

Pinkerton South wins Gold, Silver and the coveted Golden Trash Can at American Advertising Federation's Coastal Carolinas' ADDY Awards

This year's Coastal Carolinas' ADDY gala proved a memorable tribute to the Golden Age of Advertising, "Mad Men" style. Upstart agency Pinkerton South made its ADDY debut, producing the show and scoring 7 wins.

Myrtle Beach, SC, February 13, 2008 — In addition to promoting, staging and producing the annual awards gala at 2001 Nightclub in Myrtle Beach Saturday night, Pinkerton South Advertising won 7 awards, including 2 golds and one best in its category. Event sponsors included HTC, Time Warner Cable, Fox TV, and the Myrtle Beach Herald.

"We are delighted to be recognized. Our clients also deserve credit for allowing us to produce award-winning, hard-hitting work on their behalf," said David Benardo, president, partner and creative director of Pinkerton South.

The ADDY Awards recognize exceptional advertising in print, broadcast, out of home, internet and public service categories. This year's competition included a total of 467 entries, with qualified judges flying in from Cincinnati, Savannah and Atlanta to review work produced within the Coastal Carolinas club area over the past year.

"This year's ADDY show theme was inspired by AMC's blockbuster hit and Golden Globe winner "Mad Men," said agency partner Bonnie Rodgers. "It was a hats-off tribute to the 1959 creative revolution that changed advertising forever, something that started with DDB's 'Think Small' Volkswagen campaign."

In addition to winning twice as many awards for logo identity work as the nearest contender, this year's category win known as the Golden Trash Can was awarded to Pinkerton South for best unpublished work, the "Whole Lotta" poster designed for Hard Rock Park.

Additional Pinkerton South award-winners ranged from an internet banner campaign for Firefly Cove in North Carolina, to sales promotion materials and logo mark identities for western North Carolina communities in development by IBEX Mountain Group. Pinkerton South also won ADDY gold for its logo mark branding the Coastal Carolinas chapter of the American Advertising Federation, after winning the club's own competition for the best new logo.

About Pinkerton South Advertising

Pinkerton South is a slightly different breed of agency, a brand and advertising design consultancy committed to the creation of messages so compelling that even the most indifferent consumer will stop and take a look. Although young in agency years, the work of Pinkerton South principals over the past two decades has won a lion's share of market for their clients, including leaders in technology, hospitality, real estate, entertainment, financial services and health care.

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