FOR IMMEDIATE RELEASE
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Element Wins Two Gold ADDY Awards for Creative Work
Local Gold ADDY recipients then compete in the district competition

DE PERE, Wis. – Element, a full-service advertising and web development agency with two locations in Northeast Wisconsin, won two Gold ADDY Awards at the American Advertising Federation Fox River Ad Club’s 2019 ADDY Awards Show on Friday, Feb. 22, for its work on the Marion Body Works calendar and the Fox River landmark illustration series.

“We’re honored to be recognized locally for our creative work in the advertising industry,” Lance Peroutka, Element principal/agency director, said. “Both of the Gold ADDY projects speak volumes to how Element has and continues to push creative boundaries.”

Gold ADDY winners are acknowledged as the highest level of creative excellence and judged superior to all of the other entries. Element received ADDYs in the Sales Promotion – Collateral Material Brochure Single Unit category for the Marion Body Works calendar and in the Element of Advertising – Visual Illustration Series category for the Fox River landmark illustration.

The Marion Body Works calendar is used to promote the company’s fire and emergency capabilities, among other offerings, and drive new truck sales while showcasing those built and sold. Dealers distribute the calendars to existing and prospective customers. The project was strategically designed to stand out in a firehouse and be easily legible for firefighters to identify their shift schedules, and the calendar also includes a special tribute to Bud Simpson, the former owner and CEO of Marion Body Works.

The Fox River landmark illustration focuses on how the Fox River ties parts of Northeast Wisconsin together and features High Cliff State Park, Lake Winnebago, Kimberly Point Lighthouse and the Leo Frigo Bridge. The landmarks are illustrated in a style that mirrors the laid-back feel of a day on the water. The series was created as a prize for the Element’s American Marketing Association Trivia Throwdown event.