

## HBS wins two Summit Creative Awards

Marketing agency recognized for youth social marketing campaign and self-promotion



**APRIL 30, 2007  
OTTAWA, CANADA –**

HBS Marketing today announced it has won two Summit Creative Awards (SCA). The awards recognize and celebrate the creative accomplishments of small to medium-sized advertising agencies and other creative companies throughout the world. HBS received Silver in the PSA Multi-Media Campaign category for its *keep control* campaign for the Ontario Public Health Association (OPHA) and Bronze in the Self-Promotion category for its Seasonal Nogs greeting. This is the second time in recent years that HBS has been recognized with SCA awards.

The OPHA *keep control* campaign addresses risky drinking among teens and is focused on raising their awareness of the implications of binge drinking. The campaign provides teens with the tools they need to deploy peer-based communications tactics to reduce teen drinking in their communities. The PSA multi-media portion of the campaign included TV and radio spots, a poster and a brochure. With such messages as "Five drinks ago Aidan didn't think

he'd be raping his friend's sister.", campaign creative is blunt and designed to elicit a response.

HBS also received an award for self-promotion for its annual seasonal greeting. The agency has become known for its unique seasonal greetings and this past year's provided an "alternative" to the more traditional beverage of egg nog, with other such types of "nog" as Corn Dog Carn-Nog, Nogahide and Viva Nog Vegas.

Both campaigns featured photography from Ottawa-based Aaron McKenzie Fraser.

"The SCA win is a testament to the strength of creative in all of our campaigns," said Don Hewson, President, HBS Marketing. "HBS clients get results using our strategy-driven approach to marketing, where creative is innovative but always keeps sight of communicating a powerful message in support of campaign goals."

Throughout its thirteen-year history, the Summit organization has established itself as one of the premier arbiters of communications excel-

lence. Companies and individuals from more than 50 countries over five continents participate in its awards programs.

[Click here](#) to view creative of the *keep control* campaign.

### ABOUT HBS MARKETING

HBS Marketing is an award-winning full-service marketing communications agency serving private and public sector organizations across North America. Since 1976, the company has offered a complete range of strategic services, including positioning and brand-building, corporate identity programs and powerful, compelling marketing communications across all media. HBS Marketing's expertise is organized into such practice areas as Public Sector Marketing, Social Marketing, Technology Marketing and Consumer Marketing.

For more information, please visit [www.hbsmarketing.com](http://www.hbsmarketing.com).

Editors please contact:  
Heather McCulligh  
613-797-8949  
[heather@hbsmarketing.com](mailto:heather@hbsmarketing.com)