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Media 1 Wins Another Telly Award

Local Learning Consultancy Recognized Nationally for Excellence

GRAND HAVEN, Michigan, April 1, 2011 — The creative talent at Media 1 has done it again! After winning a Silver Telly in 2009, Media 1 decided to enter again this year and has received a Bronze Telly.

Media 1 earned the award for a short, Flash-based animation featuring services offered by the Education Services division within HP. The *HP Education Services Attach eMercial* animation featured an engaging and humorous approach to presenting key messages to the HP salesforce on the benefits of using the HP “Attach” program — attaching HP Education Services to existing HP product or service sales. The online “commercial” showcases an average sales guy named “Joe” and the super sales hero he can become using the “Attach” program.

“I am so pleased to see the talents, hard work and dedication of my team recognized at the national level,” said Harrison Withers, Vice President of Operations at Media 1. “We are thrilled with this award and the honor and prestige that it carries.”

“It is exciting to be part of a team that allows the kind of creativity and design work that is recognized by such a distinguished award,” said Media 1 Multimedia Developer Aaron Schaut, who also served as the lead graphic designer and animator for the winning project.

He added, “We had a lot of fun developing this Flash animation—right down to the in-house photo shoot and voiceover with our talented Media 1 staff—knowing that our entertaining approach would really engage employees and generate interest in the HP sales program.”

Founded in 1978, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and web commercials, videos and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

Media 1 was selected as a Telly Award Winner out of nearly 13,000 entries from all 50 states and 5 continents in the 32nd Annual Telly Awards for 2011. A prestigious judging panel of over 500 accomplished industry professionals, each a past Winner of a Silver Telly and a member of The Silver Telly Council, judged the competition—upholding the historical standard of excellence that Telly represents. Designed by the same firm that makes the Oscar® and Emmy®, the Telly statuette serves as a point of pride among many awards in the Media 1 showcase.

“The Telly Awards carry a bit of bragging rights among our peers,” said Media 1 Creative Director James Barnes, noting the previous Silver Telly in 2009 for work on a different HP animation. “What an awesome accomplishment for us to win another Telly award.”

About Media 1

Media 1 is a leading expert in Human Capital Improvement strategy and implementation. We help Human Resources (HR) enhance employee engagement and accelerate time to productivity. With a focus on Onboarding and Leadership Development, our work is based on six proven fundamental performance factors. We specialize in using Microsoft SharePoint™ technologies to support learning process workflow and cohort learning.

Contact us to learn more.

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About Telly Awards

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