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Coalesce's Creativity Earns Silver ADDY® Honors

APPLETON, Wis. – Coalesce, Inc., a strategic marketing and communications agency in Appleton, was awarded 6 silver honors at the 2008 AAF – Fox River Ad Club ADDY Awards, held on March 6, 2009, recognizing the agency for its creative excellence.

Four of the honors were awarded to Coalesce for its own agency marketing projects within the Interactive Media and Self-Promotion categories for its redesigned Web site, an interactive Flash DVD and direct mail and email campaigns. Two other awards in the Sales Promotion and Ad Club Campaign categories recognized Coalesce's tradeshow booth design for Wisconsin Wind Works, an initiative led by New North, Inc., as well as a promotion invite created for an AAF-Fox River Ad Club event, respectively.

"This year, our ADDY entries included the greatest representation of Coalesce self-promotion pieces, as our agency devoted notable time and energy to increasing brand awareness," says Lisa Piikkila, co-owner and creative director for the agency. "It's an exciting year for us and for our clients, as the recognition is a reminder of why we do what we do."

Sponsored by the American Advertising Federation (AAF), the ADDY awards honor companies that demonstrate excellence in advertising and cultivate the highest creative standards in the industry. Every year approximately 60,000 entries are submitted to the three-tiered, local, regional and national, ADDY competition.

About Coalesce, Inc.

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

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