



SA Nets 21 ADDY® Awards Including Best of Show and Four Best of Class

(DES MOINES, February 24, 2009) – Strategic America (SA) won more top awards than any other agency, including the prestigious top recognition, *Best of Show*, for the second year in a row as well as four *Best of Class* awards, 12 Gold ADDY® Awards and four Silver ADDY® Awards at the 2008 Ad Pros of Des Moines ADDY® Award Celebration.

The preeminent advertising competition was held at the Hy-Vee Conference Center in West Des Moines Saturday, February 21. SA was up against more than 400 entries in 16 categories submitted by creative agencies throughout the Des Moines area. SA's 12 Gold ADDY® Awards winners will advance to the Regional ADDY® Awards competition.

The top ADDY® Award, *Best of Show*, recognized SA's unique marketing solution to record high gas prices in 2008. To drive in-store traffic sales for Kum & Go, SA launched a fully integrated marketing campaign, including advertising, public relations and social media on the humorous "debate" about whether to call carbonated beverages pop or soda.

Customers voted by purchasing 32 oz. fountain drinks in either a red container reading pop or a blue container for soda. Online voting also was conducted via a micro-site. Inside sales numbers increased compared to the same period last year and the number of fountain beverage units sold increased as well.

In all, SA received 21 awards in multiple categories, including:

Best of Show Award:

Kum & Go *Pop vs. Soda*, Sales Promotion category

Best of Class Awards:

Kum & Go *Pop vs. Soda*, Sales Promotion: Point of Purchase

Kum & Go *Pop vs. Soda*, Elements of Advertising: Illustration

Winefest *Toast*, Magazine Ad, Consumer Trade Publication

Kum & Go *Talking Sandwich* TV Ad, Local TV

Gold ADDY® Awards:

Kum & Go *Pop vs. Soda*, Point of Purchase: Campaign

Kum & Go *Pop vs. Soda*, Point of Purchase: Pump Topper

Kum & Go *Pop vs. Soda*, Direct Marketing: Specialty Advertising Apparel

Kum & Go *Pop vs. Soda*, Out-of-Home Campaign: Color

Kum & Go *Pop vs. Soda*, Newspaper Campaign: Color

Kum & Go *Pop vs. Soda*, Elements of Advertising: illustration

Kum & Go *Java Ride 2.0*, Radio

Kum & Go *Talking Sandwich* TV ad, Local TV

Boy Scouts *Annual Report*, Collateral Materials
Allied Incentive *The Last Frontier*, Direct Campaign
Winefest *Toast* magazine ad, Consumer Trade Publication
Winefest *Media Kit*, Arts: Invitation

Silver ADDY® Awards:

Kum & Go *Gift Card*, Poster
Winefest *TV ad*, TV
Winefest *Promotional Poster*, Poster
Hon Scotland, Dealer Incentive Package

The ADDY® Awards are the advertising industry's largest and most representative competition, recognizing and rewarding creative excellence in the art of advertising. Every year, approximately 60,000 entries are submitted in local ADDY® competitions across the United States.

Strategic America was founded in 1980 and employs 90 communications professionals. SA represents more than 40 diverse national, regional and local clients, focusing on business-to-business, dealer, retail, consumer and insurance/financial services marketing. Strategic America is a well-regarded member of the American Association of Advertising Agencies (AAAA), Public Relations Society of America (PRSA) and Worldcom Public Relations Group.

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