



605 Elliott St., Suite 3
Grand Haven, MI 49417-
1040
616.935.1155 Main Office
616.935.1160 Fax

solutions@media1.us
www.media1.us

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Contact: Audra Troccko

Media 1

(616) 935-1155

atroccko@media1.us

Media 1 Wins Platinum Hermes Creative Award

Local Company Honored for Quality, Creativity and Resourcefulness

GRAND HAVEN, Michigan, May 12, 2011 — Media 1 has received a Platinum Hermes Award for their *Life in Balance* annual mailer booklet, a piece the company creates each year to showcase not only the diverse creative talents of the Media 1 team but the background and personalities of the team members themselves. The booklet serves as a holiday “card” to clients and friends of the company, and over the past four years, has been created around a theme. The theme for *Life in Balance* was sharing favorite after-hours pursuits that also flavor the work the company does. Past themes have included a blueberry cookbook to honor the company’s roots, a scrapbook of events recognized by the team throughout the year, and recommended reading from the team.

The Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops and freelancers. The Hermes’ prestigious Platinum Award is presented to those entries judged to be among the most outstanding entries in this competition. Only about 15% of the 4,400 international entries won a Platinum award. Media 1 also won a Gold Hermes Award in 2009 for an online animation.

Platinum Winners are recognized for their excellence in terms of quality, creativity, and resourcefulness. “The booklet was a team effort that culminated in a very creative piece which received a lot of praise from clients and friends,” said Harrison Withers, VP of Operations at Media 1. “We are very proud of the piece and are honored to be recognized at an international level.”

“A lot of thought and creativity went into the making of the booklet,” stated Aaron Schaut, the lead designer for the project. “From the cover to the magazine spread style of the individual pages to the ad spoofs, cartoon and crossword puzzle, careful consideration and design went into each element of the project.”

The trophy itself is an impressive statue of Hermes, the ancient Greek messenger. In Greek mythology, Hermes is the Olympian god of orators and wit, of literature and poets, invention, and commerce in general. “I love seeing what our team comes up with when given free rein to think outside the box. This annual mailer is our best yet, and we are thrilled to receive this award for it,” said Chris Willis, CEO and founder of Media 1.

An online archive of Media 1 annual mailers can be found at <http://www.media1.us/mailerarchive.htm>.

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.

(616) 935-1155

solutions@media1.us

www.media1.us



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About Hermes Creative Awards

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies, web based innovators and freelancers.

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand marketing, communication, advertising, public relations, media production, web and free-lance professionals. The Association oversees awards and recognition programs, provides judges and sets standards for excellence.

Association of Marketing and Communication Professionals began in 1995 as a means to honor outstanding achievement and service to the communication profession. As part of its mission, the Association fosters and supports the efforts of marketing and communication professionals who contribute their unique talents to public service and charitable organizations. Each year, the efforts of generous marketing and communication professionals are acknowledged through grants and special recognition. Hermes entrants are not charged entry fees for their pro bono entries.

<http://www.hermesawards.com/>

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