuals, compelling messaging, and strategic placement in media properties,” said Creative Director Steve Dole.

On a national level, the ADDY® Awards, sponsored by the American Advertising Federation, are the world’s largest advertising competition with over 60,000 entries annually. AAF-Los Angeles North is the local chapter serving the San Fernando, Santa Clarita and Antelope valleys. (www.aaf-losangelesnorth.com)

ABOUT POINT OF VIEW COMMUNICATIONS

Point of View Communications is a full-service, award-winning, strategy-driven, results-oriented, multi-disciplinary advertising and public relations agency headquartered in Santa Clarita, California. Services include Public Relations, Integrated Marketing, Advertising, Media Relations, Social Media, Branding and Strategic Communications. Practice areas include consumer, business-to-business, non-profit and public affairs. 661.257.4440 | www.pointofviewcommunications.com

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