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Coalesce Recognized with ADDY Award Honors

APPLETON, Wis. – Coalesce Marketing & Design, Inc., a strategic marketing and communications agency based in Appleton, won several top honors at the 2006 Fox River Ad Club ADDY Awards, held on March 3, 2007, earning category gold, silver and bronze recognitions for creative excellence.

Coalesce won the first-place gold award in the Advertising Industry Self-Promotion category for the agency's interactive office relocation announcement, which outlined the addition of new team talent and a location move to a larger office within the Berbee Building, and a silver award in the Elements of Advertising Photo Campaign category for its product promotion video work on behalf of a global food manufacturing client. Coalesce also won 8 bronze awards in various categories, including Sales Promotion, Collateral Material, Direct Marketing, Non-Traditional Advertising, Interactive Media, Mixed Media Campaigns, and Elements of Advertising (logo design), for the agency's work on behalf of both business-to-business and business-to-consumer clients.

Gold winners automatically move on to participate in the multi-state, 8th District ADDY competition on March 10th, where they will compete against the best creative work from Minnesota, North Dakota, South Dakota and Wisconsin.

"It's a true honor for Coalesce to be recognized within the ADDY competition for both client and agency promotions," says Lisa Piikkila, co-owner, Coalesce Marketing & Design. "Our team takes great pride in each creative project, so it's rewarding to see how that passion drives success for our clients, as well as our agency."

With more than 60,000 entries from across the country, the ADDY Awards, a three-tiered national contest, is the industry's largest and highly respected competition for creative advertising and design.

About Coalesce Marketing & Design

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce provides a full range of strategic marketing and communications services to client businesses and organizations.

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