



For Immediate Release

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HUNTER RECEIVES PHILLY GOLD AWARDS

Chester County, PA – Hunter was recently honored with two awards in this year’s Philly Gold competition. With over 1,000 entries in 28 categories Hunter walked away with a ‘Gold Bar’ in the Business to Consumer Direct Marketing category and an ‘Excellence Award’ in the Business to Consumer Digital Presentation category.

The Philly Gold Competition and Awards show is “Philadelphia’s Own Awards For Creative Excellence.” Known to be the consummate creative competition throughout the region, it is open to all individuals, companies, and organizations that create commercial design for all venues of the communications industry.

In the Direct Marketing category, Hunter took the ‘Gold Bar’ for the design of a direct mail CD project for ExecConnect America, a transportation service designed exclusively for the business traveler. The CD introduced the concept of the new transportation service and linked the viewer to the ExecConnect website where they could find more information and make reservations. This piece was mailed to 18,000 potential customers.

In the Digital Presentation category, Hunter received an “Excellence Award” for a multimedia CD created for Nautica Watches. The primary purpose of this CD was to serve as an electronic instruction manual for a highly technical sailing watch that was included in the watch’s packaging. In addition, parts of the CD were isolated and used at Nautica tradeshow and industry booth presentations.

Hunter is a strategic marketing company that focuses on brand building for the purpose of increasing sales. Hunter works with clients to develop actionable marketing and sales plans that are founded on building a solid brand. The On-Target Branding Process can help any business develop a plan for growth, even in a very competitive marketplace. With 20 years of experience, Hunter has helped local and national brands reach their sales potential.

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