



## J Russell Creative Marketing Wins International Advertising Awards

The International Academy of the Visual Arts (IAVA) has selected J Russell Creative Marketing of Wenatchee, WA as a recipient of both gold and silver awards in The 2006 Davey Awards competition. This prestigious achievement is especially notable as it came on J Russell's first entry in industry competition.

The premise behind the awards is that small agencies have some of the biggest ideas. Its inspiration is the story of David and Goliath in which David defeated the giant Goliath with a big idea and a little rock. The International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from ingenious creative ideas, rather than "Giant" budgets. The IAVA criterion for "small" agencies is annual billings under \$25,000,000.

The 2006 competition drew over 3,500 entries from across the US and around the world. J Russell is one of only four advertising agencies in Washington State to be named among the winners, and is the exclusive winner from Eastern Washington. "We are very, very pleased," said agency principal, Kristina Stepper. "We were competing against firms whose client lists include corporations like Starbucks, Microsoft, Sony Pictures, Nike, Comcast, Porsche, Marriott, Volkswagen...the list goes on and on. We have an incredibly creative team and it's a significant endorsement to have the IAVA's recognize that talent." Both awards were for projects conceived and designed by David Evans and Doug O'Bryan for agency client, Community Glass.

Members of the J Russell team include David Evans, Creative Director / Account Manager; Judy Anderson, Account Manager; Doug O'Bryan, Graphic Designer; Rebecca Fain, Graphic Designer; and Eric and Kristina Stepper, agency owners. The team has been creating unique branding and marketing elements and ad campaigns for its clients since 2001. Their areas of expertise include branding, full-service marketing management, ad campaigns, logo design, marketing materials design and production, strategic planning, public relations, consultation, and events coordination. More information about J Russell is available on the agency's website: [www.whoisjrusell.com](http://www.whoisjrusell.com).

The Davey Awards is judged and overseen by the International Academy of Visual Arts. The IAVA is an invitation-only member-based organization of leading professionals from various disciplines of the visual arts. The 200+ member organization is dedicated to embracing progress and the evolving nature of traditional and interactive media. Current membership represents a "Who's Who" of acclaimed media, advertising and marketing firms including executives from: ADWEEK, Sotheby's Institute of Art, Yahoo!, Wired, Insight Interactive, The Ellen Degeneres Show, The Webby Awards, Victoria's Secret, MySpace.com, BRANDWEEK, Alloy, Coach, Monster.com, iNDELIBLE, MTV, HBO, and many others.

Entries are judged to evaluate distinction in creative work. In determining Gold and Silver winners, entries are judged on their merits based on a standard of excellence as determined by the IAVA. Entries are scored on a ten-point scale by the judges. Generally, Gold Winners receive a score of 9.0 or above and Silver Winners receive a score of 7.0 to 8.9. No more than 10% of entries receive a Gold Davey.

The Creative Group – the leading creative professional staffing company in the world; ADWEEK Magazine; FSB (Fortune Small Business magazine); and OnRequest Images underwrite The Davey Awards.